

ABSTRACT

ANALYSIS OF THE APPLICATION OF THE STANDART OPERATING PROCEDURE IN THE CULTIVATION OF SALAK PONDOH FOR EXPORT ORIENTED MAGELANG REGENCY. (Supervised by HERI AKHMADI, S.P, M.A. / Dr. Ir. SRIYADI, M.P). The highest production of pondoh salacca in Magelang Regency is located in Srumbung District. The Agriculture and Food Service of Magelang Regency has made Srumbung District an experimental area for implementing the Standard Operating Procedure (SOP) in 2008. Based on this, it is necessary to know the extent of farmers' ability to implement the SOP provided by the Agriculture Service. This study aims to analyze the level of implementation of the salacca farming Standard Operating Procedure (SOP) in Srumbung sub-district and describe the factors associated with the level of implementation of the Salacca farming standard operating procedure (SOP) in Srumbung District. Determination of the study area was carried out intentionally in Srumbung Subdistrict by determining the sample which was done by random sampling to the members of the farmer group in Srumbung Subdistrict, amounting to 70 farmer respondents. Data collection methods were used through interviews with the help of the questionnaire. The level of application of SOPs was analyzed using a Likert Scale, while for factors related to the level of application of SOPs were analyzed using Spearman Rank correlation. The results showed that the level of application of the salacca farming SOP in Srumbung District had a total score of 23.87 or in the medium category. The factors of land area, labor, production, capital have a significant relationship with the level of application of salacca farming SOP with a confidence level of 99%.

Keywords: pondoh salacca, standard operating procedure, SOPs implementation