

RINGKASAN

Perajin gula kelapa di Desa Susukan sebagian besar sudah menjalankan usaha gula kelapa lebih dari 15 tahun. Walaupun usaha ini relatif kecil pendapatannya, namun usaha ini tetap ditekuni sehingga peneliti tertarik mengetahui motivasi apa yang mendasarinya. Penelitian ini bertujuan untuk (1) Mengetahui profil perajin gula kelapa di Desa Susukan Kecamatan Sumbang Kabupaten Banyumas, (2) Mengetahui motivasi apa yang mendorong perajin tetap menjalankan usaha gula kelapa di Desa Susukan Kecamatan Sumbang Kabupaten Banyumas, (3) Mengetahui keeratan hubungan antara faktor internal yang mendasari motivasi perajin dalam menjalankan usaha gula kelapa di Desa Susukan Kecamatan Sumbang.

Penelitian dilaksanakan di Desa Susukan Kecamatan Sumbang Kabupaten Banyumas pada bulan Agustus sampai September 2016. Metode penentuan tempat dilakukan secara purposive. Metode yang digunakan dalam penentuan responden adalah metode sensus terhadap 55 perajin gula kelapa yang memiliki usaha di luar gula kelapa. Analisis yang digunakan adalah analisis *validitas* dan *reabilitas*, analisis deskriptif, analisis *Method of Successive Interval* dan analisis korelasi *Rank Spearman*.

Hasil penelitian menunjukkan bahwa: (1) Profil perajin gula kelapa yaitu terdiri 92,73 persen berusia produktif yaitu rentang usia 15 sampai 60 tahun, 58,18 persen berpendidikan SD, 34,55 persen memiliki jumlah tanggungan lebih dari 4 orang, 43,64 persen melakukan usaha gula kelapa 16 sampai 20 tahun dengan 72,73 persen berpendapatan lebih dari Rp75.000,00 per hari, (2) Motivasi yang mendorong perajin gula kelapa di Desa Susukan tetap menjalankan usaha gula kelapa yaitu jaminan pasar dan kontinuitas usaha gula kelapa yang didukung dengan motivasi rata-rata perajin yang tinggi, (3) Faktor internal yang memiliki keeratan hubungan dengan motivasi perajin meliputi umur, jumlah tanggungan, lama usaha dan pendapatan.

SUMMARY

Most of coconut palm sugar's craftsmen in Susukan Village have already undertook businesses for more than 15 years. Even though their revenues are relatively small, nonetheless the craftsmen still undergo the business with the result that the researcher interested to find the reasons that underlying it. The aims of the research are to: (1) Find out the profile of coconut palm sugar's craftsmen in Susukan Village Sumbang District Banyumas Regency, (2) Find out the motivation that encourage the craftsmen keep going on the coconut palm sugar in Susukan Village Sumbang District Banyumas Regency, (3) Find out the proximity between internal factors that underlie craftsmen motivation undertaking coconut palm sugar business in Susukan Village Sumbang District Banyumas Regency.

The research was conducted in Susukan Village Sumbang District Banyumas Regency on August to September 2016. The method of determining the place was done purposively. The research method that used in determining respondents was using census method toward 55 coconut palm sugar's craftsmen which have another job. The method of analysis are; Validity analysis and Reability analysis, Descriptive analysis, Method of Succesive Interval analysis and Rank Spearman correlation's analysis.

The result of this research shown that: (1) the profile of coconut palm sugar's craftsmen consist of 92,33 percent in productive age which 15 up to 60 years, 58,18 percent graduated from elementary level, 34,55 percent have the number of dependents more than 4 people, 43,64 percent have already undertook business of coconut palm sugar in a range of 16 to 20 years and 72,73 percent earn income more than Rp75.000,00 per-day. (2) The motivation that encourage coconut palm sugar's craftsmen in Susukan Village are the guarantee from market which supported by average coconut palm sugar's craftsmen high level motivation. (3) The internal factors which have correlation with motivation of coconut palm sugar's craftsmen are; the age, the number of dependents people, experience on coconut palm sugar business and the amount of income.