



FARMERS' MOTIVATION IN MENDONG FARMING

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ABSTRACT

Manonjaya subdistrict is a production center of the Mendong plant. This plant is a source of raw material for the tannery, crafts and handy craft industries. This research was conducted to determine the motivation level of Mendong farmers and to analyze the Correlation between motivation and farmers need include; physiological, security, social, appreciation and self-actualization. This research was conducted in Manonjaya Subdistrict, Tasikmalaya District, West Jawa. Data collecting was carried out by surveying on 22 Mendong farms as the cases. In this study, it was used to analyze the level of motivation of Mendong farmers. To analysis famers motivation scoring techniques was used. Beside that, to determine the Correlation between famers motivation and their needs, Chi Square analysis with 2 x 2 contingency tables was carried out. The results showed that the motivation level of Mendong farmers overall was in the high category, 867 in number in score, even though motivation related to security and appreciation need were low. This research also find out that Social and self-actualization needs are related to the motivation of mendong farmers significantly while the factors of physiological needs, security needs and reward needs have no Correlation with the motivation of the mendong farmers.

INTRODUCTION

Manonjaya subdistrict is one of the subdistricts in Tasikmalaya Regency, West Java Province. Manonjaya subdistrict consists of 11 villages with an area of 44.71 km² and a population of 60,952 people (BPS Kabupaten Tasikmalaya, 2019). Manonjaya Subdistrict, as well as other areas in Tasikmalaya Regency, has a direction of agricultural development because this area is an agricultural area and has the potential for development in the agricultural sector based on mendong farming. Business

activities that are mostly carried out by the community are creative industries made from mendong as raw material.

Although Manonjaya subdistrict is the center and production of Mendong plants, there are still some farmers who cultivate rice fields as a staple crop to meet their family's basic needs. The Mendong plant is a forest plant that requires water for its growth throughout the year. (Hatta Sunanto, 2004).

The provision of Cimulu irrigation water in recent years experienced drought regularly, this is due to the smaller water distribution from the upstream Citanduy River. However, there are still many farmers in the Manonjaya subdistrict who cultivate Mendong plants. Even though the water supply is very limited. This is probably due to the high motivation of farmers to cultivate mendong. For this reason, the motivation of farmers in Mendong farming in Manonjaya subdistrict is interesting to study, because of the persistence of the farmers who continue to do mendong farming even though there are various choices of commodities. Undoubtly, farmers have the motivation to do mendong farming (Tenten Tedjaningsih, Suyudi, Hendar Nuryaman, 2017)

Farmers as farm managers have the motivation to run and develop their farming. Farmers choose to do mendong farming due to the opportunity they have. The opportunity that farmers have to develop mendong farming is also a supporting factor in doing farming. The development of Mendong farming is related to cultivation techniques, management, and improvement of crop quality so that farmers are able to produce high quality products and are able to process the results. Thus, there is high motivation from farmers in managing and developing mendong farming in Manonjaya subdistrict, Tasikmalaya Regency. It is hoped that there will be efforts made by farmers, the surrounding community, and the local government, so that farmers get optimal income from mendong farming. Based on the description above, research is needed to get a clear picture of the motivation of the farmers. This study tries to reveal the motivation of farmers in cultivating mendong in Manonjaya subdistrict, Tasikmalaya Regency.

RESEARCH METHODS

The research method used in this study is an exploratory survey method, which explains the motivation of Mendong farmers in cultivating Mendong. Determination of the research location was carried out purposively in Manonjaya subdistrict, chosen because as the production center of mendong and there are also 240 Mendong farmers who are still actively cultivating Mendong. The survey method is a research method carried out to examine the status of a human group, an object, a condition, a system of thought or an event at the present time (Nasir, 2011). Sampling as respondents was conducted as many as 22 farmers with simple random sampling method.

The definition of the variable studied is the motivation of farmers in cultivating mendong, in this case the need for physiology, need for security, social needs, need for self-esteem and need for self-actualization. Each variable is divided into sub indicators. The measuring scale used to measure the indicator is ordinal with a score between 1 - 3 as described in Table 1.

