

Firda Amalia. NIM 140321100054. Perilaku Petani dan Faktor-Faktor yang Mempengaruhi Penggunaan Pupuk Anorganik pada Usahatani Ubi Jalar di Kecamatan Pacet Kabupaten Mojokerto. Dibawah bimbingan Dr. Fuad Hasan, SP., MP.

ABSTRAK

Ubi jalar merupakan komoditas pangan strategis dengan potensi ekonomi tinggi. Kecamatan Pacet sebagai sentra produksi ubi jalar di Jawa Timur mengalami penurunan produktivitas dari 36,60 ton/ha tahun 2022 menjadi 32,14 ton/ha tahun 2023 yang diduga disebabkan variasi praktik pemupukan anorganik yang belum sesuai standar operasional prosedur (SOP). Penelitian ini bertujuan mendeskripsikan perilaku petani dalam penggunaan pupuk anorganik dan menganalisis faktor-faktor yang mempengaruhinya. Penelitian dilakukan Agustus-Desember 2025 terhadap 60 petani di tiga desa menggunakan teknik *purposive sampling*. Data dianalisis dengan statistik deskriptif berdasarkan prinsip 4T (tepat jenis, dosis, waktu, dan cara) serta regresi linear berganda untuk mengidentifikasi pengaruh luas lahan, pengalaman bertani, pengetahuan, pendapatan, keanggotaan kelompok tani, dan harga pupuk terhadap penggunaan pupuk urea, NPK, dan ZA. Hasil penelitian menunjukkan bahwa perilaku petani dalam penggunaan pupuk anorganik masih belum sepenuhnya sesuai dengan Standar Operasional Prosedur (SOP) budidaya ubi jalar. Ketidaktepatan masih banyak dijumpai pada aspek dosis, waktu, dan cara pengaplikasian pupuk, meskipun sebagian petani telah menggunakan jenis pupuk yang sesuai. Faktor-faktor yang berpengaruh signifikan terhadap penggunaan pupuk urea adalah luas lahan (positif), keanggotaan kelompok tani (negatif), dan harga pupuk (negatif). Pada pupuk NPK dan ZA, harga pupuk berpengaruh positif secara signifikan, sedangkan pada pupuk ZA, pendapatan juga berpengaruh positif. Penelitian ini merekomendasikan peningkatan peran penyuluh pertanian dan kelompok tani dalam pendampingan pemupukan berimbang sesuai prinsip 4T untuk meningkatkan efisiensi penggunaan pupuk dan produktivitas ubi jalar.

Kata kunci: ubi jalar, pupuk anorganik, perilaku petani, factor social ekonomi

Firda Amalia. Student ID Number 140321100054. Farmer Behavior and Factors Affecting the Use of Inorganic Fertilizers in Sweet Potato Farming in Pacet District, Mojokerto Regency. Under the supervision of Dr. Fuad Hasan, SP., MP.

ABSTRACT

Sweet potatoes are a strategic food commodity with high economic potential. Pacet District, as a sweet potato production center in East Java, experienced a decline in productivity from 36.60 tons/ha in 2022 to 32.14 tons/ha in 2023, which is suspected to be caused by variations in inorganic fertilizer practices that do not comply with standard operating procedures (SOP). This study aims to describe farmers' behavior in the use of inorganic fertilizers and analyze the factors that influence it. The research was conducted from August to December 2025 on 60 farmers in three villages using purposive sampling techniques. The data were analyzed using descriptive statistics based on the 4T principle (right type, dose, time, and method) and multiple linear regression to identify the effects of land area, farming experience, knowledge, income, membership in farmer groups, and fertilizer prices on the use of urea, NPK, and ZA fertilizers. The results showed that farmers' behavior in the use of inorganic fertilizers was still not fully in accordance with the Standard Operating Procedures (SOP) for sweet potato cultivation. Inaccuracies were still commonly found in terms of dosage, timing, and method of fertilizer application, even though some farmers had used the appropriate type of fertilizer. The factors that significantly affect urea fertilizer use are land area (positive), farmer group membership (negative), and fertilizer price (negative). For NPK and ZA fertilizers, fertilizer price has a significant positive effect, while for ZA fertilizer, income also has a positive effect. This study recommends increasing the role of agricultural extension workers and farmer groups in facilitating balanced fertilization according to 4R principles to improve fertilizer use efficiency and sweet potato productivity.

Keywords: sweet potato, inorganic fertilizers, farmer behavior, socio-economic factors