

MOTIVATION OF FARMER GROUP MEMBERS IN CULTIVATING ORGANIC VEGETABLES

Motivasi Anggota Kelompok Tani dalam Budidaya Sayuran Organik

Retno Lantarsih^{✉1)}; Setyaji Manggala²⁾; Kadarso³⁾; Subeni⁴⁾
^{1),2),3),4)}Department of Agribusiness, Faculty of Agriculture, Janabadra
University, Yogyakarta, Indonesia
Email: retno@janabadra.ac.id

ABSTRACT

The increasing demand for organic vegetables is a business opportunity. Organic farmer groups use this opportunity to supply organic vegetables in the Yogyakarta area. This study aims to determine farmers' motivation level in organic vegetable cultivation and the relationship between internal and external factors with farmer motivation. This research is descriptive. The study focused on the Tranggula Farmers Group and the Merapi Organic Farmers Group as farmer groups that supply organic vegetables in several supermarkets in the Special Region of Yogyakarta. The analysis method uses class intervals and Spearman correlation. The motivations in this study include economic, social, and self-actualization motivations. The results showed that farmers' motivation for actualization is a priority in cultivating organic vegetables. There are 63.3% of farmers who have very high actualization motivation, 26.7% of farmers who have very high social motivation, and 16.7% of farmers who have a very high economic motivation. Farmers' motivation level in organic vegetable cultivation is in the high category of 60% and very high at 40%. The experience of farmers has a weak and contradictory relationship with the motivation of farmers to cultivate organic vegetables. Meanwhile, other internal factors, namely age, education, and external factors consisting of the provision of production facilities, assistance, and market guarantees, have no relationship with the motivation of farmers to cultivate organic vegetables.

Keyword: *correlation, farming experience, Indonesia, supermarket supplier*

ABSTRAK

Meningkatnya permintaan sayuran organik merupakan peluang bisnis. Peluang ini dimanfaatkan oleh kelompok tani organik untuk menyuplai sayuran organik di wilayah Yogyakarta. Penelitian ini bertujuan untuk mengetahui tingkat motivasi petani dalam budidaya sayuran organik dan hubungan antara faktor internal dan eksternal dengan motivasi petani. Penelitian ini bersifat deskriptif. Kajian difokuskan pada Kelompok Tani Tranggulasi dan Kelompok Tani Organik Merapi sebagai kelompok tani yang menyuplai sayuran organik di beberapa supermarket di Daerah Istimewa Yogyakarta. Metode analisis menggunakan interval kelas dan korelasi Spearman. Motivasi dalam penelitian ini meliputi motivasi ekonomi, sosial, dan aktualisasi diri. Hasil penelitian menunjukkan bahwa motivasi petani untuk aktualisasi menjadi prioritas dalam melakukan budidaya sayuran organik. Terdapat 63,3% petani yang memiliki motivasi aktualisasi sangat tinggi, 26,7% petani yang memiliki motivasi sosial sangat tinggi, dan 16,7% petani yang memiliki motivasi ekonomi sangat tinggi. Tingkat motivasi petani dalam budidaya sayuran organik berada pada kategori tinggi yaitu sebesar 60%, dan sangat tinggi sebesar 40%. Pengalaman petani memiliki hubungan yang lemah dan berlawanan dengan motivasi petani untuk membudidayakan sayuran organik. Sedangkan faktor internal lainnya yaitu umur dan pendidikan, serta faktor eksternal yang terdiri dari penyediaan sarana produksi, pendampingan, dan jaminan pasar tidak memiliki hubungan dengan motivasi petani membudidayakan sayuran organik.

Kata Kunci: *korelasi, pengalaman bertani, Indonesia, pemasok supermarket*

INTRODUCTION

Healthy and environmentally-friendly lifestyles have transformed old lifestyles synonymous with synthetic chemicals in the food production process, such as synthetic chemical fertilizers and pesticides, and growth regulators. Internationally, this healthy lifestyle demands guarantees that agricultural products must be safe for consumption (food safety attributes), have high nutritional content (nutritional qualities), and be environmentally friendly (eco-labeling attributes) (Mayrowani, 2012). Organic agricultural products are healthy, safe, and environmentally friendly products, so they require the legality of organic farming certification that is recognized nationally, regionally, and internationally. This organic certification is valid for three years (Djazuli, 2014).