Table 1. Operationalization of Research Variables

No	Variables	Indicators	Scale	Score
1.	Physiological Needs	Recent house for living?	Ordinal	1 - 3
		The amount of income received this month?		1 - 3
		How is the time needed to rest in a day?		1 - 3
		What do you think about daily eats?		1 - 3
2.	Security Needs	Are you happy with your current occupation?	Ordinal	1 - 3
		What is your opinion about safety in cultivating Mendong?		1 - 3
		What is your opinion about the safety and comfort of the current occupation?		1 - 3
		Are the equipments needed for work fulfilled?		1 - 3
3.	Social Needs	What is your opinion about relationship with others?	Ordinal	1 - 3
		Do you often exchange ideas with colleagues in various matters, especially those related to the work you have done together?		1 - 3
		Do your presence in the group always get a good reception?		1 - 3
4	Needs for Appreciation/ Self Esteem	Have you ever received compliment / appreciation from the group?	Ordinal	1 - 3
		Your confidence in your work ability		1 - 3
		Whether the work is in accordance with the education and skills you have		1 - 3
5.	Self-actualization needs	Do you need to ask fellow colleagues if you have difficulties?	Ordinal	1 - 3
		Do you think the work you have been doing is consistent with your talents and skills?		1 - 3
		Do you make suggestions to your group?		1 - 3
		What do you think about the opportunity for you to develop your own profession at work.		1 - 3

Source : Danang Sunyoto, 2013.

Data Analysis Method

Tabulation analysis was used. Then to analyze the motivation level of Mendong farmers, it was carried out by using descriptive analysis through scoring. According to Singarimbun and Effendi (1995), one of the most frequently used methods for determining scores is the Likert scale, which is a psychometric scale commonly used in questionnaires, and is the scale most widely used in survey research. The use of research that often uses this scale is when the research uses descriptive survey research (description). Likert scale is also a scale used to measure the perception, attitude, or opinion of a person or group regarding an event or social phenomenon, based on the operational definition set by the researcher.

With the following formula:

$$\text{Interval Score} = \frac{\text{Maximum Score Value} - \text{Minimum Score Value}}{\Sigma \text{ Group Category}}$$

Furthermore, in this study, the overall individual score of the assessment of the motivation level of Mendong farmers is categorized into high motivation and low motivation.

$$\text{Weighted Value} = \frac{\text{Actual Score}}{\text{Expectation Score}} \times 100 \%$$

To determine the Correlation between the motivational factors of Mendong farmers, Chi Square analysis with a 2 x 2 contingent was carried out. According to Sidney Siegel (1997) the Chi square test with a 2 x 2 contingent used the following formula:

$$X^2 = N \frac{(AD - BC)^2}{(A+B)(C+D)(A+D)(B+D)}$$

Whereas if there are cells containing a frequency of less than 5, it is used The formula is as follows:

$$X^2 = N \frac{(AD-BC) - N/2)^2}{(A+B)(C+D)(A+D)(B+D)}$$

Note :

N= Total Sample

Farmers' Behavior	Mendong Cultivation		Total
	High	Low	

Positive	A	B	A +B
Negative	C	D	C +D
Total	A+C	B +D	

Value (X^2) in the table with degrees of freedom (db) = 1 is 3.84 In the test X^2 calculated is compared to the X^2 table with the following conditions:

- If $X^2 \text{ calculated} \leq X^2 \alpha = 5\% \text{ db} = (b-1) (k-1)$ accept H_0
- If $X^2 \text{ calculated} \geq X^2 \alpha = 5\% \text{ db} = (b-1) (k-1)$ reject H_0

Description :

H_0 : There is no Correlation between physiological needs, safety needs, social needs , the need for self-esteem and self-actualization with the motivation of mendong farmers.

H_1 : There is a Correlation between physiological needs, security needs, social needs, self-esteem and self-actualization needs with the motivation of mendong farmers.

