Analysis of Farmers' Motivation in Conducting Kencur Plant Business in Boyolali Regency

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ABSTRACT	*Based on BPS data (2023) Boyolali Regency is the center of kencur production in Central Java because it is the producer of kencur production with a total of 1,502,570 kg. The constraints of Boyolali Regency are that farmers experience price fluctuations and unstable yields every year. Given that Boyolali Regency is a center of kencur in Central Java, this problem must be resolved immediately to increase productivity, food security, and find out strategies to increase productivity and efficiency in kencur farming. The data used are primary data and secondary data. The data collection methods used were interviews with resource persons, discussions, documentation. This research was analyzed using descriptive analysis, Likert's scale, and interval formula.*
KEYWORDS	Motivation, Farming, Kencur

INTRODUCTION

Kencur is one type of medicinal plant that deserves attention. Indonesia is the second largest country after Brazil that has a biodiversity of medicinal plants. The kencur plant is widely used as a traditional medicine and as a cooking spice so that many farmers cultivate kencur. Based on BPS data (2023) Boyolali Regency is the center of kencur production in Central Java because it is the producer of kencur production with a total of 1,502,570 kg. The obstacle in Boyolali Regency is that farmers experience price fluctuations and unstable yields every year. Based on data (BPS) in 2023 Boyolali Regency, in 2019 the amount of kencur production was 2,660,600 Kg at a price of IDR 20,972/Kg, increasing in 2020 to 9,246,155 Kg at a price of IDR 26,428/Kg. decreased in 2021 by 2. 1789,669 Kg at a price of IDR 23,132 / Kg. increased in 2022 by 2,465,565 Kg at a decreasing price of IDR 16,164 / kg. in 2023 kencur production decreased by 1,502,570 Kg and the price fell to IDR 11,000 / kg.

The high and low prices and yields of kencur in Boyolali Regency certainly affect farmers' income. Given that Boyolali Regency is the center of kencur in Central Java, this problem must be resolved immediately to increase productivity, food security, and find out strategies to increase productivity and efficiency in kencur farming. Based on this description, the researcher is interested in examining the Analysis of Farmer Motivation in the Kencur plant business in Boyolali Regency. This research is expected to help the Boyolali Regency government in formulating policies related to improving the quality of kencur.

RESEARCH METHOD

This research was conducted in Boyolali Regency. The method of taking the location of this research using purposive, namely the technique of determining the research location on purpose. This study used a simple random sample in Boyolali Regency. Determination of the number of samples of farmers who do kencur farming using the calculation of the Lemeshow formula as follows :

$$ n = \frac{z^2 p (1-p)}{d^2} $$

The data analysis methods used in this research are descriptive analysis, Likert's scale, and interval formula..

RESULT AND DISCUSSION

1. Farmers' Motivation in Farming Kencur Commodities

Every farmer must have motivation when doing a different farming as a driver. The theory (Nuwa et al., 2022). Of Aldefer's motivation is divided into three kinds, the need for existence (existence), the need for relationships (relatednees) and the need for development (growth). The motivation of kencur farmers is measured by giving questions to respondents. Then the respondent is given a choice of answers that each answer has a score value for the answer. Each score answer from respondents is categorized, then grouped into several categories for each indicator, the category of respondents for each indicator is as follows:

Table 1. Categories of Motivation Levels Based on Average Indicators
Source: Data Processed 2024

Measurement Result	Indicator Category
0,01-1,00	Low
1,01-2,00	Medium
2,01-3,00	High
3,01-4,00	Very High

Explanation table 1 Indicator categories are divided into four groups, namely low, medium, high, and very high(Aziz, 2020). To find out the motivation of kencur farmers in farming to fulfill the need for existence (Existence), the need for relationships (Relatednees), and the need for growth (Growth) of kencur commodity farms in Boyolali Regency, it can be seen as follows:

a. Motivation Based on Existence Needs

Existence needs are low-level existence needs that are physiological and security or safety needs.

Table 2 Level of Need for Existence in Boyolali Regency Need for Existence in Boyolali Regency

Source: Primary Data Processed 2024

NO	Indicator	Average Score	Category
1	To meet daily consumption needs	3	High
2	To fulfill housing needs	3	High
3	To meet education costs	1	Low
4	To be used as business capital	1	Low
5	To save and in case of sudden needs	2	Medium
	Total	10	Medium
	Average Score	2	Medium

The results of the research in table 2 show that the level of existence is in the moderate category with an average score of 2. This means that respondents conduct kencur farming with moderate expectations to meet their needs for life.

b. Motivation Based on Relatedness Needs

The need to relate is the desire we have to maintain beneficial interpersonal relationships. Social and status desires require interaction with other people to be satisfied, and these desires are in line with Maslow's social needs (Budiman, 2019). The analysis of relationship needs in Boyolali Regency is as follows:

Table 3 Level of Relatedness Needs in Boyolali Regency

Source: Primary Data Processed 2024

NO	Indicator	Average Score	Category
1	Cooperation when cultivating kencur	3	High
2	Lots of interaction between farmers and communication	3	High
3	Helping other kencur farmers	2	Medium
4	Desire to be valued or respected by farmers or the community	2	Medium
	Total	10	Medium
	Average Score	2	Medium

Based on table 3 it says that the level of motivation of farmers related to relationship needs has an average score of 2 which means moderate. This means that respondents think that in farming kencur commodities, farmers can socially strengthen brotherhood and establish good cooperation between other farmers, respondents can also interact between farmers to grow their kencur farms.

c. Motivation Based on Growth Needs

The need to develop and improve personality includes the need to advance (Growth Needs)(Prayudi, 2020). This relates to the ability of farmers to increase the cultivation of kencur commodities.

Table 4 Level of Growth Needs in Boyolali Regency

Source: Primary Data Processed 2024

NO	Indicator	Average Score	Category
1	Training can increase knowledge about galangal cultivation	4	Very High
2	Training can improve skills regarding galangal cultivation	4	Very High
3	Counseling can increase knowledge of kencur cultivation	3	High
4	Counseling can improve skills in kencur cultivation	3	High
5	Contributing to a kencur farmer forum or farmer group	3	High
	Total	17	Very High
	Average Score	3,4	Very High

Based on the results of table 4 it shows that it is known that the motivation of kencur farmers in the category of growth needs has a score value with an average of 3.4, which means a very high level. This shows that respondents think that growth to improve their farms is very important. Most of the farmers agreed if they attended training and counseling to increase cultivation knowledge, improve cultivation skills. In addition to attending training and counseling, farmers are also active in contributing to farmer group activities, this is useful for sharing opinions.

CONCLUSION

1. The level of existence (existence) is in the medium category with an average score of 2. This means that respondents conduct kencur farming with moderate expectations to meet their needs for life.
2. The level of motivation of farmers related to relationship needs has an average score of 2 which means moderate. This means that respondents think that in farming kencur commodities farmers can socially strengthen brotherhood and establish good cooperation between other farmers.
3. It is known that the motivation of kencur farmers in the category of growth needs has a score value with an average of 3.4, which means a very high level. This shows that respondents think that growth to improve their farms is very important.

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