The tendency to consume organic products in Indonesia significantly increases by 20-25% per year (Charina et al., 2018); the demand for organic vegetables shows an increasing trend due to an increase in quality standards in food consumption (Devi & Georgius, 2015). Increased public awareness of health, the importance of nutrition, and healthy food consumption drives the demand for organic vegetables in urban areas (Silitonga & Salman, 2014).

Apart from having high nutritional content, organic vegetable products are safe for consumption and environmentally friendly. Consumers of organic vegetables are still limited to certain circles (Devi & Georgius, 2015) because the price of organic vegetables is higher than non-organic vegetables (Aufanada et al., 2017). Consumers have a positive attitude towards organic products (Adrianto, 2014).. Most consumers of organic vegetables are willing to pay more with an increase of 8.5-15% from current prices. Monthly income, education level, and product quality affect consumers' willingness to pay more (Aufanada et al., 2017). In addition, prices (Silitonga & Salman, 2014), education, family income, motivation to purchase organic vegetables, and frequency of interacting with reference groups affect consumers' purchase of organic vegetables.

The increasing demand for organic vegetables has become a business opportunity in modern markets in several big cities in Indonesia, both supermarkets, supermarkets, and particular outlets for organic vegetables. Meanwhile, organic vegetables are rarely available in traditional markets (Aufanada et al., 2017). The modern market is a target market for middle-upper consumers (Dasipah et al., 2010). In this current market, the place is more comfortable, and there are a variety of organic vegetables with good product quality. Modern markets in Yogyakarta have a more comprehensive range of services, but consumer preferences for shopping at modern markets are still lower than traditional markets. Consumer perceptions show that modern markets are superior to traditional markets in product diversity and quality, promotion, convenience, and location (Syahbana & Sadino, 2014). In today's market, the place is more comfortable, and there is a variety of organic vegetables with good quality produce. Consumers of organic vegetables in the Special Region of Yogyakarta also want the certainty of products free of pesticides and physical characteristics. Not all organic products sold in modern markets have an organic certification logo, not even an expiration date (Metty, 2016). In Yogyakarta several modern markets provide organic vegetables. This supermarket gets organic vegetables from suppliers/producers in the Special Region of Yogyakarta and Central Java, including the Merapi Organic Farmers (TOM) and Tranggulasi.

Farmers have a good perception of the benefits of organic farming, namely contributing to increasing soil fertility, increasing productivity, cost savings, and increasing income, higher selling prices for organic products so that these advantages can cover their weaknesses (Wahana, 2018). The challenge for organic vegetable producers is how they can: produce quality products (fresh, have high nutritional content, and are free of pesticides), maintain product continuity, and produce the product in the correct quantity and time. Organic farmers also face problems such as the difficulty of obtaining land that is not contaminated with chemicals that has good

accessibility, as well as the threat of plant-disturbing organisms on conversion land located close to intensive land (Arifin, 2015). To meet the demands of this modern market, organic vegetable producers add land for their cultivation through collaboration with farmers who are members of organic farmer groups. Organic vegetable farmers are delighted with the partnership pattern. The main priority in this partnership is the need to increase technicians' knowledge in the field (Arsela et al., 2021), post-harvest handling, and market expansion (Humaidi et al., 2021).

Organic farming is an environmentally friendly farming system. To get organic certification according to SNI, producers must convert land, use land, water, and fertilizers free from chemical contamination, use seeds produced from organic plants, and handle pests and diseases. post-harvest does not use harmful chemicals (Mayrowani, 2012).

It is not easy for farmers to decide to cultivate organically because most farmers tend to avoid risk and have limited access to information related to organic farming (Charina et al., 2018). Some of the obstacles faced by farmers in using organic fertilizers are: low productivity, farmers have difficulty finding a market that can provide a reasonable price (Tanasale, 2015), requires a significant investment at the beginning of its development because producers must choose chemical-free land by converting land (Mayrowani, 2012), and costs for land certification.

