

ABSTRAK

TINGKAT ADOPSI INOVASI PENGGUNAAN PUPUK ORGANIK DAN ANORGANIK TERHADAP PRODUKTIVITAS PADI SAWAH DI DESA REJO AGUNG KECAMATAN TEGINENENG

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Rendahnya tingkat penggunaan pupuk organik di kalangan petani padi sawah menjadi permasalahan penting karena berdampak pada penurunan kesuburan tanah dan keberlanjutan produksi pertanian. Ketergantungan terhadap pupuk anorganik yang tinggi berpotensi menurunkan kualitas lingkungan serta produktivitas lahan dalam jangka panjang, sehingga diperlukan inovasi berupa penggunaan pupuk organik. Penelitian ini bertujuan untuk mengetahui tingkat adopsi inovasi penggunaan pupuk organik serta faktor-faktor yang berhubungan dengan tingkat adopsi tersebut terhadap produktivitas petani padi sawah di Desa Rejo Agung, Kecamatan Tegineneng. Penelitian dilaksanakan pada bulan November-Desember 2025 dengan menggunakan metode survei dan pendekatan deskriptif kuantitatif. Populasi penelitian sebanyak 146 petani, dengan sampel sebanyak 38 responden yang ditentukan melalui teknik purposive sampling dan rumus Slovin. Data dikumpulkan melalui wawancara menggunakan kuesioner dan dianalisis menggunakan statistik deskriptif serta uji korelasi Rank Spearman. Hasil penelitian menunjukkan bahwa tingkat adopsi inovasi penggunaan pupuk organik tergolong sedang dengan persentase sebesar 63,16%, serta faktor yang berhubungan signifikan dengan tingkat adopsi adalah sifat inovasi. Kesimpulannya, penggunaan pupuk organik telah diterima secara luas oleh petani dan memberikan manfaat nyata terhadap produktivitas, sehingga diperlukan peningkatan pendampingan penyuluhan dan dukungan kebijakan untuk memperluas penerapan pertanian berkelanjutan.

Kata kunci: adopsi inovasi, pupuk organik, produktivitas padi, petani, penyuluhan pertanian

ABSTRACT

THE LEVEL OF ADOPTION OF ORGANIC AND INORGANIC FERTILIZER USE INNOVATION AND ITS EFFECT ON LOWLAND RICE PRODUCTIVITY IN REJO AGUNG VILLAGE, TEGINENENG DISTRICT

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The low level of organic fertilizer use among lowland rice farmers has become an important issue, as it contributes to declining soil fertility and the sustainability of agricultural production. High dependence on inorganic fertilizers has the potential to degrade environmental quality and reduce land productivity in the long term; therefore, innovation in the form of organic fertilizer use is necessary. This study aims to determine the level of adoption of organic fertilizer innovation and the factors associated with this adoption in relation to the productivity of lowland rice farmers in Rejo Agung Village, Tegineneng Subdistrict. The research was conducted from November to December 2025 using a survey method with a quantitative descriptive approach. The study population consisted of 146 farmers, with a sample of 38 respondents selected using purposive sampling and the Slovin formula. Data were collected through interviews using structured questionnaires and analyzed using descriptive statistics and Spearman Rank correlation tests. The results show that the level of adoption of organic fertilizer innovation is categorized as moderate, with a percentage of 63.16%, and the factor significantly associated with the level of adoption is the characteristics of the innovation. In conclusion, the use of organic fertilizers has been widely accepted by farmers and provides tangible benefits to productivity; therefore, enhanced extension support and policy reinforcement are needed to promote the broader implementation of sustainable agriculture.

Keywords: *innovation adoption, organic fertilizer, rice productivity, farmers, agricultural extension*