

CATTLE BREEDER'S MOTIVATION IN FOLLOWING PARTNERSHIP PROGRAMME WITH PT. GREAT GIANT LIVESTOCK CO. (GGLC) IN KARANG ENDAH VILLAGE OF TERBANGGI BESAR DISTRICT IN CENTRAL LAMPUNG REGENCY

ABSTRACT

By

Selvia Fitri¹, Begem Viantimala², Indah Listiana³

This research purposed were to: 1) find out cattle breeder's motivation in following partnership programme with PT. Great Giant Livestock Co. (GGLC), 2) find out factors which were related to the member of breeder group's motivation in partnership programme with PT. Great Giant Livestock Co. (GGLC) in Karang Endah village of Terbanggi Besar district in Central Lampung regency.

This research was conducted in Karang Endah village of Terbanggi Besar district Central Lampung regency from May until June 2011. Samples were 36 peoples of cattle breeder. This research used survey method, which were analyzed using descriptive analysis method. Correlations among variables were tested using *Rank Spearman* correlation analysis.

The results showed that: 1) the cattle breeder's motivation to partnership programme with PT. Great Giant Livestock Co. (GGLC) was high. 2) factors which had real correlation to the member of breeder group's motivation in partnership programme with PT. Great Giant Livestock Co. (GGLC) were knowledge, breeding period, cosmopolitan's level, and the intensity in following agricultural counseling.

Keywords: breeder's motivation, partnership programme, PT. Great Giant Livestock Co. (GGLC), *rank spearman*

¹ Student of Social and Economic Department of Agriculture Faculty in Lampung University

² Lecturer of Social and Economic Department of Agriculture Faculty in Lampung University

³ Lecturer of Social and Economic Department of Agriculture Faculty in Lampung University