To realize organic vegetable cultivation, farmers need to prepare for commodity selection, preparation of certified land, preparation of media for planting, plant maintenance, and post-harvest according to the rules of the organic farming system. Meanwhile, farmers are reluctant to carry out organic cultivation in some cases because they do not have price and market certainty. But on the other hand, increasing income and encouragement to live healthy are motivations for organic farmers (Mayrowani, 2012). However, the adoption rate of organic vegetables is still slow (Budi Kusumo et al., 2017). The number of organic vegetable farmers is much less than that of non-organic vegetable farmers. To ensure organic farming, the motivation of farmers is important, in addition to capital and farmers. Based on this idea, researchers are interested in researching the motivation of organic vegetable farmers who supply organic vegetables in several supermarkets in the Special Region of Yogyakarta. This study aims to determine: (1) the level of motivation of farmers in cultivating organic vegetables, (2) knowing the relationship between internal and external factors that motivate farmers to cultivate organic vegetables.

RESEARCH METHODS

Research Design

This research is a qualitative study that aims to determine farmers' motivation and identify internal and external factors related to the cause of farmers in organic vegetable cultivation. Determination of the sample of farmer groups using the purposive sampling method, namely, determining selections that meet specific criteria. The criteria for farmer groups in this study are farmers who work with partners who supply organic vegetables to several supermarkets in the Yogyakarta area. The selected farmer groups are the Merapi Organic Farmers Group located in the Special Region of Yogyakarta and the Tranggula Farmers Group located in the Central Java Province. At the same time, the method of determining the sample farmers in the Tranggula farmer group used accidental sampling. To determine the respondent farmers in the Merapi Organic Farmers Group using the census method. The number of respondents is 30 farmers. Research data collection using survey method. The types of data in this research include primary data and secondary data.

Variable Definition

Motivation is a condition that encourages farmers to cultivate vegetables organically based on the desire to meet unmet needs. Motivation in this study includes economic motivation, sociology, and self-actualization, which are measured using a Likert scale.

Economic motivation is a condition that encourages farmers to fulfill economic needs. The measurement of economic motivation includes five indicators of desire, namely to meet the needs of family life, the desire to obtain a higher income, the desire to buy luxury goods, the desire to have and increase savings, and the desire to live more prosperously.

Sociological motivation is a condition that encourages farmers to fulfill social needs and interact with other people. The measurement of sociological motivation includes five indicators, namely the desire to: increase relationships, cooperate with others, strengthen harmony, exchange opinions, and willingness to get help from other parties.

Self-actualization motivation is a person's desire to achieve what they want with their abilities. Measurement of self-actualization motivation includes five indicators: the desire to maintain soil fertility so that it remains productive, maintain water quality, avoid using synthetic chemicals for plants, produce healthy products, and produce nutritious fresh products.

The internal factors of farmers include age, experience, farmers' income, while external factors include the provision of inputs, assistance, and market guarantees.

Validity and Reliability Test

For the measuring instrument to measure what it should count and the tool to provide consistent results, all questions must pass the validity and reliability test. The validity test in this paper used the Pearson product-moment correlation test. The instrument/question item is valid if $r_{count} > r_{table}$. The value of the r_{table} for a sample of 30 respondents is 0.361. Meanwhile, for the reliability test of Cronbach's Alpha test. Suppose $r_{alpha} > 0.6$, the test criteria, the data is declared reliable (Amanda et al., 2019). All instruments in this study have passed the validity and reliability tests.

Analysis Method

This study has five categories of motivation levels: very low, low, medium, high, and very high. The formula for categorizing the level of motivation is as follows:

$$C = \frac{(X_n - X_i)}{k} \dots\dots\dots (1)$$

Where C is the class interval, X_n is the highest score, X_i is the lowest score, and k is the number of classes/categories.

