

**MOTIVASI PETANI DALAM USAHATANI TANAMAN BUNGA KRISAN
DI DESA HARGOBINANGUN KECAMATAN PAKEM KABUPATEN
SLEMAN**

*Motivation Of Farmers To Farming Chrysanthemum Plant At Hargobinangun
Village, Pakem Sub District, Sleman Regency.*

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ABSTRACT

This study aims to determine the motivation of farmers and the factors that influence the motivation of farmers in crop farming chrysanthemums in Hargobinangun village of Pakem Sub-District, Sleman Regency. The basic method used in this research is descriptive method. Techniques to determine the respondents using census method, which takes all the chrysanthemum plant farmers in the village Hargobinangun as many as 20 respondents. Primary data were collected through observation and interviews with the help of questionnaires while the secondary data obtained from the relevant authorities regarding the state of the research area. The results show profile of farmers chrysanthemum flower in the Hargobinangun village of Pakem Sub-District, Sleman Regency were in the age range 30-50 years, cropland chrysanthemum narrow, and the main occupation as a farmer. Motivation farmers in crop farming chrysanthemums in mind that the need for the presence (existence) are categorized as low, while the need for linkage (relatedness) and the need for growth (growth) in the high category. The most influential factor or factors that have a relationship high enough to motivate farmers in crop farming chrysanthemum flowers in the Hargobinangun village of Pakem Sub-District, SlemanRegency is is farm receipts, non-formal education, and the institutions that affect the need for the presence (existence) and the risks of farming most affect the linkage needs (relatedness) while the demand growth (growth) is affected by the risk of farming, farming experience and formal education

Keywords: *chrysanthemum, motivation, farming*