

Motivation of Farmers in The Corporate Farming Program in *Gapoktan* Sidomulyo Kapanewon Godean Sleman Regency

Fitri Laela Rahmawati¹, Alia Bihrajihant Raya², Harsoyo³, Diah Fitria Widhiningsih⁴

¹Bachelor in Department of Agricultural Socio-Economics, Faculty of Agriculture, Universitas Gadjah Mada

^{2,3,4}Lecturer in Department of Agricultural Socio-Economics, Faculty of Agriculture, Universitas Gadjah Mada
Jl. Flora No 1 Bulaksumur, Yogyakarta 55281, Indonesia

Correspondent's email: alia.bihrajihant.r@ugm.ac.id

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ABSTRACT

Corporate Farming is a program that establishes farmer economic institutions with legal entities to encourage the empowerment of agricultural institutions in overcoming farming problems. This study aims to: (1) portray the level of motivation of farmers in participating in the corporate farming program at the Sidomulyo Farmers Association (*Gapoktan*) in Sidomulyo Village; (2) comprehend the factors that influence the motivation of farmers in participating in the corporate farming program at the Sidomulyo Farmers' Association in Sidomulyo Village. The research applies a descriptive method with a quantitative approach. The total of research respondents is 40 farmers selected by simple random sampling of members of the *Gapoktan*. The analysis in this study uses the proportion test and multiple linear regression. The results show that more than 50% of *Gapoktan* Sidomulyo have a high level of motivation to take part in the program. The factors that significantly positively influence the motivation of farmers to participate in the corporate farming program are the role of *Gapoktan* and the accomplishment of the corporate farming program. The factors that have no significant impact are the level of education, land area, farm income, and the number of dependents in the family.

Keywords: corporate farming, farmers, influential factors, motivation

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INTRODUCTION

According to data from the Ministry of Agriculture in 2018, the area of paddy fields in Indonesia was 7,105,145 million hectares. This figure decreased from 2017 and reached 8,164,045 million hectares. Agricultural land is one of the

most critical factors that directly affect the efficiency of farming activities. Land area and location are two aspects that support the efficiency of agriculture (Bakri et al., 2020). Based on data from the Ministry of Agriculture in 2018, the area of agricultural land owned by

farmers in Indonesia has an average area of about 300 m². This matter indicates that most farmers in Indonesia have a narrow and small-scale land area if it is intended for commercial activities. Moreover, this is why many agricultural systems in Indonesia are family-based, where crops are only used for personal consumption and not for sale.

Land fragmentation frequently found in the community causes various problems, including the high cost of land maintenance due to the high cost of transportation from one land to another, prone of issues between farmers who have adjacent land, and so on (Suratiah, 2016). Consequently, this impacts the emergence of poverty in rural areas. Dewi (2016) states that financial ability can affect a farmer's motivation to farm. Motivation is an encouragement that comes from the farmers themselves (internal) and from their environment (external) to do farming (Asfiati & Sugiarti, 2021).

Yuniati et al. (2017) state that strengthening agricultural institutions can reduce poverty rates in rural areas. Therefore, the government has issued a policy to encourage the empowerment of agricultural institutions through the corporate farming program. According to the Ministry of Agriculture (2018), Farmer Corporations are Farmer Economic Institutions with legal entities in the form of cooperatives or other legal units with most of the capital ownership held by farmers. The Government of Sleman Regency has started to promote the corporate farming program since 2015 to make

Sleman a model for the corporate farming system.

The farming contract that contains a capital agreement and a corporate farming program without land consolidation attract farmers to join the corporate farming system at the Sidomulyo Farmers Association. This Farmers Association has now become LDPM, a non-profit Gapoktan business unit. It is because the primary purpose of the Gapoktan itself is to maintain food security for the residents of the Sidomulyo Urban Village. Moreover, corporate farming in the Gapoktan Sidomulyo is carried out to overcome the problem of limited land ownership, the difficulties in simultaneous planting activities, and plenty of unused or unplanted land, so it becomes a nest for the rat.

The increase in professionalism is by using the same variety, the availability of agricultural machinery by Gapoktan, the certainty of the purchase price of rice by Gapoktan, and simultaneous planting rotations to maintain the availability of rice stocks. This system is carried out through corporate management in Gapoktan under the mutual agreement of Gapoktan members, considering the convenience and adjustment of farmers in the corporation.

This research provides novelty in two ways, the implementation of Corporate Farming in The Special Region of Yogyakarta, Indonesia, and the level of motivation of farmers to participate in Corporate Farming. Those two aspects are critical to be discussed since the

execution of the corporate farming program is largely influenced by the stimulation of farmers to partake in the program.

