

ABSTRAK

Perburuan madu Klanceng yang sudah dilakukan secara turun temurun di Desa Mendolo Kecamatan Lebakbarang Kabupaten Pekalongan mulai beralih dengan diperkenalkannya budidaya lebah madu Klanceng. Proses adopsi budidaya lebah madu Klanceng yang sudah berlangsung selama 10 tahun baru menghasilkan 6,6% petani yang mengadopsi. Penelitian ini bertujuan untuk mengetahui karakteristik petani budidaya lebah madu Klanceng, profil atribut adopsi inovasi, faktor pendorong, faktor penghambat dan faktor utama dalam adopsi inovasi, serta menyusun strategi meningkatkan jumlah petani yang mengadopsi budidaya lebah madu Klanceng.

Metode yang digunakan dalam penelitian ini adalah *mix methods*. Teknik pengambilan data dengan observasi, wawancara, dokumentasi dan diskusi kelompok terfokus. Analisis data menggunakan analisis dekriptif dengan bantuan software NVivo, dan analisis struktural dengan software MICMAC.

Hasil penelitian menunjukkan bahwa karakteristik petani budidaya lebah madu Klanceng di Desa Mendolo, yaitu: 40% petani tinggal di dukuh Medolo Kulon, berumur 23-55 tahun, jenis kelamin laki-laki, 80% menempuh pendidikan SD, luas lahan milik rata-rata 0,4 ha, luas lahan pangkuan hutan negara rata-rata 0,96 ha, 84% merupakan pemburu madu, dengan pengalaman berburu madu rata-rata 17 tahun. Profil atribut adopsi inovasi budidaya lebah madu Klanceng di Desa Mendolo adalah bahwa budidaya lebah madu Klanceng lebih menguntungkan daripada perburuan, sesuai untuk diterapkan di Desa Mendolo, dapat dilaksanakan dengan mudah, dapat diuji coba, dan dapat diamati. Petani mendapat informasi tentang budidaya lebah madu Klanceng dari Kelompok Tani Podo Dadi, LSM Swara Owa, teman, Pemerintah, dan atas inisiatif sendiri. Perkembangan jumlah petani budidaya lebah madu Trigona sejak tahun 2013 hingga tahun 2023 sebanyak 25 orang. Lembaga yang terlibat dalam proses adopsi budidaya lebah madu Klanceng di Desa Mendolo adalah Kelompok Tani Hutan Podo Dadi, Pemerintah Desa Mendolo, LSM Swara Owa, Cabang Dinas Kehutanan Wilayah IV Pekalongan, dan Bank Indonesia.

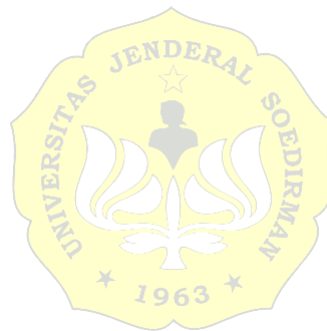
Faktor-faktor pendorong adopsi budidaya lebah madu Klanceng di Desa Mendolo, yaitu: keuntungan/ penghasilan, memudahkan panen madu, kemudahan budidaya, keberhasilan petani lain, kemauan mencoba, kelompok tani, bantuan stimulan, tradisi perburuan madu, penyuluhan dan pendampingan, individu sendiri, demplot, alam yang mendukung, hobi, tersedianya pakan, pemasaran yang mudah, efisiensi, ada yang mengajak. Faktor-faktor penghambat adopsi budidaya lebah madu Klanceng, yaitu: sulitnya mencari koloni, hama, belum tahu cara budidayanya, koloni kabur, keterbatasan pakan musim hujan,

tidak telaten, penghasilan masih sedikit, modal, proses pemindahan koloni, kurangnya ketrampilan split koloni, terdesak kebutuhan, cara panen, pencurian dan perusakan, keterbatasan waktu, belum tertarik, pemasaran saat panen raya, oknum yang mempengaruhi.