Furthermore, to measure the degree of the Correlation between two variables, a contingency coefficient is used with the following formula:

$$C \text{ calculated} = \sqrt{\frac{X^2}{X^2 + N}}$$

Description :

$X^2 = X^2 \text{ calculated}$

$N = \text{Total of samples}$

$C = \text{Contingency Coefficient}$

With the following conditions, the value of the contingency coefficient

Weak = $0 \leq c < 0,272$

Moderate = $0,272 \leq c < 0,544$

Strong = $0,544 \leq c \leq 0,816$

After that, to measure the contiguity of the Correlation, a formulation is used:

$$r = \frac{C_{\text{calculated}}}{C_{\text{max}}}$$

The value of the contiguity of the Correlation shows the level of physiological needs, safety needs, social needs, appreciation needs and self-actualization which will be determined by motivation as much as the percentage obtained. Furthermore, to see the strength of the Correlation or between physiological needs, security needs, social

needs, appreciation and self-actualization needs with the motivation of farmers to support the formulation, namely:

$$T \text{ calculated} = \frac{r \sqrt{N-2}}{\sqrt{1-(r)^2}}$$

Description:

If $t \text{ calculated} < t \text{ table} = (\alpha = 5\% \text{ db} = N - 2)$ accept H_0

If $t \text{ calculated} \geq t \text{ table} = (\alpha = 5\% \text{ db} = N - 2)$ accept H_0

RESULTS AND DISCUSSION

Characteristics of Mendong Farmer Households

A farmer household is a group of people or business entities that inhabit part or all of the buildings on the surface of the earth and manage their own households, led by a head of household working in the agricultural sector. Households in this research are farmer households that cultivate Mendong. The characteristics of farm households that are observed include data on the identity of the respondents which include age, education level and number of members of the farmer's family.

Age of Farmers' Family Members

Age range of farmer respondents from 15 to 65 years old is 68 percent of productive age, so that respondents can still do farm work or other than farming to the maximum which can increase income to meet household needs. Furthermore, the age range is greater than 65 years, as much as 32 percent of whom are in the unproductive age. The age difference between the productive age and the non-productive age does not make the respondent to be not motivated in cultivating mendong.

Education Level of Farmers

Formal education affects a person's knowledge and insights. A better level of education will increase a person's knowledge and insight so that they are able to provide support in both social and economic activities. 80 percent of the education level of the head of a Mendong farmer household has graduated from elementary school, this means that the level of education of a farmer household is still low. The low education of farmers can be caused by several reasons, including the absence of adequate facilities when they are supposed to go to school, limited costs and environmental conditions.

Gender of Respondents

Gender of mendong farmer respondents is a characteristic related to the ability of farmers to devote labor and farm management, 55 percent are male and the remaining 45 percent are female.

Land Ownership Status

The status of land ownership in general will determine the results obtained in farming, based on the results of the analysis, 55 percent of the respondents had their own land ownership status, while 41 percent were profit sharing and 4 percent were leased.

Land Area

The area of land that is cultivated in the mendong business is very influential on the income obtained by the farmers, the larger the scale of the business being cultivated the greater the capital used. As much as 86 percent of respondents cultivate less than 0.5 ha of Mendong farming land, according to Sayogo, an area that falls into the small-scale category.

Motivation of Mendong Farmers

Motivation of farmers in cultivating mendong is related to the order of needs, each of which has its own ranking, namely: physiological needs, security needs, social needs, appreciation needs, and self-actualization.

Physiological Needs

Physiological needs are the most basic needs in human life. Things that are categorized as physiological needs are the things that are primary and the things that are most desirable for a person to fulfill. At first, generally someone is motivated to do something to meet these basic needs, because these needs that need to be met to sustain life such as oxygen, food, drink, elimination, rest, activity, and temperature regulation are included at this level. According to Don Hellriegel and Jhon W. Slocum (1979), motivation is a psychological process that can explain a person's behavior. Behavior is essentially an orientation to one goal. In other words, a person's behavior is designed to achieve goals.

To achieve this goal, an interaction process of several elements is required. Thus, motivation is a force that encourages someone to do something to achieve goals.

Table 1. Motivation Distribution of Mendong Farmers on Physiological Needs

Score	Category	Frequency	Percentage
4 - 8	Low	6	27,27
9 -12	High	16	72,73
	Total	22	100,00

Source : Processed Primary Data, 2019.

Table 1 shows that the motivation of farmers in Mendong farming is in the low category (27.27%) and the high category (72.73%), thus the motivation of the farmers is in the high category in an effort to meet their physiological needs. According to Schiffman and Kanuk (2000), individual needs are innate and others are felt due to being acquired. Innate needs are physiological needs such as clothing, food, shelter, water, protection, etc. This need must be met because it involves the survival of the individual.

