

RINGKASAN

Adi Rahmandar, 240361100007, Magister Pengelolaan Sumber Daya Alam Program Pasca Sarjana Universitas Trunojoyo Madura, Oktober 2025. Persepsi dan Tingkat Adopsi Petani terhadap Inovasi Varietas Jagung Hibrida di Kecamatan Tlanakan Kabupaten Pamekasan. Komisi Pembimbing, Ketua: Dr.Agr. Eko Setiawan, S.P., M.Si. Anggota Dr. Akhmad Farid, S.Pi., M.T.

Inovasi benih jagung hibrida dirancang untuk meningkatkan produktivitas jagung di Indonesia. Dalam rangka akselerasi peningkatan produksi jagung pemerintah meluncurkan program bantuan benih jagung hibrida ke semua daerah yang potensi tanaman jagungnya tinggi takterkecuali di Kabupaten Pamekasan. Pada tahun 2023 kelompok tani di Kecamatan Tlanakan Kabupaten Pamekasan mendapatkan bantuan benih jagung hibrida dari pemerintah yang tujuannya untuk meningkatkan produksi jagung di Kabupaten Pamekasan khususnya di Kecamatan Tlanakan. Namun dalam perjalanannya jagung hibrida belum sepenuhnya diterima petani, oleh karenanya penulis tertarik untuk mengadakan penelitian yang bertujuan untuk mengidentifikasi karakteristik petani pada penelitian persepsi dan tingkat adopsi petani terhadap inovasi benih jagung hibrida, mengetahui persepsi petani terhadap inovasi benih jagung hibrida dan mengetahui sejauhmana tingkat adopsinya serta mengetahui hubungan antara karakteristik petani dengan persepsi petani dan tingkat adopsinya terhadap inovasi benih jagung hibrida. Metode penelitian menggunakan instrumen berupa kuesioner skala likert skala 1-5 dimana responden diminta untuk menjawab pernyataan dengan 5 alternatif jawaban, kemudian pada masing-masing jawaban diberi skor agar dapat dianalisis secara kuantitatif. Sampel dipilih secara sengaja (*purposive sampling*) dari 13 kelompok tani yang mendapat bantuan jagung hibrida, masing-masing kelompok tani dipilih secara proporsional sehingga secara keseluruhan didapatkan responden sebanyak 65 orang. Data dianalisis secara deskriptif kuantitatif dan hasil disajikan dalam bentuk tabel dan grafik. Hasil penelitian menunjukkan bahwa karakteristik petani didominasi oleh usia prima (25-59 tahun), berpendidikan dasar, pengalaman usaha tani menengah (18-32 tahun), dengan penguasaan luas lahan skala menengah (0,5-1 hektar) dan dominan berjenis kelamin laki-laki, persepsi petani terhadap inovasi benih jagung hibrida persepsi petani terhadap inovasi benih jagung hibrida secara umum berada pada kategori cukup baik, sedangkan tingkat adopsinya berada pada kategori sedang. Persepsi petani dipengaruhi secara signifikan oleh jenis kelamin, sedangkan umur, pendidikan, luas lahan, dan lama bertani tidak berpengaruh secara signifikan. Tingkat adopsi petani dipengaruhi secara signifikan oleh pendidikan dan lama berusahatani, sementara umur, jenis kelamin, dan luas lahan tidak menunjukkan pengaruh yang signifikan.

Kata Kunci: Inovasi, Jagung Hibrida, Persepsi, Skala Likert, Tingkat Adopsi.

SUMMARY

Adi Rahmandar, 240361100007, Master of Natural Resource Management, Postgraduate Program, Trunojoyo University, Madura, October 2025. Farmers' Perceptions and Adoption Rates of Hybrid Corn Variety Innovations in Tlanakan District, Pamekasan Regency. Advisory Committee, Chair: Dr. Agr. Eko Setiawan, S.P., M.Si. Member: Dr. Akhmad Farid, S.Pi, M.T.

The hybrid corn seed innovation is designed to increase corn productivity in Indonesia. In order to accelerate the increase in corn production, the government launched a hybrid corn seed assistance program to all areas with high corn crop potential, including in Pamekasan Regency. In 2023, farmer groups in Tlanakan District, Pamekasan Regency will receive hybrid corn seed assistance from the government, which aims to increase corn production in Pamekasan Regency, especially in Tlanakan District. However, in its journey, hybrid corn has not been fully accepted by farmers, therefore the author is interested in conducting a study that aims to identify the characteristics of farmers in the research on farmers' perceptions and adoption rates of hybrid corn seed innovations, find out farmers' perceptions of hybrid corn seed innovations and find out the extent of their adoption rate as well as find out the relationship between farmer characteristics and farmers' perceptions and their adoption rates on hybrid corn seed innovation. The research method uses an instrument in the form of a likert scale questionnaire on a scale of 1-5 where respondents are asked to answer statements with 5 alternative answers, then each answer is given a score so that it can be analyzed quantitatively. The sample was deliberately selected (*purposive sampling*) from 13 farmer groups that received hybrid corn assistance, each farmer group was selected proportionally so that overall 65 respondents were obtained. The data is analyzed descriptively quantitatively and the results are presented in the form of tables and graphs. The results of the study show that the characteristics of farmers are dominated by prime age (25-59 years), basic education, medium farming experience (18-32 years), with control of medium-scale land area (0.5-1 hectare) and predominantly male, farmers' perception of hybrid corn seed innovation farmers' perception of hybrid corn seed innovation in general is in the fairly good category, while the adoption rate is in the medium category. Farmers' perceptions are significantly influenced by gender, while age, education, land area, and length of farming are not significantly affected. Farmers' adoption rates were significantly influenced by education and length of farming, while age, gender, and land area did not show significant influences.

Keywords: Innovation, Hybrid Corn, Perception, Likert Scale, Adoption Rate.