

ANALYSIS OF FACTORS CORRELATED WITH THE COCOA FARMERS ENTREPRENEURSHIP IN SAWAHLUNTO

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ABSTRACT

Cocoa is one of the major commodities in the world that have quite good prospects, market opportunities are quite and an export commodity of country foreign exchange producer. Various problems which are faced by cocoa farmers in the production and marketing process demanded them to have high entrepreneurship. This research aims to: (1) describe the entrepreneurship of cocoa farmers, internal factors (age, formal education, non formal education, main plantation experience, motivation) and external factors (capital, marketing, institutional farmer) which is correlated with entrepreneurship of cocoa farmers in Sawahlunto, (2) analyze the relationship between internal factors and external factors with entrepreneurship of cocoa farmers in Sawahlunto. This research is designed by explanatory correlational descriptive survey method. The sample selection is done by cluster random sampling with a sample of 40 people. Data were analyzed using Analysis Univariate and Bivariate Analysis with Chi-Square test.

The results of the research showed that more than half (60 %) cocoa farmer entrepreneurship in Sawahlunto is medium category with medium creativity, low innovative, low utilizing a chance, low courage to face risk and hard work so that the operational aspects of farming, finance and marketing for each of these properties are also medium and low category. More than half (52,5 %) of cocoa farmers in Sawahlunto is medium old, medium formal education more than half (72,5 %), low non formal education more than half (60 %), medium main plantation experience more than half (60 %), medium motivation almost half (40 %), low capital more than half (57,5 %), low marketing more than half (70 %) and medium institutional peasants half (50 %). There is a significant correlation between internal factors (age, non formal education and motivation) and external factors (capital, marketing, institutional peasants) with entrepreneurship cocoa farmers in Sawahlunto and there is no significant correlation between internal factors (education formal and main plantation experience) with entrepreneurship cocoa farmers in Sawahlunto.

Keywords : entrepreneurship, cocoa farmers, internal factors, external factors

ANALISIS FAKTOR-FAKTOR YANG BERHUBUNGAN DENGAN JIWA KEWIRUSAHAAN PETANI KAKAO DI KOTA SAWAHLUNTO

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RINGKASAN

Penelitian ini dilatar belakangi oleh pentingnya mengembangkan jiwa kewirausahaan petani kakao dalam menghadapi berbagai tantangan dalam proses produksi dan pemasaran. Untuk mendukung program pengembangan kakao di Kota Sawahlunto, maka faktor-faktor internal dan eksternal yang berhubungan dengan jiwa kewirausahaan petani kakao perlu diidentifikasi dalam rangka meningkatkan kinerja (produktivitas) dan memunculkan wirausaha berbasis kakao di Kota Sawahlunto. Tujuan penelitian ini adalah untuk: (1) mendeskripsikan jiwa kewirausahaan petani kakao dan faktor-faktor internal (umur, pendidikan formal, pendidikan non formal, pengalaman berusaha, motivasi) serta faktor-faktor eksternal (modal, pemasaran, kelembagaan tani) yang berhubungan dengan jiwa kewirausahaan petani kakao di Kota Sawahlunto, (2) menganalisis hubungan antara faktor-faktor internal dan faktor-faktor eksternal dengan jiwa kewirausahaan petani kakao di Kota Sawahlunto.

Penelitian dilaksanakan selama 2 bulan dimulai pada bulan Agustus sampai September 2013. Penelitian ini merupakan penelitian Eksplanatori yang dirancang secara deskriptif korelasional dengan metode survei. Pengambilan sampel dilakukan secara cluster random sampling yaitu dengan memilih secara acak 10 desa (cluster) dan pada masing-masing desa tersebut diambil secara acak sebanyak 4 orang petani kakao, sehingga didapatkan total sampel sebanyak 40 orang. Data dianalisis dengan menggunakan analisis Univariat dan Bivariat. Analisis Univariat dilakukan untuk memperoleh gambaran tentang jiwa kewirausahaan petani kakao di Kota Sawahlunto dan faktor-faktor internal serta faktor-faktor eksternal yang berhubungan dengan jiwa kewirausahaan petani kakao. Sedangkan analisis Bivariat dilakukan untuk melihat hubungan antara faktor internal dan faktor-faktor eksternal dengan jiwa kewirausahaan petani kakao di Kota Sawahlunto.