Needs for Security

The need for security is expressed, for example, in the form of a desire for protection against physical harm (fire hazard, or criminal attack); the desire to obtain economic certainty (economic security); preference for things that are known and stay away from things that are not known and people's desires for an orderly, and predictable world.

Table 2. Distribution of Motivation of Mendong Farmers against the Need for Security

Score	Category	Frequency	Percentage
4 -8	Low	15	68,18
9 -12	High	7	31,82
	Total	22	100,00

Source : Processed Primary Data, 2019.

Table 2 shows that motivation farmers in Mendong farming are in the low category (68.18%) and the high category (31.82%), so the motivation of Mendong farmers is in the low category in an effort to meet the need for security. If examined from other aspects of security, the security of a crop failure, pest attack, land fertility, is not a prominent motivator. According to Suci (2010) the expression of the need for security is only a general phenomenon for position, protection, order and freedom from fear because of that people make regulations, participate in various insurance so that these needs take too long and too much are not fulfilled so that it changes people's perspective of their world which tends to influence their behavior towards the illator.

Social Needs

An individual wants to belong to certain groups, he wants to socialize with other parties, he wants to be accepted by his colleagues and he wants to share and accept get along behavior.

Table 3. Motivation Distribution of Mendong Farmers against Social Needs

Score	Category	Frequency	Percentage
3 - 6	Low	10	45,45
7 - 9	High	12	54,55
	Total	22	100,00

Source : Processed Primry data, 2019.

Table 3 shows that the motivation of farmers in Mendong farming is in the low category (45.45%) and the high category (54.55%), so the motivation of the Mendong farmers is in the high category in an effort to meet social needs. This is influenced by the social environment. The farmers are very motivated to see that their neighbors have a better life after working on mendong. According to As'ad (1981), financial problems and social security mostly affect job satisfaction.

Needs for Appreciation

The need for appreciation includes the need to achieve self-confidence, achievement, competence, knowledge, self-respect, freedom and independence. Appreciation\ needs also include needs relating to an individual's reputation, or the respect of others; the need for status, recognition, appreciation for himself, and respect given by other parties.

Table 4. Motivation Distribution of Mendong Farmers against the Need for Appreciation

Score	Category	Frequency	Percentage
3 - 6	Low	17	77,27
7 - 9	High	5	22,72
	Total	22	100,00

Source : Processed Primry Data, 2019

The motivation of farmers in Mendong farming is in the low category (77.27%) and the high category is (22.72%), so the motivation of Mendong farming farmers is in the low category in an effort to fulfill the need for appreciation.

Respondents as farmers do have a desire to be respected for their success, but the farmers do not give priority to it. The appreciation that you want to feel is limited to a proper appreciation and respect. There is a feeling of prestige or being out of date when it comes to mendong. According to As'ad (1981), states that in jobs that are based on differences in level (class), so that the job gives a certain position to the person who does it. If there is an increase in wages, it will at least be considered as promotion and pride in a new position and will change their behavior and feelings.

Self Actualization

Self actualization needs to realize the potential that exists in theirselves to achieve sustainable self-development and to be creative in the broadest sense of the word. The specific form of such needs will vary from person to person, as is seen in human personalities Examples of meeting such needs, for example, are if we can propose an important theory become a top athlete, raise healthy, well-educated children, successfully lead a company or be elected to high positioned officer. According to Fudyartanta (2012), self-actualization is the use of all talents, the fulfillment of all qualities and capacities in an individual.

Table 5. Motivation Distribution of Mendong Farmers against Self-Actualization

Score	Category	Frequency	Percentage
4 – 8	Low	10	45,45
9 -12	High	12	54,55
	Total	22	100,00

Source : Processed Primary Data, 2019

The motivation of farmers in Mendong farming is in the low category (45.45%) and the high category is (54.55%), so farmers' motivation in Mendong farming is categorized high in an effort to fulfill self-actualization needa. This high motivation is caused by the strong desire of most farmers to have a healthy family, the desire that their descendants can have a much better education than what they had before, the

desire to carry out worship or visit holy places according to their religion and want to make the family happy. This high motivation arises because the farmers want their families to have a better future by cultivating mendong. According to Potter and Perry (2005), self-actualized humans have mature multidimensional personalities.

