INTISARI

MINAT PETANI PADI DI KABUPATEN BANTUL DALAM MENERAPKAN SISTEM RESI GUDANG PENDEKATAN THEORY OF PLANNED BEHAVIOR. 2018. MIRFATUS SHOLICHAH (Skripsi dibimbing oleh ARIS SLAMET WIDODO & LESTARI RAHAYU). Sistem Resi Gudang adalah salah satu solusi dari harga beras yang sangat rendah karena memiliki konsep tunda jual gabah yang bertujuan untuk mendapatkan harga jual yang lebih baik. Sistem Resi Gudang di Kabupaten Bantul telah mengalami dua perubahan manajemen. Kinerja dan kebijakan pengelola akan mempengaruhi minat petani dalam menerapkan Sistem Resi Gudang. *Theory of Planned Behavior* (TPB) cocok untuk menganalisis minat petani padi. Penelitian ini bertujuan untuk mengidentifikasi karakteristik petani, mengetahui minat petani dalam menerapkan Sistem Resi Gudang, dan menganalisis karakteristik hubungan petani dengan minat petani. Responden dipilih oleh 30 petani dengan metode purposive sampling dan dijelaskan secara deskriptif. Karakteristik petani responden di Kabupaten Bantul yaitu telah menempuh jenjang pendidikan hingga tingkat SMA, memiliki produksi padi 1-3 ton, memiliki kepemilikan cadangan gabah hingga 1.250 kilogram, penghasilan tani lebih dari Rp 12.100.000, lahan yang dimiliki antara 500-4.125 meter persegi, memiliki lahan dengan status lahan milik sendiri, berpengalaman sebagai petani selama 26 tahun, belum mendapatkan sosialisasi, memiliki lumbung pribadi, tidak memiliki pinjaman di bank, serta tidak menjabat sebagai pengurus kelompok tani. Tingkat minat petani di Kabupaten Bantul dalam menerapkan Sistem Resi Gudang di Kabupaten Bantul dalam kategori tinggi. Hubungan antara karakteristik petani dengan tingkat minat petani dalam menerapkan Sistem Resi Gudang adalah terdapat hubungan yang rendah. Karakteristik yang memiliki hubungan positif yaitu produksi padi, luas lahan, pengalaman bertani, dan jarak gudang SRG.

Kata Kunci: Minat, Sistem Resi Gudang, *Theory of Planned Behavior*

MINAT PETANI PADI DI KABUPATEN BANTUL DALAM MENERAPKAN SISTEM RESI GUDANG PENDEKATAN *THEORY OF PLANNED BEHAVIOR*

Interest of Rice Farmers in Bantul Regency to Apply Warehouse Receipt System: Theory of Planned Behavior Approach

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ABSTRACT

Warehouse Receipt System is one solution of the very low price of rice because it has the concept of snail selling delay which aims to get a better selling price. Warehouse Receipt System in Bantul Regency has experienced two management changes. The performance and policy of the manager will affect the interest of farmers in applying the Warehouse Receipt System. Theory of Planned Behavior (TPB) is suitable for analyzing the interest of rice farmers. This study aims to identify the characteristics of farmers, to know the interest of farmers in applying the Warehouse Receipt System, and to analyze the characteristics of farmer relationship with farmers' interest. Respondents were selected by 30 farmers with purposive sampling method and described descriptively. The characteristics of the respondent farmers in Bantul Regency have been through education level up to high school level, have 1-3 tons of rice production, have ownership of grain reserves up to 1,250 kilograms, farm income more than Rp 12.100.000, owned land between 500-4.125 square meters, owns land with own land status, experienced as a farmer for 26 years, has not received any socialization, has private barns, has no bank loan, and does not serve as a farmer group. The level of interest of farmers in Bantul Regency in implementing Warehouse Receipt System in Bantul Regency is in high category. The relationship between the characteristics of farmers with the level of interest of farmers in applying the Warehouse Receipt System is that there is a low relationship. Characteristics that have a positive relationship that is rice production, land area, farming experience, and SRG's warehouse distance.

Keywords: Interest, Theory of Planned Behavior, Warehouse Receipt System