To determine the relationship between internal and external factors with the motivation of farmers in organic vegetable cultivation, the Spearman Rank Correlation is applied. This method has been applied by Badrudin, et al (2007) and Edwina, et al (2020). This method is formulated as follows.

$$rs = 1 - \frac{6 \sum b_i^2}{n(n^2 - 1)} \dots\dots\dots (2)$$

Where rs is the Spearman rank correlation coefficient, b is the difference between each rank pair, and n is the number of rank pairs.

To test the significance of the relationship between motivation-forming factors and the level of motivation using the t-test.

$$t_{stat} = rs \sqrt{\frac{n-2}{1-rs^2}} \dots\dots\dots (3)$$

Level of significant = 0.05 at the 95% confidence level. The test criteria are as follows. If $t_{stat} > t_{table}$, H_0 is rejected and H_a is accepted, which means there is a significant relationship between motivation and motivation-forming factors. If $t_{stat} < t_{table}$, then H_0 is accepted and H_a is rejected, which means there is no relationship between motivation-forming factors and motivation. Furthermore, the correlation value (rs) measures the strength of the correlation between the two variables. The correlation coefficient can be positive or negative, with the correlation coefficient ranging from -1 to +1. Interpretation of correlation coefficient values can use guidelines: if r is worth: (1) 0.00 means no correlation, (2) 0.01 - 0.20 means very weak correlation, (2) 0.21 - 0.40 means weak correlation, (3) 0.41 - 0.70 means moderate correlation,

(4) 0.71 - 0.99 means high correlation, (5) 1.00 means perfect correlation (Astuti, 2017).

RESULTS AND DISCUSSION

Characteristics of Respondents

The number of respondents in this research was 30 organic vegetable farmers who came from 2 organic farmer groups, namely Merapi Organic Farmers and Tranggulasi. These two farmer groups are farmer groups that work with partners/suppliers of organic vegetables in several supermarkets in the Special Region of Yogyakarta. Most of the respondent farmers are male, reaching 80%. This condition means that organic vegetable cultivation activities involve more men starting from land preparation, planting, maintenance, and harvest and post-harvest activities.

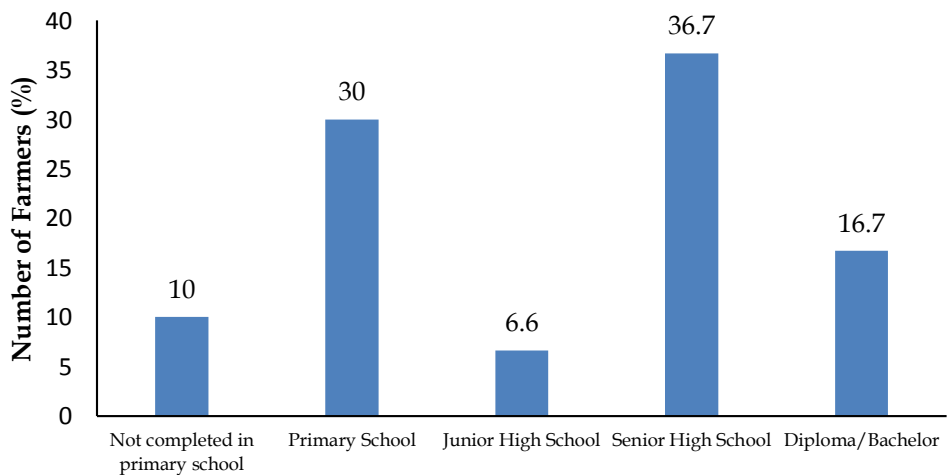


Figure 1
Farmer Distribution Based on Education

Farmers' education varied greatly from those who did not complete elementary school to D3/S1, and the majority of farmers (36.7%) had high school education, as shown in Figure 1. Formal education contributed to increasing knowledge and skills in work. Education has also impacted the adoption of technological innovations and productivity (Novia et al., 2020).

