

ABSTRAK

Agus Wisudayana, NPM : 71210712023, Pengaruh Motivasi Dan Pelatihan Penyuluhan Petani Terhadap Kinerja Petani Padi Sawah (*Oryza Sativa*) (Studi Kasus : Desa Perbarakan Kabupaten Deli Serdang Kecamatan Pagar Merbau Provinsi Sumatera Utara). Produktivitas petani padi sawah sangat dipengaruhi oleh motivasi internal dan dukungan eksternal seperti pelatihan penyuluhan. Desa Perbarakan menghadapi tantangan dalam produktivitas yang rendah, yang diduga berkaitan dengan motivasi dan efektivitas penyuluhan. Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan metode survei. Populasi penelitian adalah petani padi sawah di Desa Perbarakan, dengan sampel sebanyak 90 orang yang dipilih melalui teknik simple random sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan korelasi Spearman dan regresi linear berganda. Hasil penelitian menunjukkan bahwa motivasi petani dan pelatihan penyuluhan berpengaruh signifikan terhadap kinerja petani. Nilai koefisien determinasi (R^2) sebesar 73,5% menunjukkan bahwa variabel motivasi dan pelatihan secara bersama-sama menjelaskan kinerja petani. Hasil uji t parsial menunjukkan bahwa variabel motivasi petani (X_1) memiliki nilai t-hitung sebesar 4,832 dengan signifikansi 0,000, dan variabel pelatihan penyuluhan (X_2) memiliki nilai t-hitung sebesar 3,098 dengan signifikansi 0,003. Karena nilai signifikansi kedua variabel $< 0,05$, maka keduanya secara parsial berpengaruh positif dan signifikan terhadap kinerja petani padi sawah. Uji t menunjukkan bahwa kedua variabel tersebut secara parsial berpengaruh positif dan signifikan. Motivasi dan pelatihan penyuluhan memiliki peran penting dalam meningkatkan kinerja petani padi sawah. Upaya peningkatan produktivitas sebaiknya difokuskan pada peningkatan motivasi petani serta intensitas dan kualitas pelatihan penyuluhan.

Kata kunci: motivasi petani, pelatihan penyuluhan, kinerja petani, padi sawah

ABSTRACT

Agus Wisudayana, Student Identification Number (NPM): 71210712023, The Influence of Motivation and Farmer Counseling Training on the Performance of Rice Farmers (Oryza sativa)(Case Study: Perbarakan Village, Pagar Merbau District, Deli Serdang Regency, North Sumatra Province). The productivity of rice paddy farmers is greatly influenced by internal motivation and external support such as extension training. Perbarakan Village faces challenges in low productivity, which is suspected to be related to farmer motivation and the effectiveness of agricultural extension. This study employed a descriptive quantitative approach using a survey method. The population consisted of rice paddy farmers in Perbarakan Village, with a sample of 90 respondents selected using simple random sampling. Data were collected using questionnaires and analyzed with Spearman correlation and multiple linear regression. The results showed that both farmer motivation and extension training had a significant effect on farmer performance. The coefficient of determination (R^2) of 73.5% indicates that the variables jointly explain the variance in farmer performance. The partial t-test results showed that the variable of farmer motivation (X_1) had a t-value of 4.832 with a significance level of 0.000, and the agricultural extension training variable (X_2) had a t-value of 3.098 with a significance level of . Since both significance values are below 0.05, it indicates that each variable has a positive and significant partial effect on the performance of rice paddy farmers. The t-test indicated that both variables individually had a positive and significant effect. Motivation and agricultural extension training play a vital role in improving the performance of rice paddy farmers. Efforts to enhance productivity should focus on increasing farmer motivation as well as the frequency and quality of extension training programs.

Keywords: *farmer motivation, extension training, farmer performance, rice cultivation*