

**MOTIVASI PETANI SAYURAN ORGANIK DALAM BERMITRA
KERJA DENGAN CV TANI ORGANIK MERAPI (TOM) DI
KECAMATAN CANGKRINGAN KABUPATEN SLEMAN
YOGYAKARTA**

*Motivation of Organic Vegetables Farmers In Cooperation With CV. Tani
Organik Merapi At Cangkringan District Sleman Regency Yogyakarta*

**Yuniar Alvi Dwiningrum
Dr. Ir. Widodo, MP. / Dr. Ir. Triwara Buddhi S, MP.
Agribusiness Departement Faculty of Agriculture
Universitas Muhammadiyah Yogyakarta**

ABSTRACT

Safety trend in farming product is a sensitive issue in the world of food. Various cases of food poisoning occur derived from chemical and biological contamination. This problems prosecute the farmers to be able to meet consumers demand for organic food. CV. Tani Organik Merapi is the partner for farmers especially in organic vegetables to be able to help realize the organic food for consumers. But until now, there is no much farmers who want to join with CV. Tani Organik Merapi. The aims of this research are determine the cooperation system that applied by CV. Tani Organik Merapi, knowing the farmers motivation in cooperation with CV. Tani Organik Merapi, knowing the work achievement of farmers in CV. Tani Organik Merapi. This research is a quantitative research using a likert scale analysis techniques which are located in the CV. Tani Organik Merapi in Yogyakarta. The data taken from 15 farmers as respondents with a questionnaire consisting of 5 variables, 19 indicators and 50 questions. The result of this research are showed the cooperation system that used by CV. Tani Organik Merapi is a core plasma cooperation system, farmers motivation role in cooperation with CV. Tani Organik Merapi based on need for affiliation, and the result of work achievement by farmers based on work achievement in quality and quantity is high.

Keyword: *Motivation, Organic Vegetables Farming, Partnership System.*