Figure 2 shows that the land used by farmers for organic vegetable cultivation is also very diverse. There are as many as 36.7% of farmers who have an area of 500 - < 1000 m² used by farmers for organic vegetable cultivation, while there are 30% of farmers who use land that reaches more than 2000 m². The land area has a close relationship with farmer groups and makes groups a place for learning (Bakti et al., 2017). This land area data

shows that most farmers are small farmers with land ownership of fewer than 1000 m², so they cannot run their farming effectively.

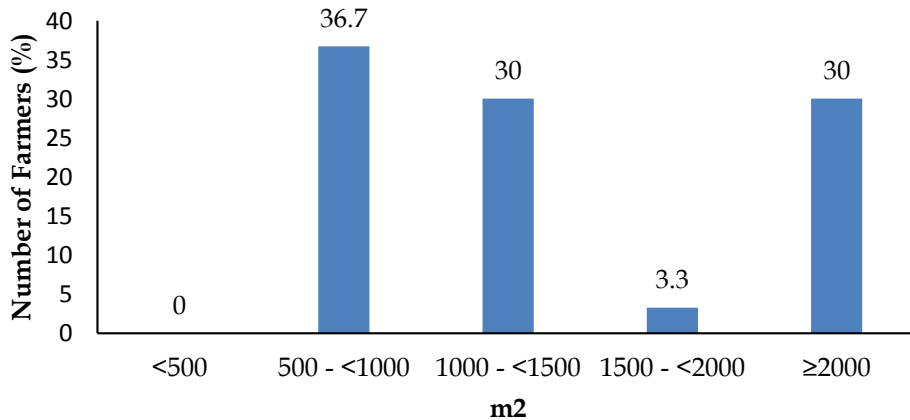


Figure 2.

Area of Land Cultivated for Organic Vegetable Cultivation

Furthermore, based on Table 1, most organic vegetable farmers are in the productive age (less than 60 years), as many as 77.4%. The results of this study strengthen the opinion that farmers aged more than 40 years dominate the agricultural sector. The younger generation has a low interest in working in the agricultural sector, and parents do not want their children to engage in farming activities. However, motivation positively influences the millennial generation's desire to continue farming (Widayanti et al., 2021). Someone at this effective age has better productivity (Hendrayana et al., 2020). The experience of farmers in organic vegetable farming is quite long, which is more than four years, even 76.7% of farmers have experience of more than 12 years. Farming experience has contributed to decision-making in adopting innovation and technology by farmers. Furthermore, based on income, 80% of farmers gain more than IDR 1,5000.00 per month from this organic vegetable farming. This condition indicates the economic sustainability of this organic vegetable cultivation. Based on the partnership pattern, most farmers (56.6%) have received services from partners. This service is in the form of providing production inputs. Partners distribute production inputs to farmers before planting. In addition to providing input services, partners also assist in cultivation techniques and post-harvest handling to farmers. 53.3% of respondents have received assistance as much as 1-4 times, but there are still 6.7% of respondents who have never received assistance from partners.

Table 1. Internal and External Characteristics of Respondent Farmers

Characteristics		Number (person)	Percentage (%)
Age (years)	< 15	0	0.0
	15 – <30	1	3.3
	30 – <45	12	40.0
	45 – <60	10	33.3
	≥ 60	7	23.4
Experience (years)	< 4	0	0.0
	4 – < 8	1	3.3
	8 – <12	6	20.0
	12 – <16	12	40.0
	≥ 16	11	36.7
Income (IDR)	< 500.000	0	0.0
	500,000 – 999,000	3	10.0
	1,000,000 – 1,499,000	3	10.0
	1,500,000 – 1,999,000	13	43.3
	≥ 2,000,000	11	36.7
Input provision	Giving Before Planting	17	56.6
	Uncertain	2	6.7
	Seldom	3	10.0
	Giving on Demand	5	16.7
	There is not any	3	10.0
Field Assistance	Never	2	6.7
	1-4 times	16	53.3
	5-8 times	7	23.3
	9-12 times	3	10.0
	> 12 times	2	6.7

Source: Primary Data 2021

Level of Motivation of Farmer Group Member

An activity cannot be adequately realized if there is no high motivation in its implementation (Suprayitno et al., 2015), as with organic vegetable farmers. Increased market opportunities for organic vegetables have not encouraged an increase in the number of farmers who cultivate organic vegetables because the adoption rate of organic vegetables is still slow (Budi Kusumo et al., 2017). The Merapi Organic Farmers Group and the Tranggula Farmers Group also experienced similar conditions. The number of organic vegetable farmers was still tiny, but they had high motivation.

