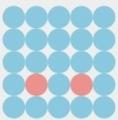




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ABSTRACT

Analysis on Farmer's Perception And Attitude of ASGITA Farmers toward The Application of Strawberry Red Ripe

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Strawberry Red Ripe is one of AMARTA's strawberry program in Rancabali-Bandung with fully supporting a farmer's association called ASGITA (Asosiasi Agribisnis dan Wisata or Agribusiness and Tourism Association). It was found that most strawberries on the market have low sugar content because they are harvested when only 75% ripe. This practice increases shelf-life, but reduces taste. The Red Ripe program is promoting harvest at 90% ripe or more, so it will produce bigger, sweeter, and more red strawberry. The aims of this study were to identify and make inventory of Strawberry Rep Ripe program in ASGITA; to analyze farmer's perception and attitude toward the application of Strawberry Red Ripe; to analyze factors influencing the application of Strawberry Red Ripe; and also to recommended and appropriate managerial implementation for Strawberry Red Ripe.

The study was done in Desa Alam Endah, Kecamatan Rancabali, Ciwidey, Kabupaten Bandung from July to October 2009. The analysis of this research used explanatory study with survey method using face to face interviews and questionnaires, which involve 80 respondents. The data were analyzez using non-parametric analysis (Mann Whitney Test and Chi-Square) and factor analysis.

The results of study showed that farmer's perception toward the application of Strawberry Red Ripe showed a real difference, where SRR farmer had higher perception compared to non SRR farmer. The results of factor analysis toward the farmer's perception were categorized into two factor, i.e. 1) benefit factor of Strawberry Red Ripe program, and 2) cultivation factor of Strawberry Red Ripe program. Meanwhile, the farmer's attitude toward Strawberry Red Ripe program showed a significant difference between SRR farmer and non SRR farmer. The attitude level of SRR farmer was higher than non SRR farmer. From the results of factor analysis toward the farmer's attitude, there were five key factor groups, i.e. 1) innovation of Strawberry Red Ripe, 2) complexity of Strawberry Red Ripe, 3) relationship between farmer and ASGITA, 4) farmer's competence, and 5) availability of supporting means.

Keywords: *Strawberry, Ciwidey, Attitude, Perception, Factor Analysis*

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