

ABSTRAK

SOVIA NURMALA, 2026. Analisis Perilaku dan Tingkat Adopsi Petani Terhadap Inovasi Pestisida Nabati Berbasis Kearifan Lokal (Studi Kasus Pada Kelompok Tani Empang Kulon Di Desa Jayaraksa Kecamatan Cimaragas Kabupaten Ciamis). Di bawah bimbingan **JETI RACHMAWATI** dan **DEDI HERDIANSAH SUJAYA**

Ketergantungan petani terhadap pestisida sintetis dalam pengendalian organisme pengganggu tanaman (OPT) dapat menimbulkan dampak negatif terhadap lingkungan dan kesehatan. Salah satu alternatif yang dapat dikembangkan adalah pestisida nabati berbasis kearifan lokal yang memanfaatkan sumber daya tanaman di lingkungan sekitar. Penelitian ini bertujuan untuk mengetahui tingkat perilaku petani yang meliputi aspek kognitif, afektif, dan konatif serta tingkat adopsi petani terhadap inovasi pestisida nabati berbasis kearifan lokal. Penelitian dilaksanakan pada Kelompok Tani Empang Kulon, Desa Jayaraksa, Kecamatan Cimaragas, Kabupaten Ciamis dengan menggunakan metode kuantitatif deskriptif. Populasi sekaligus sampel penelitian berjumlah 57 petani yang ditentukan menggunakan teknik sensus. Data dikumpulkan melalui observasi, wawancara, kuesioner berskala Likert 1–5, dan dokumentasi, kemudian dianalisis secara deskriptif berdasarkan interval skor dengan kategori rendah, sedang, dan tinggi. Hasil penelitian menunjukkan bahwa tingkat perilaku petani berada pada kategori tinggi, dengan 57,9% responden termasuk kategori tinggi. Rata-rata aspek kognitif sebesar 3,58 termasuk kategori sedang, aspek afektif sebesar 3,88 termasuk kategori tinggi, dan aspek konatif sebesar 3,67 termasuk kategori sedang. Sementara itu, tingkat adopsi inovasi pestisida nabati berada pada kategori sedang. Nilai rata-rata tahap adopsi atau penerapan sebesar 2,81 juga termasuk kategori sedang. Hasil tersebut menunjukkan bahwa petani telah memiliki perilaku yang mendukung penerimaan inovasi, tetapi penerapannya belum dilakukan secara konsisten dan berkelanjutan. Oleh karena itu, diperlukan penyuluhan, pendampingan teknis, dan praktik lapangan untuk memperkuat konsistensi adopsi pestisida nabati.

Kata kunci: Adopsi Inovasi, Kearifan Lokal, Kelompok Tani, Perilaku Petani, Pestisida Nabati.

ABSTRACT

SOVIA NURMALA, 2026. *Analysis of Farmers' Behavior and Adoption Rate of Local Wisdom-Based Botanical Pesticide Innovation (Case Study on Empang Kulon Farmers Group in Jayaraksa Village, Cimaragas District, Ciamis Regency).* Supervised by **JETTI RACHMAWATI** and **DEDI HERDIANSAH SUJAYA**

Farmers' dependence on synthetic pesticides for controlling plant pests and diseases may have negative impacts on environmental quality and human health. One alternative that can be developed is local wisdom-based botanical pesticides that utilize plant resources available in the surrounding environment. This study aimed to determine farmers' behavioral levels, consisting of cognitive, affective, and conative aspects, as well as their adoption level of local wisdom-based botanical pesticide innovation. The study was conducted in the Empang Kulon Farmer Group, Jayaraksa Village, Cimaragas District, Ciamis Regency, using a descriptive quantitative method. The population and sample consisted of 57 farmers selected through a census sampling technique. Data were collected through observation, interviews, questionnaires using a 1–5 Likert scale, and documentation. The data were analyzed descriptively based on score intervals categorized into low, medium, and high levels. The results showed that farmers' overall behavioral level was categorized as high, with 57.9% of respondents classified in the high category. The mean score for the cognitive aspect was 3.58, categorized as medium; the affective aspect was 3.88, categorized as high; and the conative aspect was 3.67, categorized as medium. Meanwhile, the adoption level of the botanical pesticide innovation was categorized as medium. The mean score for the adoption or implementation stage was 2.81, which was also categorized as medium. These findings indicate that farmers have behavioral characteristics that support the acceptance of the innovation; however, its implementation has not yet been carried out consistently and sustainably. Therefore, extension activities, technical assistance, and field-based practices are needed to strengthen the consistency of botanical pesticide adoption among farmers.

Keywords: *Adoption of Innovation, Botanical Pesticides, Farmers' Behavior, Farmer Group, Local Wisdom.*