Table 2. Types of Motivation and Percentage of Farmers by Motivation Category

Category Motivation	Percentage of Respondents by Motivation Category			
	Economy Motivation	Social Motivation	Self-Actualization Motivation	Total Motivation
Very low	0.0	0.0	0.0	0.0
Low	10.0	0.0	0.0	0.0
Medium	33.3	10.0	0.0	0.0
High	40.0	63.3	36.7	60.0
Very high	16.7	26.7	63,3	40.0
Total	100.00	100.00	100.00	100.00

Source: Primary Data 2021

Percentage of respondents by category of motivation is presented in Table 2. The motivation of organic vegetable farmers shows a condition that encourages these farmers to carry out organic vegetable cultivation to achieve certain goals. The reason for farmers carrying out organic vegetable cultivation includes economic, social, and self-actualization motivation, as in the research method. This study found that self-actualization was the strongest motivation to encourage farmers to cultivate vegetables organically. Most farmers, namely 63,3%, have a very high self-actualization motivation proves that organic vegetable farmers' strong reason is to preserve the environment and produce healthy, fresh, and nutritious products. Farmers can reflect on environmental conservation through organic vegetable cultivation because, during the cultivation process, limiting synthetic chemicals, soil fertility, and the quality of water resources are also maintained. Vegetable products produced from organic cultivation are healthy products, always fresh, and have high nutritional content.

Sociological motivation is a condition that encourages farmers to fulfill social needs and interact with other people. This study's results indicate that 26.7% of organic vegetable farmers have very high sociological motivation. Organic vegetable farmers meet with other farmers at harvest collection activities and attend farmer group meetings monthly. Establishing brotherhood, cooperation, and sharing of experiences and information among farmers is not a priority for organic vegetable farmers.

Economic motivation is a condition that encourages farmers to fulfill financial needs, which is encouraged to meet family needs, earn higher incomes, buy luxury goods, have savings, and can live more prosperously. The results of this study indicate that 16.7% of organic vegetable farmers have a very high economic motivation. The desire to meet the family's financial

needs, earn a higher income, buy luxury goods, have savings, and live more prosperously from organic vegetable production is not a priority for some organic vegetable farmers. Only 30% of farmers own land of more than 2000 m² which is cultivated for organic vegetable cultivation. In addition, most of them make organic vegetable cultivation not their main job.

Based on Table 3, the motivation of organic vegetable farmers is in the high and very high categories. The motivation of these farmers is an essential capital for the sustainability of organic vegetable cultivation. Organic vegetable farmers join farmer groups to produce products according to organic farming system standards. The land they use has been certified (free of chemical residues). During the cultivation process, the farmers use seeds from organic plants, using organic fertilizers in manure or compost. For the prevention/management of pests and diseases, the farmer uses natural methods such as natural pesticides. Likewise, during post-harvest handling, farmers do not use chemicals. Extension/training activities become one of the farmer group activity agendas. Participation in extension/training activities affects farmers implementing the Organic Farming System (Charina et al., 2018). Through this activity, farmers can produce products according to standards to increase market access for organic vegetables. Based on observations in the field, about 35% of organic vegetable products do not meet the standards, especially during the rainy season.