METHODS

The method used in this research is descriptive analysis with a quantitative approach. The purpose of a descriptive study is to make a systematic, factual, and accurate description or depiction of the facts, nature, and relationships between the phenomena investigated (Rukajat, 2018).

The population in this study are farmers who implement a corporate farming system and forty members of the Sidomulyo Farmers Association (*Gapoktan*) in Sidomulyo Urban Village, Kapanewon Godean, Sleman Regency using simple random sampling. Then, the research data used here are primary and secondary data with data collection techniques of questionnaire interviews containing questions and statements raised to farmers, observation, and documentation. To determine the level of motivation of farmers to participate in the corporate farming program, a formula

$$Z_{hit} = \frac{x/n - P_0}{\sqrt{\frac{P_0(1-P_0)}{n}}}$$

is used as proportion analysis, which in this study uses a significance level of 0.05 or 5%. With test criteria of Z-score > Z-table: H₀ is rejected, H_a is accepted, P₀: population proportion (50%), x: number of samples of farmers with high motivation, n: total number of

sample farmers. The hypothesis is H₀: it is presumed that less than or equal to 50% of farmers are highly motivated to participate in the corporate farming program. At the same time, H_a: it is supposed that more than 50% of farmers have high motivation to participate in the corporate farming program. The regression is to determine the factors that are assumed to influence the motivation of farmers to participate in the corporate farming program at *Gapoktan* Sidomulyo. The formula used is $Y = A + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + e$, where Y: Farmer's motivation, while X₁, X₂,... X_n is the factor that is considered to affect motivation. X₁: Education level, X₂: Land area, X₃: Farming income, X₄: Number of dependents in the family, X₅: Role of *Gapoktan*, X₆: The accomplishment of corporate farming program targets. A: Constant value, b₁-b₆: Regression coefficient, and E: Error value. The significance level of X used is 0.5.

DISCUSSION AND RESULT

Corporate Farming Activities and Characteristics of Farmers in the *Gapoktan* Sidomulyo

The Sidomulyo *Gapoktan* is managed by the chairman, helped by a secretary and treasurer. They work with several units that operate following the assigned fields. One example is the activity of the Community Food Distribution Agency (LDPM) 's activity to produce environmentally friendly IR 64, ciharang, mentik wangi, mentik susu, and brown rice for restaurants and

supermarkets in Yogyakarta. Additionally, there is also Agribusiness Microfinance Institution (LKM-A), Toko Tani Indonesia (a farmers' products shop), a tools unit, a food reserve unit, and a processing and distribution business unit. Raya et al. (2021) stated that corporate farming activities are an innovation in agriculture that is difficult enough to accept, both from the combined geographical and social aspects. In their research, they found that the persuasion and decision stages of joining corporate farming were dominated by group leaders who were *Gapoktan's* members. So *Gapoktan* has a role as the primary source of learning for farmers. There are many factors to be considered in implementing the program. Nevertheless, the *Gapoktan* Sidomulyo has implemented a corporate farming system with a contract system. This activity is an agreement made by farmers who participate in the corporate system in the *Gapoktan* Sidomulyo. The contract is binding on farmers in healthy or environmentally friendly rice cultivation activities under the corporate arrangement.

The *Gapoktan* Sidomulyo has also become an LDPM (Institution for Community Food Distribution) that performs many economic activities with diverse stakeholders in the sale of rice production. Fulfillment of LDPM rice needs is by purchasing rice from *Gapoktan* members at a price that has been agreed upon in the farming contract.

The observations on the characteristics of farmers in the *Gapoktan* Sidomulyo are from information such as several dependent families, land area, education level, and farm income, adapted from the corporate farming land area from Allahyari et al. (2015) and Apriyani (2019). The role of *Gapoktan* and the achievement of corporate farming are based on the Regulation stipulated by the Minister of Agriculture of the Republic of Indonesia Number 18/PERMENTAN/RC.040/4/2018. The characteristics of farmers in the *Gapoktan* Sidomulyo are variables or the relationship between influential factors or existing conditions around the farmers.

Furthermore, the data regarding the characteristics of the Sidomulyo farmer groups are shown in Table 1. Table 1. shows that the average number of dependents of a farming family is ≤ 1 person. The land area cultivated by farmers is relatively slight (<0.5 ha), with an average farm income of <5 million/year. Farmers generally have a high education level, namely high school/vocational/equivalent graduates. The role of *Gapoktan* is occasional for farmers. In this case, farmer group activities that are more frequently done by farmers alone make the roles of *Gapoktan* not dominant, even though farmer groups are a part of the *Gapoktan*.

