

MOTIVASI PETERNAK ITIK DI KECAMATAN BANYUBIRU KABUPATEN SEMARANG

(The Duck Farmer Motivation in Subdistrict of Banyubiru Semarang Regency)

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ABSTRACT

This research is executed in Subdistrict of Banyubiru of Regency Semarang from January 2010 up to August month; moon 2010. Research target were 1) To know and describe factors any kind of which deal with farmer motivation in effort duck livestock and until earnings which is in obtaining breeder in its effort look after the duck livestock. Sum up the sampel as much 74 people and use the survey method. Data-Processing use the tabulation analysis and analyse correlation.

. Motivate breeder in subdistrict Banyubiru show the low motivation as much 4 people (5,4%), medium as much 61 people (82,4%) and high motivation as much 9 people (12,16%). Relation motivate and management formed a weak relation but form the relation aim to the positive direction, this matter show the excelsior of motivational level of breeder will improve the management of effort duck conservancy which is in executing . Age Relation, education and earning with the motivation of duck breeder in Subdistrict Banyubiru instruct at positive relation and its relation sliverring is. Mean earnings of equal to Rp11.150 756,4 / period produce or equal to Rp 1.115.000 / month; moon. earnings of breeder Mean of scale between 40 - 100 tail of equal to Rp 1.457 000,- / compared to higher month; moon of Minimum regional salary of Regency Semarang of equal to Rp 838.000. Mean earnings at scale 101-200 tail of equal to Rp 2.987 310,- / month; moon and earnings of between 201-1700 tail 5 equal to Rp 6 431 073,- / month; moon. Relation of between internal factor and eksternal (age, education, extension agent performance, experience) closely related with the motivation. Test of correlation parsial usher the internal factors and eksternal (performance of extension agent and marketing) with the motivation show the relation very signifikan ($P < 0,5$, while umur, pendidikan and breeder experience correlate positively but do not significant $P > 0,05$. its relation do not signifikan with the motivation. Performance of extension agent correlate in very sigifikan with the breeder motivation. Management relation with the earnings represent the very hand in glove relation.

Progressively sliver the relation of between internal factor and and eksternal with the motivation will influence the management of duck farm and is finally expected by earnings of excelsior breeder

Keyword: *motivation, the duck ,earnings.*

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