

## ABSTRAK

Kelompok Tani Bangkit merupakan petani kopi yang dibina oleh UP Mrica PT Indonesia Power. Bentuk binaan yang dilakukan oleh PT Indonesia Power berupa sosialisasi cara budidaya kopi yang baik dan benar, yang diharapkan dapat meningkatkan hasil dan kualitas kopi. Kenyataan yang terjadi dilapangan, petani kopi Desa Pegundungan memilih membuat Standar Operasional Prosedur (SOP) sendiri, penelitian ini bertujuan untuk menganalisis : (1) Tingkat persepsi petani terhadap penggunaan Standar Operasional Prosedur (SOP) budidaya kopi, (2) Faktor-faktor yang mempengaruhi persepsi petani dalam penggunaan Standar Operasional Prosedur (SOP) budidaya kopi.

Penentuan lokasi penelitian dilakukan secara *purposive* yaitu di Desa Pegundungan Kecamatan Pejawaran Kabupaten Banjarnegara. Pengambilan data dilaksanakan pada tanggal 22 Agustus 2019 sampai 4 September 2019. Penentuan responden dalam penelitian ini menggunakan metode sampel jenuh. Analisis data yang digunakan terdiri dari : analisis deskriptif, *Methods Of Succesive Interval (MSI)*, dan analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa (1) persepsi petani terhadap penggunaan Standar Operasional Prosedur (SOP) budidaya kopi secara keseluruhan berada dalam kategori sedang yang digambarkan oleh komponen aspek ekonomi (sedang), aspek sosial budaya (sedang) dan aspek teknis (sedang); (2) Faktor pengalaman usahatani berpengaruh nyata dan signifikan pada petani terhadap penggunaan Standar Operasional Prosedur (SOP) budidaya kopi, sedangkan variabel umur, tingkat pendidikan, luas lahan usahatani kopi tidak memiliki pengaruh yang signifikan pada persepsi petani terhadap penggunaan Standar Operasional Prosedur (SOP).

Kata Kunci: persepsi, petani, kopi, Standar Operasional Prosedur (SOP).

## ABSTRACTS

*Bangkit farmers group are farmers coffee fostered by UP Mrica PT Indonesia Power, form the target which is done by PT Indonesia Power in the form of socialization means the cultivation of coffee were good and true , which is expected to improve the outcomes and quality of the coffee. The reality is happening in the field , coffee farmers in Pegundungan Village choose create Standard Operating Procedure (SOP) alone , the study is intended for men ganalisis : (1) The level of perception p Felling trees trimming logs against the use of Standard Operating Procedures (SOP) for the cultivation of coffee, (2) factors that affect the perception of farmers in the use of Standard Operating Procedures (SOP) coffee cultivation.*

*Location research is purposive , namely in the village Pegundungan District of Pejawaran Regency Banjarnegara . Data collection was carried out on August 22 , 2019 to September 4, 2019 . Determination of respondents in this study using the saturated sample method . Analysis of the data used is descriptive analysis, Methods Of Successive Interval method , and multiple linear regression analysis.*

*The results showed that (1) farmers' perceptions of the use of Standard Operating Procedures (SOP) of coffee cultivation as a whole were in the medium category which was described by components of economic aspects (moderate), socio-cultural aspects (medium) and technical aspects (medium); (2) internal factors and external farmer against farmer's perception of the Standard Operating Procedure (SOP) for the cultivation of coffee s e cara partially experience of farming have a significant effect on the perception of farmers against the use of Standard Operating P rosedur (SOP) for the cultivation of coffee , while the variable age , level of education, area of coffee farming does not have a significant influence on farmers' perceptions in the use of Standard Operating Procedures (SOP) .*

*Keywords : perception, farmers, coffee, Standard Operating Procedure (SOP) .*