The accomplishment of the corporate farming program for farmers is neutral/ normal. It means the program has succeeded but has yet to be entirely

Table 1. Characteristics of Farmers in Gapoktan Sidomulyo

Characteristics of Healthy Rice Farmers	Farmer's situation
The number of family dependents	32,50%, ≤ 1
Land area	52,50% , Small (< 0,5 ha)
Education	47,50% (High School/ Vocational/Equivalent)
Farming income	50,00%, Low (<5 million/year)
The roles of <i>Gapoktan</i>	46,59%, Sometimes
The accomplishment of corporate farming program	53,06% Neutral/normal

Source: (Rahmawati, 2021)

successful. One of the accomplishments of corporate farming programs is the availability of agricultural facilities and infrastructure; besides that, it is also an effective and efficient farming system. *Gapoktan* Sidomulyo already has facilities and infrastructure that are pretty complete and modern. However, it has not been accompanied by the maximum utilization of tools to support the efficiency and effectiveness of these activities.

The motivation of farmers in participating in the corporate farming program at *Gapoktan* Sidomulyo

The motivation of farmers to participate in the corporate farming program at the *Gapoktan* Sidomulyo is an encouragement from the farmers to participate in the program in their agricultural activities. In this study, farmers' motivation is divided into three aspects, the need for existence, relatedness, and growth. The results of data analysis on the motivation of farmers to partake in the program are presented in Table 2. The authors use ERG theory in this study to measure the motivation of farmers to take an active part in the corporate farming program at

Gapoktan Sidomulyo. Based on the analysis, we find that the motivation of farmers to fulfill their needs by participating in the corporate farming program is high (81.17%).

Table 2 shows that the components of existence needs describe the motivation of farmers based on fulfilling the needs of clothing, food, and housing with 81.29%. It shows that farmers have a high incentive to take part in the corporate farming program based on meeting basic material needs such as clothing (81.00%), food (78.50%), and housing (82.00%), with a very high level of desire – really would like to and would like to. In addition, farmers also expect healthier production results for better food quality. It can be viewed from the survey results depict a response rate of 84.00% who really would like to fulfill better health facilities by participating in the program. By consuming healthy or organic rice, farmers wish to fulfill the need of healthy food to obtain health benefits (Yulia Sari et al., 2020).

In Table 2, we can see that the motivation level of the relatedness

Table 2. Farmers' Motivation in Participating in the Corporate Farming Program at *Gapoktan* Sidomulyo

Indicators	Inter al Score	Average Score	Response Rates (%)	Categories
A. Existence Components				
Fulfilling the needs of clothing	0 - 5	4,05	81,00	really would like to
Fulfilling food needs	0 - 5	3,93	78,50	would like to
Fulfilling the needs for housing	0 - 5	4,10	82,00	really would like to
Fulfilling the responsibility to earn a living	0 - 5	4,10	82,00	really would like to
Fulfilling good health facilities	0 - 5	4,20	84,00	really would like to
Fulfilling the guaranteed educational needs	0 - 5	3,98	79,50	would like to
Feeling secure concerning your healthy rice cultivation	0 - 5	4,10	82,00	really would like to
Total (A)	35	28,45		really would like to
Average (A)			81,29	like to
B. Relatedness Components				
The harmonious relationship among <i>Gapoktan</i> members	0 - 5	4,18	83,50	really would like to
The cooperative relationship with the <i>Gapoktan</i> management runs agreeably	0 - 5	4,00	80,00	would like to
Receiving information related to agriculture from fellow healthy rice cultivators	0 - 5	4,18	83,50	really would like to
Good communication among <i>Gapoktan</i> members	0 - 5	4,05	81,00	really would like to
Proper communication among farmers around the land	0 - 5	4,23	84,50	really would like to
Communication between farmers and production managers goes satisfactorily.	0 - 5	4,18	83,50	really would like to
A good relationship among farmers around the land	0 - 5	4,25	85,00	would like to
Farmers' cooperation to plant simultaneously	0 - 4	3,55	88,75	really would like to
Total (B)	39	32,60		really would like to
Average (B)			83,72	like to
C. Growth Components				
Making yourself grow in agriculture and agribusiness	0 - 5	4,13	82,50	really would like to
Improving skills in agriculture and agribusiness	0 - 5	3,98	79,50	would like to
Fostering creativity in healthy rice cultivation with the latest innovations	0 - 5	3,93	78,50	would like to
Guaranteed marketing of healthy rice harvest	0 - 5	4,05	81,00	really would like to
Increasing your income to purchase tertiary needs	0 - 5	3,88	77,50	would like to

