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Analysis Of Farmers' Motivation In Cultivating Patchouli In Tirawuta Subdistrict, East Kolaka Regency

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Abstract

This study aims to: (1) find out the level of motivation of farmers in developing patchouli cultivation business in Tirawuta District, East Kolaka Regency, (2) analyze the factors that affect the motivation of farmers in developing patchouli cultivation business in Tirawuta District, East Kolaka Regency. This research was carried out from October 2025 to February 2026. The population in this study is all patchouli farmers in Tirawuta District, East Kolaka Regency which totals 210 people. The sample size was determined using the Slovin formula with an error rate of 15% so that a sample of 37 people was obtained. The sampling technique used is the simple random sampling method. Data were analyzed in a quantitative descriptive manner using the likert scale and multiple linear regression analysis with the help of SPSS 26. The results of the study show that the intrinsic motivation of farmers in Patchouli Farming in Tirawuta District, East Kolaka Regency, namely the Social Needs Indicator is classified as high, the Basic Needs indicator is classified as the medium category and the Self-Actualization Needs indicator is classified as the medium category and the extrinsic motivation of the Agricultural Extension Worker indicator is classified as the medium category and the Price indicator is classified as the high category. The results of multiple linear regression analysis showed that the factors that had a significant influence on farmers' motivation were internal factors, namely land area, availability of capital, farming experience, and external factors, namely the recommendation of family friends and the recommendation of extension workers

Keyword: patchouli farming, farmer motivation, multiple regression

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INTRODUCTION

Indonesia is an agrarian country where the majority of the population still depends on the agricultural sector for their livelihood. The agricultural sector not only serves as a provider of food but also as the primary source of income for rural communities (Pemi et al., 2024). Schaar (2013) states that approximately 30 percent of land in Indonesia is utilized for the agricultural sector, which is managed by the Ministry of Agriculture of the Republic of Indonesia. Agricultural sector development is fundamentally aimed at enhancing farmers' capacity, professionalism, and productivity to improve community welfare. The success of this sector is heavily influenced by farmers' ability to manage their farming operations effectively; thus, the factors affecting farmers' behavior and decisions are crucial, particularly farmers' motivation as the primary driver of farming success.

Farmer motivation refers to both internal and external drivers that influence farmers' actions in achieving their farming goals (Suryani & Tatik, 2008). This motivation can stem from internal factors—such as interest, economic needs, experience, and personal satisfaction—as well as external factors, such as government support, the availability of production inputs, and market price stability (Nisa & Naning Khoirun, 2015). Farmers who have high motivation tend to be more adaptable to innovations, disciplined in managing their land, and capable of coping with various agricultural risks, whereas low motivation can hinder the adoption of cultivation technologies, reduce productivity, and lead to a decline in farmers' income (Misrawati et al., 2024). The importance of motivation becomes even more apparent when farmers face market uncertainties, such as price fluctuations and limited information regarding product quality, which can reduce their interest in optimally developing their farming operations. Therefore, understanding the factors that influence farmer motivation is a crucial foundation for formulating empowerment strategies capable of enhancing agricultural productivity and sustainability (Ari et al., 2022).

Patchouli (*Pogostemon cablin* Benth.) is a plantation crop with high economic potential because it produces essential oil with export value. Indonesia is the world's leading producer of patchouli oil, supplying approximately 90% of global market demand. In 2001, Indonesia's essential oil production reached 5,080 metric tons with an export value of approximately 52.97 million USD, contributing 4.4% to the global essential oil trade (Amin et al., 2023). This demonstrates that patchouli cultivation plays a strategic role in boosting the local economy while also generating foreign exchange for the country. In addition to its high economic value, patchouli is relatively easy to cultivate on various types of land, such as gardens, rice fields, and dry fields. However, the productivity and quality of patchouli oil are greatly influenced by

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environmental conditions, particularly soil fertility, drainage systems, organic matter content, and elevation. Proper land management is a critical factor because unsuitable land conditions—such as waterlogging and high humidity—can increase the risk of disease outbreaks and reduce crop yields (Amin et al., 2023).

East Kolaka Regency, Southeast Sulawesi Province, is one of the regions with significant potential in the plantation subsector, particularly in patchouli cultivation. Tirawuta District, including Simbune Village, is a major patchouli production center with 123 active farmers managing 57.5 hectares of land (East Kolaka Regency BPS, 2024). In 2022, patchouli production in East Kolaka Regency reached 447 metric tons, or approximately 67.8% of the total patchouli production in Southeast Sulawesi Province, highlighting the region's crucial role in the development of the patchouli commodity (East Kolaka Regency BPS, 2024). The local government, through the Department of Plantations and Horticulture and PD. BPR Bahteramas, supports the development of farming businesses by providing technical training and production facilities. Nevertheless, farmers still face various challenges, such as price fluctuations, market instability, and limited information regarding the quality of oil produced through small-scale distillation, which impacts product competitiveness (Ari et al., 2022).