The estimation of the motivation level in this study includes economic motivation, sociology, and self-actualization. Related to economic motivation, farmers cultivate organic vegetables driven by the need to meet their economic needs. By cultivating organic vegetables, farmers earn higher incomes, and family needs can be met, and have savings, so that life becomes more prosperous. From an economic point of view, profits have significantly influenced attitudes. In the next stage, subjective norms, behavioural control, and attitudes significantly influence farmers' acceptance of organic farming technology (Inrawan Wiratmadja et al., 2017). Access to better prices is the central aspect in shaping the motivation of farmers, in addition to other aspects of economic motivation such as opportunities to get brands, job creation, advertising, and unique markets (Michel-Villarreal et al., 2020). To get market certainty with high selling prices, farmer groups cooperate with business units that specialize in handling post-harvest (sorting, grading, packaging, shipping) to prepare the product to enter the modern market in the Yogyakarta area. However, organic farmers have not shown a significant improvement in their standard of living (Akmalia & Barlan, 2020; and Akmalia & Barlan, 2020).

Farmers are also encouraged to meet social needs, namely interacting with members of farmer groups and with partners. Through this interaction, farmers can work together, help each other, exchange ideas, and strengthen

the brotherhood. Organic vegetable farmers join farmer groups with a regular schedule to hold monthly meetings. Farmer groups also collaborate with partners to procure production inputs and product marketing. Farmers are tasked with carrying out harvesting activities based on requests from partners, both in quantity and quality of products. Farmers also regularly interact with other group members, mainly harvest collection activities, and then send them to partners. The partner's task is to provide assistance to farmers and assist in providing input and carrying out other processes such as sorting, packaging, and sending products to several modern markets in Yogyakarta. Through this interaction, farmers experience a learning process to improve their knowledge and skills, cooperate, help each other to encourage farmers to cultivate organic vegetables.

Self-actualization motivation is related to realizing what they want according to their abilities. By implementing organic vegetable cultivation, farmers can remain productive and contribute to maintaining soil fertility and water quality, avoiding the use of chemical pesticides in the cultivation process, and can produce fresh and healthy products that are safe for consumption. In other words, organic farming can lead farmers to be more concerned about the environment. In addition, farmers can reduce production costs through this organic farming system by reducing costs of pest eradication and fertilization, so that product prices become more competitive (Charina et al., 2018). The challenge in the future is to encourage farmers to produce organic fertilizers, vegetable pesticides, and biological pesticides (Arifin, 2015).

Relationship between Internal and External Factors with Farmer Motivation

Organic cultivation is economically feasible, and for the younger generation, it is necessary to preserve its (Ningsih et al., 2019) The experience of farmers will influence the management of their farms (Sukanata et al., 2015), and farmers have a perception in the medium category on the performance of extension workers in organic rice development (Sari et al., 2015). However, if examined further, based on the results of statistical analysis as shown in Table 3, the experience of farmers in cultivating organic vegetables has an opposite relationship with the motivation of farmers. The correlation coefficient value is -0.369, significant at the 95% confidence level. Judging from the value of the correlation coefficient, there is a weak relationship between the motivation and experience of farmers in organic vegetable cultivation.

Table 3. The Relationship between Internal and External Factors with Farmers' Motivation in Cultivating Organic Vegetables

	Variable	Motivation	
		Spearman Correlation	Sig.
Internal	Age	-0.089	0.639
	Experience	-0.369*	0.045
	Income	0.176	0.352
External	Production Facilities	-0.034	0.857
	Accompaniment	-0.108	0.570
	Market Guarantee	-0.059	0.757

* Correlation is significant at the 0.05 level (2-tailed).

Source: Primary Data 2021

Figure 3 explain the relationship between farmer motivation and farming experience. Farmers with very high reasons are in all experience groups ranging from 4 - 16 years, while farmers who have high motivation are farmers who have experience of 12 to 16 years. Therefore, it is essential to make efforts to grow the enthusiasm/motivation of farmers, especially for farmers who have been practising organic vegetable cultivation for a long time, to increase their motivation. Meanwhile, farmers who already have very high reasons need to maintain their cause to ensure the continuity of this organic vegetable cultivation.