Communicating knowledge and skills related to healthy rice cultivation with others	0 - 6	3,95	65,83	would like to
Disseminating knowledge and skills related to corporate farming programs with others	0 - 6	3,83	63,75	would like to
Total		37	27,73	
Average (C)			75,51	would like to
Average (A)+(B)+(C)			80,17	would like to

Source: (Rahmawati, 2021)

components is 83.72%. It indicates that the motivation of farmers is high. So, it demonstrates that healthy rice farmers have heightened motivation in participating in the corporate farming program based on the desire to fulfill the social benefits of the surrounding environment (Gapoktan administrators and other farmers. It shows us that by participating in the program, farmers would like to have better relationships with other farmers and *Gapoktan* administrators. In this case, interaction among farmers in a group is crucial

because it motivates farmers to participate in corporate farming activities (Perdana et al., 2020). In Table 2, we can see that farmers' motivation for the growth components is 75.51%. This figure reveals that farmers have a high stimulus for their advancement due to the need for development and self-actualization.

Based on the proportion test, more than 50% of farmers in the *Gapoktan* Sidomulyo have a high level of motivation to participate in the corporate farming program. It also indicates that the initial

Table 3. Factors Affecting Farmers' Motivation in Participating in the Corporate Farming Program at *Gapoktan* Sidomulyo

Variables	Regression coefficient (B)	t Score	Sig	Note
Education (X ₁)	1,277	1,171	0,250	NS
Land Area (X ₂)	-0,523	-0,190	0,850	NS
Income (X ₃)	2,446	0,791	0,434	NS
dependents in the family (X ₄)	0,069	0,069	0,945	NS
The role of <i>Gapoktan</i> (X ₅)	0,276	2,521	0,017	*
Accomplishment of program targets of CF (X ₆)	0,515	2,473	0,019	*
Constanta	59,675			
Adjusted R square	0,417			
F Score	5,646			

Note:

*: significant in alpha 5%

NS: Not significant in alpha 5%

Source: (Rahmawati, 2021)

hypothesis is rejected. The results of the proportion test show that the motivation of farmers in the Sidomulyo Village to participate in the Corporate Farming program is high, with a score of 55.5-111.4. It is known that the percentage of 100% of farmers have high motivation.

Factors that influence the motivation of farmers in participating in the corporate farming program at Gapoktan Sidomulyo

Table 3 displays the factors that significantly influence the motivation of farmers to participate in the corporate farming program at the Gapoktan Sidomulyo. These are the role of the Gapoktan and the accomplishment of the corporate farming program.

On the other hand, the factors that do not significantly impact farmers' motivation to participate in the corporate farming program at Gapoktan Sidomulyo are education, land area, income, and the number of dependents. It is because farmers from various levels of education, land area, and the number of dependents both have the urge to develop their farming by participating in the corporate farming program at Gapoktan Sidomulyo.

The Role of Gapoktan

The farmer group association or Gapoktan is formed to facilitate farmer groups communicating and collaborating on the rising economic scale and farming efficiency. Based on Table 3, we find that the role of Gapoktan has a significance value of 0.017. The regression coefficient is positive (0.276), implying that the relationship between the role of Gapoktan

and the motivation of healthy rice farmers is directly proportional. That means the more significant the role of Gapoktan in motivation, the higher the motivation of farmers to participate in the corporate farming program at Gapoktan Sidomulyo. Based on the positive regression value equation, the hypothesis that the role of Gapoktan is a significant factor influencing the motivation of farmers to partake in the corporate farming program in Gapoktan Sidomulyo is accepted.

In Sidomulyo Urban Village, the role of the Gapoktan is moderate with the occasional intensity. Nevertheless, Gapoktan is one of the primary sources of learning for farmers with extension workers and farmer groups. This role can be seen from the Gapoktan activities that often hold monthly meetings with assistant extension workers that can increase motivation for farmers (Kurniasari et al., 2019). Based on the interviews with the farmers, farmer groups currently rarely hold discussions because it coincides with the Covid-19 pandemic, so meetings cannot be held regularly again. Regular meetings are a place for discussion between Gapoktan management and members, motivating members to be active in Gapoktan (Safitri, 2020).

The role of Gapoktan as a business unit is obstructed by cases such as borrowing equipment that requires many funds because it requires an external operator. It is because of the absence of equipment operators such as harvesters, transplanters, and others. So, it causes a low level of implementation of innovative technology and the effectiveness of

farming. Dalimunthe & Kurnia's study (2018) also conveys the same thing that there are additional costs that will arise when the corporate farming system is undertaken, or external costs, both predictable and unexpected such as operational equipment needs and operator costs, also become factors that affect corporate farming activities.

