

ABSTRAK

RABBI MAULANA. 105961104918. Persepsi Petani Terhadap Varietas Unggul Komoditi Jagung Merek Bisi di Kelurahan Bontokadatto Kecamatan Polongbangkeng Selatan Kabupaten Takalar. Dibimbing oleh ZULKIFLI dan ANDI RAHAYU ANWAR.

Penelitian ini bertujuan untuk melihat persepsi petani terhadap varietas unggul komoditi Jagung merek Bisi 18 di Kelurahan Bontokadatto Kecamatan Polongbangkeng Selatan Kabupaten Takalar.

Persepsi petani dalam pengelolaan usahatani Jagung hibrida merek Bisi 18 di Kelurahan Bontokadatto Kecamatan Polongbangkeng Selatan Kabupaten Takalar terbilang baik, mulai dari terjangkaunya benih, pengelolaan usahatani dan pendapatan semua dalam kriteria tinggi, menunjukkan bahwa hadirnya Jagung merek Bisi 18 diterima oleh petani di lokasi penelitian. Saran yang diharapkan seperti penyuluhan dengan melibatkan semua anggota kelompok tani untuk menambah wawasan berusahatani.

Berdasarkan hasil penelitian menunjukkan bahwa secara umum rata-rata persepsi anggota kelompok tani dalam usahatani Jagung hibrida merek Bisi 18 di Kelurahan Bontokadatto Kecamatan Polongbangkeng Selatan Kabupaten Takalar dengan tersedianya benih Jagung hibrida merek Bisi 18 berada pada kriteria tinggi (2,42), persepsi terhadap pengelolaan usaha tani berada pada kriteria tinggi (2,56), dan persepsi petani terhadap pendapatan berada pada kriteria tinggi (2,62).

Kata Kunci : Persepsi Petani, Varietas Unggul Jagung Merek Bisi 18.

ABSTRACT

RABBI MAULANA. 105961104918. Farmers' Perceptions of Superior Varieties of Corn Commodity Bisi Brand in Bontokadatto Village, South Polongbangkeng District, Takalar Regency. Guided by ZULKIFLI dan ANDI RAHAYU ANWAR. This study aims to see how farmers perception of superior varieties of Corn commodity Bisi 18 brand in Bontokadatto Village, South Polongbangkeng District, Takalar Regency.

The results of this study indicate that the perception of the corners of the Bisi brand in Bontokadatto District of Polongbangkeng Selatan Takalar Distict is basically influenced by knowledge, as well as the famer's skills themselves in using the Visietas Cart Bisi Brand. Factors affecting the perception of famers is with the background of individu ie age, aducation, family dependent, and farming experience as well lad area.

Farmer's perceptions in the management of Bisi 18 brand hybrid corn farming in Bontokadatto village, Polongbangkeng Selatan district, Takalar regency are fairly good starting from the affordability of seeds, business management and income all within the taller criteria, indicating that the presence of Bisi 18 brand corn was received by farmers at the research site suggestions expected such as counseling by involving all members of farmer groups to add insight into farming.

Based on the result of the study, it was shown that in general the average perception of members of farmer groups in farming Bisi 18 brand hybrid corn in Bontokadatto Village, Polongbangkeng Selatan District, Takalar Regency with the availibility of Bisi 18 brand hybrid corn bears was in the tinger criterion (2,42). Percetions of farming management are at high criteria (2,56). and farmer's perceptions of income are at high criteria (2,62).

Keywords: Farmers Perception, Superior Varieties of Corn Bisi 18 Brand.