Faktor utama dalam proses adopsi inovasi budidaya lebah madu Klanceng terdiri dari 8 faktor, yaitu: pakan lebah madu Klanceng, keberadaan lebah madu Klanceng di alam, adanya bantuan dari pemerintah, adanya CSR. lamanya pengalaman budidaya lebah madu Klanceng, harga jual log koloni lebah madu Klanceng, produksi madu budidaya lebah Klanceng, dan harga jual stup koloni lebah madu Klanceng.

Strategi yang dapat meningkatkan jumlah petani yang mengadopsi inovasi budidaya lebah madu Klanceng di Desa Mendolo, yaitu: meningkatkan keberadaan dan fungsi demplot budidaya lebah madu Klanceng, meningkatkan ketersediaan pakan lebah, dan meningkatkan modal petani dengan meningkatkan bantuan dari pemerintah, CSR serta sumber lainnya.

Kata kunci: adopsi inovasi, budidaya lebah madu Klanceng, profil adopsi, faktor utama, faktor pendorong, faktor penghambat



ABSTRACT

Hunting for Stingless bee honey, which has been carried out for generations in Mendolo Village, Lebakbarang District, Pekalongan Regency, It has changed with the introduction of Stingless honey bee cultivation. The process of adopting Stingless honey bee cultivation, which has been going on for 10 years, has only resulted in 6.6% of farmers who are adopting it. This research aims to determine the characteristics of Stingless honey bee cultivation farmers, the attribute profile of innovation adoption, driving factors, inhibiting factors and main factors in innovation adoption, as well as developing strategies to increase the number of farmers who adopt Stingless honey bee cultivation.

The method used in this research is mix methods. Data collection techniques used observation, interviews, documentation and focus group discussions. Data analysis used descriptive analysis with the help of NVivo software, and structural analysis with MICMAC software.

The results of the research show that the characteristics of farmers cultivating Stingless honey bees in Mendolo Village are: 40% of farmers live in Medolo Kulon hamlet, aged 23-55 years, male, 80% have elementary school education, average land area of 0.4 ha, the average area of state forest land is 0.96 ha, 84% are honey hunters, with an average of 17 years of honey hunting experience. The attribute profile of the adoption of Stingless honey bee cultivation innovation in Mendolo Village is that Stingless honey bee cultivation is more profitable than hunting, is suitable and can be implemented in Mendolo Village, can be implemented easily, can be tested, and can be observed. Farmers received information about cultivating Stingless honey bees from the Podo Dadi Farmers Group, Swara Owa NGO, friends, the Government, and on their own initiative. The growth in the number of farmers cultivating Stingless honey bees from 2013 to 2023 is 25 people. The institutions involved in the process of adopting Stingless honey bee cultivation in Mendolo Village are the Podo Dadi Forest Farmers Group, Mendolo Village Government, Swara Owa NGO, Pekalongan Region IV Forestry Service Branch, and Bank Indonesia.

The factors that are driving the adoption of Stingless honey bee cultivation in Mendolo Village, namely: profit/income, ease of honey harvesting, ease of cultivation, The success of other farmers, willingness to try, farmer groups, stimulant assistance, honey hunting traditions, counseling and mentoring, individuals themselves, demonstration plot, supportive nature, hobbies, availability of feed, easy marketing, efficiency, someone invites. Factors that are inhibiting the adoption of Stingless honey bee cultivation, namely: difficulty finding colonies, pests, not knowing how to cultivate them, runaway colonies, limited feed

in the rainy season, not being patient, low income, capital, process of moving colonies, lack of colony splitting skills, pressure needs, harvest methods, theft and destruction, time constraints, not yet interested, marketing during harvest time, influencing elements.

The main factors in the process of adopting Stingless honey bee cultivation innovation consist of 8 factors, namely: Stingless honey bee feeding, the presence of Stingless honey bees in nature, assistance from the government, and CSR. length of experience cultivating Stingless honey bees, selling price of Stingless honey bee colony logs, honey production from cultivating Stingless bees, and selling price of Stingless honey bee colony stups.

Strategies that can increase the number of farmers who adopt Stingless honey bee cultivation innovations in Mendolo Village are: increasing the existence and function of Stingless honey bee cultivation demonstration plots, increasing the availability of bee food, and increasing farmers' capital by increasing assistance from the government, CSR and other sources.

Keywords: innovation adoption, Stingless bee cultivation, adoption profile, main factors, inhibiting factors