The Accomplishment of Corporate Farming Program Targets

The accomplishment of the corporate farming program is measured by looking at the attainment of the target in the Gapoktan Sidomulyo. It is based on the Regulation of the Minister of Agriculture of the Republic of Indonesia NUMBER 18/PERMENTAN/RC.040/4/2018 concerning an increase in productivity, added value, and competitiveness of priority agricultural commodities with the existence of farming facilities and infrastructure that applies innovative technology. So, farmers' knowledge, skills, and entrepreneurship are boosted in managing economic institutions that run an effective and efficient farming system.

Based on Table 3, the accomplishment of the target of the corporate farming program influences the motivation of healthy rice farmers to participate in the program. Considering the value, the regression coefficient (B) of the role of Gapoktan is 0.515 and positive. So, for every one-unit increase in the accomplishment of the program. Furthermore, healthy rice farmers' motivation to participate in the program will increase by 0.515..

The accomplishment of the corporate farming program targets at Gapoktan Sidomulyo is still relatively moderate, with the intensity of being neutral or not leaning towards a particular answer with a percentage of 53.06% and is interpreted as undecided between the two answers. With the moderate attainment, it reveals that the influence given by the accomplishment of the target of the corporate farming program on the motivation of farmers to participate in the program is not excessively significant in the Sidomulyo Urban Village. However, based on the Ministry of Agriculture Regulation Number 18 of 2018, corporate farming in the Sidomulyo Urban Village is suitable for carrying out corporate development for farmers. Modern infrastructure and facilities have been available and owned jointly by *Gapoktan* members. The LDPM in *Gapoktan* is prepared for post-harvest activities. So, it becomes a partner for processing crops and modern trading for corporate farming. Moreover, there is also a capital element practiced by LKM-*A Gapoktan* Sidomulyo, although it is still not optimal.

Based on Table 4, the target that has been well reached based on the results of the study is the running of an efficient farming system in terms of costs (cost of production facilities, labor, etc.) during corporate farming cultivation with indicators included in the category of agree with the percentage of 61.88%. It is shown from the contents of the farming contract that farmers who participate in the corporation will get loans in the form of seeds with certain

Table 4. The accomplishment of the targets of the corporate farming program at *Gapoktan Sidomulyo*

Indicators	Response Rates (%)
Increasing production and productivity of rice commodities	46,25
Increasing the added value of rice commodities	56,25
Increasing the competitiveness of rice commodities	57,50
Availability support for agricultural facilities and infrastructure	50,00
Increasing knowledge in managing agricultural institutions	51,25
Increasing skills in managing agricultural institutions	52,50
Increasing farmer entrepreneurship in managing agricultural institutions	55,63
Effective farming system (Corporate farming is easy to implement)	40,00
The running of an efficient farming system in terms of costs (cost of production facilities, labor, etc.)	61,88
the running of an efficient farming system in terms of times (planting time, harvest, etc.)	59,38
Total	
Average	53,06

Source: (Rahmawati, 2021)

varieties, biopesticides, and compensation for Urea and NPK. In exchange, farmers must sell the grain harvested to Gapoktan. It is following the running of LDPM as a partner in selling farmers' crops to Gapoktan. So, farming activities here have been carried out through an economic institution.

In entrepreneurship activities, the existence of a Toko Tani Indonesia (TTI) unit or Indonesian Farmer Shop is an opportunity for farmers to gain knowledge about entrepreneurship following Table 4 regarding indicators of benefits and advantages of corporate farming programs that are classified as occasional with a percentage of 58.75%. In this context, the shop allows farmers to sell their agricultural yields and purchase products at standard prices and not burden all parties. The benefits of TTI, although not felt directly, are in the form of guarantees of price stability and long-term ease of access (Prakerti et al., 2020).

CONCLUSION AND SUGGESTION

This study clearly shows that Farmers can carry out corporate Farming. More than 50% of farmers in Gapoktan Sidomulyo, Sidomulyo Urban Village, Kapanewon Godean have a high motivation to participate in the program with the intensity of stimulation in the category of would like to.

The data analysis also finds that the factors influencing farmers' motivation to participate in the Gapoktan Sidomulyo are the role of Gapoktan and the accomplishment of the corporate farming program.

This study suggests that the motivation of farmers in the Gapoktan Sidomulyo to join the corporate farming program can be augmented by increasing the support for learning activities and collaboration of group members. It is done by sharing information and training on the use of agricultural machinery needed by members to assist their

farming activities and strengthening relationships between members.

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