

Abstrak

Sapi sonok merupakan salah satu budaya khas Madura yang memiliki nilai sosial, budaya, ekonomi dan prestise. Keberlangsungan budaya sapi sonok sangat dipengaruhi oleh motivasi peternak dalam melestarikannya. Penelitian dilakukan di Desa Dempo Barat Kecamatan Pasean Kabupaten Pamekasan dengan metode kuantitatif deskriptif. Sampel penelitian berjumlah 50 responden. Data dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik dan analisis regresi linear berganda. Tujuan penelitian adalah (1) Mengetahui karakteristik peternak sapi sonok, (2) Mengetahui tingkat motivasi peternak dalam melestarikan budaya sapi sonok dan (3) Menganalisis pengaruh karakteristik peternak terhadap motivasi pelestarian budaya sapi sonok. Hasil penelitian menunjukkan bahwa (1) Karakteristik peternak sapi sonok didominasi oleh laki-laki pada usia produktif, dengan tingkat pendidikan SMA dan memiliki pengalaman beternak yang cukup lama, (2) Tingkat motivasi peternak dalam melestarikan budaya sapi sonok tergolong tinggi dan (3) Secara parsial, karakteristik pekerjaan sebagai peternak dan jumlah kepemilikan sapi berpengaruh signifikan terhadap motivasi pelestarian budaya sapi sonok, sedangkan karakteristik lainnya tidak menunjukkan pengaruh yang signifikan. Secara simultan, seluruh karakteristik peternak berpengaruh signifikan secara simultan terhadap motivasi pelestarian budaya sapi sonok. Variabel paling dominan yang memengaruhi motivasi pelestarian budaya sapi sonok di Desa Dempo Barat adalah jumlah kepemilikan sapi.

Kata kunci: Sapi Sonok; Motivasi; Budaya; Karakteristik Peternak

Abstract

Sonok cattle are one of the distinctive cultural heritages of Madura that possess social, cultural, economic, and prestige values. The sustainability of Sonok cattle culture is highly influenced by farmers' motivation to preserve it. This study was conducted in Dempo Barat Village, Pasean District, Pamekasan Regency using a descriptive quantitative method. The research sample consisted of 50 respondents. Data were analyzed using validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis. The objectives of this study are (1) to determine the characteristics of Sonok cattle breeders, (2) to determine the level of motivation of breeders in preserving Sonok cattle culture and (3) to analyze the influence of breeder characteristics on the motivation to preserve Sonok cattle culture. The results of the study indicate that (1) The characteristics of Sonok cattle breeders are dominated by men of productive age, with a high school education level and have quite a long livestock farming experience, (2) The level of motivation of breeders in preserving Sonok cattle culture is relatively high and (3) Partially, the characteristics of work as a breeder and the number of cattle owned have a significant effect on the motivation to preserve Sonok cattle culture, while other characteristics do not show a significant effect. Simultaneously, all breeder characteristics have a significant effect simultaneously on the motivation to preserve Sonok cattle culture. The most dominant variable that influences the motivation to preserve Sonok cattle culture in West Dempo Village is the number of cattle owned.

Keywords: Sonok Cattle; Motivation; Culture; Farmer Characteristics