

RINGKASAN

Gula semut merupakan salah satu produk olahan dari nira kelapa yang memiliki nilai ekonomi tinggi dan permintaan besar di pasar domestik maupun internasional. Kecamatan Cilongok, Kabupaten Banyumas, menjadi salah satu sentra produksi. Namun, perajin gula semut menghadapi berbagai tantangan seperti musim kemarau panjang, rendahnya regenerasi perajin, risiko kerja tinggi, dan fluktuasi harga. Faktor-faktor tersebut diyakini memengaruhi motivasi perajin dalam menjalankan usaha. Informasi mengenai tingkat motivasi dan faktor yang memengaruhi perajin penting untuk menentukan strategi pengembangan usaha gula semut yang berkelanjutan.

Penelitian ini bertujuan untuk mengetahui tingkat motivasi perajin gula semut serta menganalisis faktor-faktor yang memengaruhinya di Kecamatan Cilongok, Kabupaten Banyumas. Responden penelitian berjumlah 142 perajin yang dipilih dengan metode *simple random sampling* dari tiga desa representatif. Data diperoleh melalui wawancara dan observasi. Data dianalisis secara kuantitatif melalui regresi linier berganda dan kerangka teori Hierarki Kebutuhan Maslow yang meliputi aspek fisiologis, rasa aman, sosial, prestasi, dan aktualisasi diri.

Hasil penelitian menunjukkan bahwa tingkat motivasi perajin gula semut berada pada kategori tinggi dengan persentase 70,46%. Variabel luas lahan, lama berusahatani, kelembagaan petani, dan teknologi berpengaruh secara signifikan terhadap motivasi perajin. Sebaliknya, variabel usia, tingkat pendidikan, jumlah tanggungan keluarga, dan peluang pasar tidak berpengaruh secara signifikan.

SUMMARY

Brown sugar was one of the processed products of coconut sap that had high economic value and high demand in both domestic and international markets. Cilongok Subdistrict, Banyumas Regency, was one of the production centres. However, brown sugar artisans faced various challenges such as prolonged dry seasons, low artisan regeneration rates, high work risks, and price fluctuations. These factors were believed to have influenced artisans' motivation in running their businesses. Information regarding motivation levels and factors affecting artisans was crucial for determining sustainable development strategies for the brown sugar industry.

This study aimed to determine the level of motivation among palm sugar producers and analyse the factors that influenced it in Cilongok Subdistrict, Banyumas Regency. The study respondents consisted of 142 producers selected using simple random sampling from three representative villages. Data were obtained through interviews and observations. The data were analysed quantitatively using multiple linear regression and Maslow's Hierarchy of Needs theory, which included physiological, safety, social, esteem, and self-actualisation aspects.

The results showed that the motivation level of palm sugar producers was high, at 70.46%. The variables of land area, length of time in farming, farmer institutions, and technology had a significant effect on the motivation of producers. Conversely, the variables of age, education level, number of family dependents, and market opportunities had no significant effect.