Organic vegetable farmers have motivation in the high and very high categories. In contrast, age, income and external factors such as providing input by partners, market guarantees, and assistance provided by partners have no relationship with farmers' motivation in organic vegetable cultivation. This study's results differ from research on communities that support food security, which shows a significant relationship between age and community motivation in supporting food security programs (Lantarsih et al., 2021). The critical concern of this research is the negative relationship between the experience of farming organic vegetables and the level of motivation of farmers. Therefore, it is necessary to increase the motivation of farmers, especially for farmers who have been in the cultivation of organic vegetables for a long time, by minimizing the risks and obstacles faced by farmers. Constraints faced by farmers, including semi-organic and inorganic agriculture, are weather and pest and disease attacks (Yosidah et al., 2020). In addition, there are several obstacles to farmers' motivation, including limited capital, pests and diseases, and the absence of access to farm credit (Suprayitno et al., 2015). In addition, in organic cultivation, there are several risks, namely: financial risk, human resource risk, production risk, price risk, and institutional risk (Wulandari & Wahyudi, 2014). The joy of farming and

the challenges associated with it, as well as the passion for farming, can be both a motivation and a constraint (Ranjan et al., 2019).

This research more specifically shows that the motivation of organic vegetable farmers is distributed into high and very high motivation. This condition is one of the supports from farmers for organic vegetable cultivation. In addition, the age and income of organic vegetables are internal factors, the provision of input by partners, market guarantees, and assistance by partners as factors that have no relationship with motivation in organic vegetable cultivation. This condition indicates that high and very high motivation spread across all age groups and incomes. Similar incidents also occur in external factors. Therefore, further research is needed to identify the needs of organic vegetable farmers that can increase the motivation of organic vegetable farmers and the sustainability of organic vegetable cultivation from environmental, economic, and social aspects.

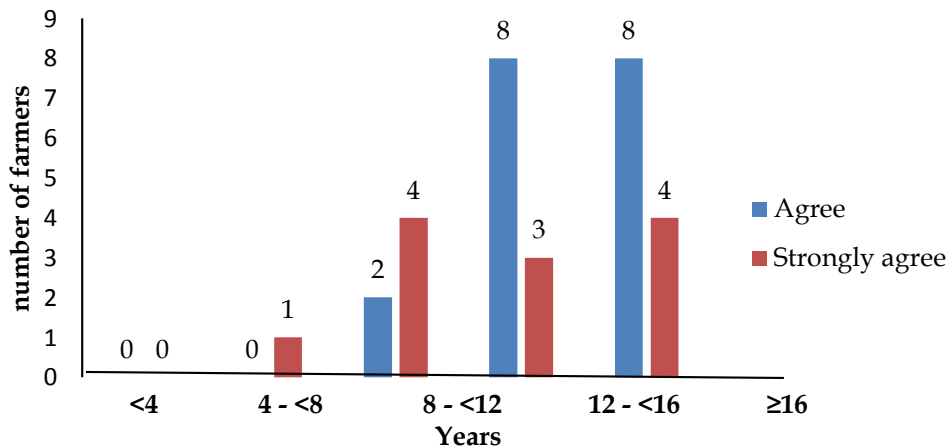


Figure 3.
Farming Experience

CONCLUSION AND SUGGESTIONS

Conclusion

Farmers' motivation for actualization is a priority for carrying out organic vegetable cultivation. There are 63.3% of farmers who have very high actualization motivation, 26.7% of farmers who have very high social motivation, and 16.7% of farmers who have a very high economic motivation. Farmers' motivation level in organic vegetable cultivation is in the high category, as much as 60%, and very high as 40%. The experience of farmers has a weak and opposite relationship with the farmers' motivation to cultivate

organic vegetables. Meanwhile, other internal factors, namely age and education, as well as external factors consisting of the provision of production facilities, assistance, and market guarantees, have no relationship with the motivation of farmers to cultivate organic vegetables.

Suggestion

The motivation of organic vegetable farmers is in the high and very high category indicating sustainability for farmers to cultivate organic vegetables; therefore, efforts to improve the quality of mutually beneficial cooperation between farmers and partners. Further research is needed to identify the inhibiting factors for farmers who have been practicing organic vegetable cultivation for a long time, as well as the sustainability of organic farming systems on vegetables, will be obtained.

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