These conditions indicate that farmers' motivation is influenced not only by internal factors but also significantly by external factors such as government policies, production inputs, and market conditions. Farmers with high motivation tend to be better able to manage their farming businesses optimally despite facing challenges, whereas low motivation can lead to decreased productivity and income (Misrawati et al., 2024). Government support through training and the provision of production inputs has been shown to increase farmers' motivation in developing their patchouli farming operations. Furthermore, motivation also influences farmers' ability to adopt innovations, improve crop quality, and enhance farming efficiency (Nisa & Naning Khoirun, 2015). In Tirawuta Subdistrict itself, there is variation in farmers' motivation levels: some remain committed to patchouli cultivation due to economic factors and government support, while others have switched to other crops due to price uncertainty.

Given these conditions, a more in-depth study is needed on farmers' motivation in patchouli cultivation in Tirawuta Subdistrict, East Kolaka Regency. This study focuses on analyzing farmers' motivation levels and identifying the factors that influence them. The research results are expected to serve as a basis for formulating agricultural development policies and strategies, thereby increasing farmers' motivation, patchouli farming productivity, and the well-being of farming communities in the region.

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METHOD

This study employs a quantitative approach using both primary and secondary data. Primary data were collected directly from patchouli farmers through field observations, interviews, and questionnaires, while secondary data were obtained from relevant agencies such as the East Kolaka Regency Statistics Agency (BPS), the Agriculture Office, and relevant literature. Data collection techniques included field observations, structured interviews, and documentation. This study was conducted in Tirawuta Subdistrict, East Kolaka Regency, from October 2025 to February 2026, with a population of 210 patchouli farmers and a sample of 37 respondents determined using the Slovin formula with the Proportionate Cluster Random Sampling technique. The data obtained were then analyzed using statistical methods to draw objective conclusions.

Data analysis in this study was conducted quantitatively through the collection of survey data, a literature review, and interviews using a questionnaire based on a Likert scale. The data obtained were used to determine the level of motivation among patchouli farmers by grouping the scores into an interval scale. Additionally, to analyze the factors influencing farmers' motivation, multiple linear regression analysis was performed using Microsoft Excel and SPSS to determine the simultaneous effects of independent variables on the dependent variable.

RESULTS AND DISCUSSION

Based on the respondents' characteristics, the majority of patchouli farmers in Tirawuta Subdistrict are of working age (86.48%), have a high school education (56.76%), have small households consisting of 1–3 dependents (81.09%), and all respondents have had 1–5 years of experience in patchouli farming (100%). These conditions indicate that the majority of farmers are still of productive age, have a fairly good level of education, and possess sufficient farming experience to support their patchouli farming activities.

Variable Description

This stage aims to ensure that the data used meets statistical requirements so that the results of the regression analysis can be interpreted appropriately, accurately, and scientifically justifiably.

Table 1. Mean Descriptive Statistics for Variables at the , 2026.

No	Variable	Average Score
1	Land area (X1)	10.70
2	Capital Adequacy (X2)	10.75

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3	Farming Experience (X3)	10.86
4	Recommendations from Friends and Family (X4)	11.02
5	Recommendations from Extension Workers (X5)	10.37
6	Social Needs (Y1)	12.68
7	Basic Needs (Y2)	11.08
8	Self-Actualization Needs (Y3)	11.46
9	Agricultural Extension Officer (Y4)	10.27
10	Price (Y5)	12.41

Based on Table 1, the highest average score among the independent variables was for recommendations from friends and family (X4) at 11.02, followed by farming experience (X3) at 10.86, availability of capital (X2) at 10.75, land area (X1) at 10.70, and extension worker recommendations (X5) at 10.37. Meanwhile, among the motivation variables, the highest average score was for social needs (Y1) at 12.68, followed by price (Y5) at 12.41, self-actualization needs (Y3) at 11.46, basic needs (Y2) at 11.08, and agricultural extension officers (Y4) at 10.27. These results indicate that social needs and price are the most dominant motivational aspects, while recommendations from friends and family are the most prominent factor among the variables influencing farmers' motivation to cultivate patchouli.

