

ABSTRAK

FAKTOR-FAKTOR YANG MEMPENGARUHI ADOSI BENIH UNGGUL JAGUNG DI DESA MULYOSARI KECAMATAN TANJUNG SARI KABUPATEN LAMPUNG SELATAN

Oleh

Ribka Dwira Sihotang

Pentingnya adopsi benih unggul jagung dalam meningkatkan produktivitas usahatani masih dihadapkan pada berbagai faktor yang memengaruhi keputusan petani. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi adopsi benih unggul jagung di Desa Mulyosari, Kecamatan Tanjung Sari serta mengidentifikasi kendala yang dihadapi petani. Faktor yang dikaji meliputi pihak eksternal (keluarga, kelompok tani, dan PPL), sifat inovasi, serta sikap petani. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap petani jagung sebagai responden. Analisis data menggunakan *Structural Equation Modeling-Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa sifat inovasi berpengaruh signifikan terhadap adopsi benih unggul jagung, sikap petani berpengaruh signifikan terhadap adopsi, serta sifat inovasi berpengaruh signifikan terhadap adopsi melalui sikap sebagai variabel mediasi. Hal ini menunjukkan bahwa persepsi petani terhadap inovasi membentuk sikap positif yang mendorong adopsi. Kendala yang dihadapi petani meliputi keterbatasan pengetahuan dan pelatihan, kondisi lingkungan, ketersediaan benih, keterbatasan modal, serta fluktuasi harga jual. Kesimpulan penelitian menunjukkan bahwa adopsi dipengaruhi faktor sosial, psikologis, dan karakteristik inovasi serta masih dihadapkan pada kendala teknis dan ekonomi.

Kata kunci: adopsi, benih unggul, SEM-PLS, sifat inovasi, sikap

ABSTRACT

FACTORS INFLUENCING THE ADOPTION OF IMPROVED MAIZE SEEDS IN MULYOSARI VILLAGE, TANJUNG SARI DISTRICT

By

Ribka Dwira Sihotang

The adoption of improved maize seeds plays an important role in increasing farm productivity, yet it is influenced by various factors affecting farmers' decisions. This study aims to analyze the factors influencing the adoption of improved maize seeds in Mulyosari Village, Tanjung Sari District and to identify the constraints faced by farmers. The factors examined include external parties (family, farmer groups, and agricultural extension officers), innovation characteristics, and farmers' attitudes. This study uses a quantitative approach with a survey method involving maize farmers as respondents. Data analysis was conducted using Structural Equation Modeling-Partial Least Square (SEM-PLS). The results show that innovation characteristics significantly influence adoption, farmers' attitudes significantly affect adoption, and innovation characteristics also influence adoption through attitude as a mediating variable. This indicates that farmers' perceptions of innovation shape positive attitudes that encourage adoption. The constraints faced by farmers include limited knowledge and training, environmental conditions, seed availability, limited capital, and fluctuating selling prices. The study concludes that adoption is influenced by social, psychological, and innovation-related factors and is still constrained by technical and economic challenges.

Keywords: *adoption, improved seeds, SEM-PLS, innovation characteristics, attitude*