

INTISARI

SIKAP PETANI LAHAN PASIR PANTAI TERHADAP PASAR LELANG DI DESA SRIGADING KECAMATAN SANDEN KABUPATEN BANTUL. 2018. PUPUT KURNIAWAN SALIM (dibimbing oleh RETNO WULANDARI & ARIS SLAMET WIDODO). Petani lahan pasir pantai di Desa Srigading memasarkan hasil panen cabai menggunakan pasar lelang. Penelitian ini bertujuan untuk mengetahui sikap petani terhadap pasar lelang dan faktor-faktor yang memengaruhinya. Penelitian ini dilakukan di Desa Srigading, Kecamatan Sanden, Kabupaten Bantul. Data sampel diambil dari anggota Kelompok Tani “Tani Manunggal” menggunakan random sampling dengan jumlah total 39 petani. Metode analisis data menggunakan analisis deskriptif dan Koefisien Korelasi *Rank Spearman*. Dalam penelitian ini sikap petani dinilai dari aspek kognitif, aspek afektif, dan aspek konatif. Hasil penelitian menunjukkan bahwa sikap kognitif, sikap afektif, dan sikap konatif termasuk dalam kategori tinggi yang berkaitan dengan keberlanjutan pasar lelang. Faktor-faktor yang mempengaruhi sikap dengan sikap kognitif terdapat hubungan yang signifikan yaitu, keaktifan dalam organisasi, kualitas produk, lama mengikuti pasar lelang dan total produksi. Faktor-faktor yang mempengaruhi sikap dengan sikap afektif terdapat hubungan yang signifikan yaitu, usia, keaktifan dalam organisasi, lama mengikuti pasar lelang dan total produksi. Faktor-faktor yang mempengaruhi sikap dengan sikap konatif terdapat hubungan yang signifikan yaitu, usia, luas lahan, lama mengikuti pasar lelang dan total produksi.

Kata Kunci : Cabai, Lahan Pasir Pantai, Pasar Lelang, Sikap Petani.

ABSTRACT

THE ATTITUDE OF SAND BEACH FARMERS ON AUCTION MARKETS AT SRIGADING VILLAGE, SANDEN SUB-DISTRICT, BANTUL REGENCY. 2018. PUPUT KURNIAWAN SALIM (Supervised by RETNO WULANDARI & ARIS SLAMET WIDODO). The beach sand farmers in Srigading Village market chili crops using the auction market. This research aims to determine the attitude of farmers to the auction market and the factors that influence it. This research was done in Srigading Village, Sanden Sub-District, Bantul Regency. The sample data was taken from members of the "Tani Manunggal" Farmers Group using random sampling with a total of 39 farmers. The methods of data analysis used descriptive analysis and Spearman Rank Correlation Coefficient. In this research the farmer's attitude was assessed from the cognitive, affective, and conative aspects. That cognitive attitudes, affective attitudes, and conative attitudes are included in the high category related to the sustainability of the auction market. The factors that influence attitudes with cognitive attitudes are significant relationships, such as, activity in the organization, product quality, length of time following the auction market and total production. The factors that influence attitudes with affective attitudes are significant relationships, such as, age, activity in the organization, length of time following the auction market and total production. The factors that influence attitudes with conative attitudes are significant relationships, such as, age, land area, length of time following the auction market and total production.

Keywords: Auction Market, Beach Sand Land, Chili, Farmer's Attitude