

ABSTRAK

Perubahan kebijakan pupuk bersubsidi mendorong petani untuk mulai mempertimbangkan penerapan budidaya padi sehat sebagai alternatif pertanian yang lebih berkelanjutan. Penelitian ini bertujuan untuk: (1) menganalisis persepsi petani padi terhadap penerapan budidaya padi sehat, (2) menganalisis respon petani, dan (3) menganalisis hubungan antara persepsi dan respon petani terhadap penerapan budidaya padi sehat di Kabupaten Jember. Metode penelitian yang digunakan adalah deskriptif analitik dengan pendekatan kuantitatif. Lokasi penelitian ditentukan secara *purposive* di Kecamatan Sukorambi, Jenggawah, Bangsalsari, dan Sumberjambe. Sampel penelitian berjumlah 40 responden yaitu petani padi dan menggunakan teknik *convenience sampling*. Data dianalisis menggunakan skala Likert, garis kontinum, dan uji korelasi *Rank Spearman* dengan bantuan SPSS. Hasil penelitian dapat disimpulkan bahwa: (1) persepsi petani termasuk pada kategori baik dengan nilai capaian 64,85%, (2) respon petani berada pada kategori tidak baik dengan nilai capaian 47,88%, (3) Hasil uji *Rank Spearman* menunjukkan terdapat hubungan signifikan antara persepsi dan respon petani padi dengan nilai koefisien 0,670 yang termasuk kategori hubungan kuat.

Kata kunci: budidaya padi sehat, persepsi, *Rank Spearman*, respon petani



ABSTRACT

A Changes in subsidized fertilizer policy have encouraged farmers to consider healthy rice cultivation as a more sustainable agricultural alternative. This study aims to: (1) analyze rice farmers' perceptions of healthy rice cultivation, (2) analyze farmer responses, and (3) analyze the relationship between farmers' perceptions and responses to healthy rice cultivation in Jember Regency. The research method used is descriptive analytic with a quantitative approach. The research location was determined purposively in the districts of Sukorambi, Jenggawah, Bangsalsari, and Sumberjambe. The research sample consisted of 40 respondents, namely rice farmers, and used a convenience sampling technique. Data were analyzed using a Likert scale, a continuous line, and the Spearman Rank correlation test with the help of SPSS. The results of the study can be concluded that: (1) farmers' perceptions are included in the good category with an achievement value of 64.85%, (2) farmers' responses are in the poor category with an achievement value of 47.88%, (3) The results of the Spearman Rank test indicate a significant relationship between rice farmers' perceptions and responses with a coefficient value of 0.670, which is included in the strong relationship category.

Keywords: healthy rice cultivation, perception, Spearman Rank, farmer response