Motivation of Mendong Farmers

Farmers' behavior in cultivating Mendong cannot be separated from the influence of farmer motivation. Farmer's motivation is influenced by the fulfillment of physiological needs, the need for security, the need for socialization, the need for appreciation and self-actualization.

Table 6. Motivation of Mendong Farmers

Score	Category	Frequency	Percentage
21 - 37	Low	7	31,82
38 - 54	High	15	68,18
Total		22	100,00

Source : Processed Primary Data, 2019

Farmers' motivation in Mendong farming is in the low category (31.82%) and the high category (68.18%), so it is clear that the motivation of the Mendong farmers is high. Meanwhile, for the total score, the motivation level of the Mendong farmers is categorized as low, which is 867. The higher the motivation of the farmers, the wider the area of Mendong farming land that is cultivated, and vice versa, the lower the motivation of the farmers, the smaller the area of the Mendong farming area that is cultivated.

Correlation between Physiological Needs, Security, Social Needs, Appreciation and Self-actualization with Motivation of Mendong Farmers

Correlation between Physiological Needs with Motivation of Mendong Farmers

Based on the results of research conducted on the Correlation between the physiological needs against the motivation of farmer in Mendong farming clearly illustrated in the following table:

Table 7. Contingency of Physiological Needs on Motivation of Mendong Farmers

Physiological Needs	Farmers Motivation		Total
	High	Low	
High	12	4	16
Low	3	3	6
Total	15	7	22

Source : Processed Primary Data, 2019.

Based on table 7 it can be seen how the contingency of Physiology needs towards the motivation of Mendong farming in Kamulyan Village, Manonjaya

subdistrict, Tasikmalaya Regency is classified as low, namely 15 people in the high category and 7 people in the low category.

Based on the results of the Chi Square test, from the Chi Square test, the calculated value of χ^2 is 0.37 and χ^2 table is 3.84), χ^2 calculated $[(\chi^2 \leq \chi^2 \alpha = 5\% \text{ db} = (b-1) (k-1)]$ accept H_0 , meaning that there is no Correlation between physiological needs and motivation of Mendong farmers. Furthermore, after obtaining the value of χ^2 , the C calculated is 0.128 and C max is 0.541, meaning that the Correlation between physiological needs and motivation of Mendong farmers is classified as moderate. The Correlation rate is 0,237 menas 23,7% high and low motivation of Mendong farmers is influenced by physiological needs.

Correlation of the Need for Security with Motivation of Mendong Farmers

Based on the results of research conducted on the Correlation between the need for security with the motivation of the Mendong farmers, this is more clearly illustrated in the following table:

Table 8. Contingency Need for Security Towards Motivation of Mendong Farmers

Security Needs	Farmers Motivation		Total
	High	Low	
High	6	1	7
Low	9	6	15
Total	15	7	22

Source : Processed Primary Data, 2019.

Based on the table above the need for a sense of security on the motivation of the Mendong farm farmers is low, namely 7 people in the high category and 15 people in the low category. Based on the results of the Chi Square test, from the Chi Square test, the calculated χ^2 value is 0.51 and χ^2 table 3.84 χ^2 calculated $[(\chi^2 \leq \chi^2 \alpha = 5\% \text{ db} = (b-1) (k-1)]$ accept H_0 , meaning that there is no correlation between the need for security and motivation of mendong farmers. Furthermore, after obtaining the value of χ^2 , the C calculated is 0.151 and C max. 0.541 means that the correlation between the need for security and motivation of Mendong farmers is low. 15.1% high and low motivation of Mendong farmers is influenced by the need for a sense of security. Furthermore, the t calculated value is 4.26 and t table 1.686, t calculated $(\geq t \text{ table} = (\alpha = 5\% \text{ db} = 31))$ accept reject H_0 , meaning that There is no Correlation between the need for security and the motivation of mendong farmers.

Thus it can be said that the higher the motivation of the farmers does not determine the level of need for security that is obtained and vice versa, the lower the motivation of farmers then it is not determine the low level of need for security that is obtained.

