

**PENGARUH PERSEPSI KARAKTERISTIK INOVASI KEMITRAAN SAPI
POTONG TERHADAP SIKAP PETERNAK SAPI**
(The Effect of Cattle Partnership Pattern Innovation to the Attitude of The Breeders)

A. A. Widodo, F. T. Haryadi, S. P. Syahlani

ABSTRACT

This research was aimed to analyze the effect of characteristic perception of cattle partnership pattern innovation to the attitude of the cow breeders. Fourty cow breeders were involved in this research as respondents. The decision of the respondent was determined by purposive random sampling. Data collection was done in May to June 2009 by using direct interview technique with the respondents which was based on the questionnaire that had been tested its validity and reliability. Descriptive analysis and binomial logistic regression analysis were used to analyze the data. The research showed that 60% respondents were showing positive attitude and 40% respondents were showing negative attitude toward cattle partnership pattern innovation. According to the descriptive analysis it was known that 57.5% respondents had high perception on relative advantage, 70% on compatibility, 80% on trialability, 77.5% on observability, and 80% respondents had low perception on complexity. This research also showed that independent variable which significantly affected the attitude of the breeders through binomial logistic regression analysis was compatibility ($P < 0.05$). The conclusions of this research were that most respondents had positive attitude toward cattle partnership pattern innovation, had high perception on characteristic of innovation except complexity and perception of compatibility affected the breeders' attitude.

(Keywords: characteristics of innovation, perception, cattle partnership pattern, attitude farmers).

**Staf Pengajar Fakultas Peternakan UGM Yogyakarta*