Correlation between Social Needs and Motivation of Mendong Farmers

Based on the results of research conducted on the Correlation between social needs with motivation of the Mendong farm farmers, it will be more clearly described in the following table:

Table 9. Contingency of Social Needs on Motivation of Mendong Farmers

Social Needs	Motivasi Petani		Total
	High	Low	
High	12	0	12
Low	3	7	10
Total	15	7	22

Source : Processed Primary Data, 2019.

Based on Table 9, it can be seen how the social needs on motivation of the Mendong farm farmers are classified as high, namely 12 people in the high category and 10 people in the low category. Based on the results of the Chi Square test, the calculated value of χ^2 is 9.30 and χ^2 table 3.84 χ^2 arithmetic [$(\chi^2 \geq \chi^2_{\alpha} = 5\% \text{ db} = (b-1)(k-1))$ reject H_0 , meaning that there is a Correlation between social needs and motivation of mendong farmers. Furthermore, after obtaining the value of h^2 , the C calculated is 0.541 and C max is 0.541, which means that the Correlation between social needs and motivation of Mendong farmers is strong. The contiguity of the Correlation is 0.366 (attachment 6), meaning that 36.6% is high. Low motivation of mendong farmers is influenced by social needs. Furthermore, the t calculated value is 2.67 and t table 1.686, t calculated ($\chi^2 \geq t \text{ table} = (\alpha = 5\% \text{ db} = 31)$) reject H_0 , meaning that there is a Correlation between social needs and motivation of farmers in cultivating mendong.

Thus it can be said that the higher the motivation of the farmers does not determine the good level of social needs obtained and vice versa, the lower the motivation of the farmers, the lower the level of social needs that is obtained.

Correlation between Needs of Appreciation with Motivation of Mendong Farmers

Based on the results of research conducted on the Correlation between the need for appreciation to the motivation of the Mendong farm farmers, it will be more clearly illustrated in the following table:

Table 10. Contingency Needs of Appreciation on Motivation of Mendong Farmers

Needs of Appreciation	Farmers Motivation		Total
	High	Low	
High	5	0	5
Low	10	7	17
Total	15	7	22

Source : Processed Primary Data, 2019

Table 10 can be seen how the need for appreciation of the motivation of the Mendong farmers is classified as low, namely 17 people in the high category and 5 people in the low category. Based on the results of the Chi Square test, the calculated value χ^2 is 1.42 and χ^2 table 3.84 χ^2 arithmetic [$(\chi^2 \geq \chi^2_{\alpha} = 5\% \text{ db} = (b-1)(k-1))$ accept H_0 , meaning there is no Correlation between the needs of appreciation with mendong farmers motivation.

Correlation of self actualization needs with Motivation of Mendong Farmers

Based on the results of research conducted on the Correlation between self-actualization on the motivation of the farmers' farm will be more described in the following table below:

Tabel 11. Contingency of self actualization on the motivation of Mendong Farmers

Self Actualization	Farmers Motivation		Total
	High	Low	
High	11	1	12
Low	4	6	10
Total	15	7	22

Based on Table 11, it can be seen how the correlation of self-actualization and the motivation of Mendong farmers is high, namely 12 people in the high category and 10 people in the low category. Based on the results of the Chi Square test, the calculated value of χ^2 is 4.54 and χ^2 table 3,84, χ^2 calculated $[(\chi^2 \geq \chi^2_{\alpha} = 5\% \text{ db} = (b-1)(k-1))]$ accept H_0 , meaning that there is a Correlation between self actualization with the frmers' motivation.

CONCLUSIONS AND POLICY IMPLICATIONS

Conclusions

1. **It is known that the motivation level of Mendong farmers** farmers overall was in the high category, 867 in number in score, eventhough motivation related to security and appreciation need were low
2. *Social and self-actualization needs are related to the motivation of mendong farmers significantly while the factors of physiological needs, security needs and reward needs have no Correlation with the motivation of the mendong farmers.*

Policy Implication

1. The level of motivation still needs to be improved because the government has not maximal in providing counseling or training to farmers about how important mendong farming is.
2. It is better for government and private sector to do extension to assist farmers on Mendong cultivation techniques and marketing.

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