Factors Influencing Farmers' Motivation in Patchouli Farming

This study is a quantitative study that used fifty statement indicators, each of which underwent a validity test to determine whether the statements were valid or invalid. The results of the validity test showed that all 50 statement indicators used in the study had a calculated r-value greater than the table r-value (0.325), so all indicators were deemed valid. Consequently, the research instrument is suitable for use as a data collection tool because it is capable of measuring the variables under study in accordance with the validity criteria proposed by Riyanto and Hatmawan (2020). Meanwhile, the results of the reliability test showed that all 50 statement indicators had Cronbach's Alpha values that met the reliability criteria; thus, the research instrument was deemed reliable or consistent for use in data collection. Consequently, after all indicators passed the validity and reliability tests, the questionnaire was deemed suitable for distribution to respondents as a research instrument, in accordance with Darma's (2021) opinion.

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The data obtained from the questionnaire were then tabulated and subjected to classical assumption tests (normality test, multicollinearity test, and heteroscedasticity test) to determine whether the data were suitable for multiple linear regression analysis.

Based on the results of the normality test (Kolmogorov-Smirnov), it was found that the *Asymp. Sig. (2-tailed)* value of 0.077 is greater than 0.05. Therefore, in accordance with the decision-making criteria for the *Kolmogorov-Smirnov* normality test as outlined by Purnomo (2019)—which states that data are considered normally distributed if the significance level is greater than the specified α—it can be concluded that the research data are normally distributed. The results of the multicollinearity test show that all independent variables—land area, capital availability, farming experience, recommendations from friends and family, and recommendations from extension workers—have tolerance values > 0.10 and VIF values < 10. These results indicate that there is no multicollinearity among the independent variables; therefore, all variables are suitable for use in regression analysis because there is no high correlation among the independent variables. The results of the heteroscedasticity test using *the scatterplot* method indicate that the data in this study do not exhibit heteroscedasticity; this is evident from the fact that the scatterplot displays an abstract or unclear pattern, with data points scattered both above and below the 0 line on the Y-axis. Based on this, in line with the theory proposed by Riyanto and Hatmawan (2020), which explains that if there is no clear pattern and the data points are scattered above and below the 0 line on the Y-axis, then there is no heteroscedasticity.

Table 2. Results of the Multiple Linear Regression Test for the " " for the Year 2025.

No	Variable	Regression Coefficient	$T_{calculated}$	*sig*
1	(Constant)	9.643	2.452	0.020[s]
2	Land Area (X1)	0.805	3.376	0.002[s]
3	Capital Availability (X2)	0.704	2.242	0.032[s]
4	Farming Experience (X3)	1.065	3,918	0.000[s]
5	Recommendations from Friends and Family (X4)	0.928	3,396	0.002[s]
6	Extension Officer's Recommendation (X5)	0.989	3.561	0.001[s]

The results of the coefficient of determination (R^2) test show that the R-squared value is 0.821, which means that the variables of land area, capital availability, farming experience, recommendations from friends and family, and recommendations from extension workers can

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explain 82.1% of the variation in farmer motivation, while the remaining 17.9% is influenced by other factors outside the scope of this study. Furthermore, the correlation coefficient (R) value of 0.920 indicates that the five independent variables have a positive and very strong relationship with farmers' motivation, suggesting that the regression model used is highly effective in explaining changes in farmers' motivation.

The results of the F-test show that the variables of land area, availability of capital, farming experience, recommendations from friends and family, and recommendations from extension workers simultaneously have a significant effect on patchouli farmers' motivation, as indicated by a significance value of 0.000 (<0.05). Thus, H_1 is accepted and H_o is rejected, meaning the regression model is deemed suitable for explaining the influence of independent variables on farmers' motivation, in accordance with the theory proposed by Asnawati and Indriastuti (2022).

The Effect of Land Area (X1) on Farmer Motivation (Y)

The land area variable (X1) has a calculated t-value of 3.376 with a significance level of 0.002 and a 95% confidence level, or a 5% significance probability (α = 0.05). The significance value of 0.002 is less than 0.05. This indicates that the land area variable has a significant effect on farmer motivation. Thus, H2 is accepted. This is because the average land area managed by farmers in Tirawuta subdistrict is 1–3 ha, which requires significant family labor for its development.

Land area is a key production factor that determines the scale of operations, production capacity, and opportunities for increasing farmers' income. The larger the land area under a farmer's control, the greater the opportunity for farmers to increase production volume, achieve cost efficiency, and pursue sustainable business development (FAO, 2021). This is supported by Hidayat et al. (2022), who state that land area has a positive and significant effect on income and motivation for agricultural business development, as farmers with larger landholdings have a stronger business orientation. The results of this study are also consistent with those of Misrawati et al. (2024), who found that land area has a significant effect on farmers' motivation. With the average land area of patchouli farmers in Tirawuta Subdistrict ranging from 1 to 3 ha, this condition serves as one of the factors driving increased farmer motivation, as it provides greater opportunities to boost production, income, business efficiency, and the success of their farming operations.

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The Effect of Capital Availability (X2) on Farmer Motivation (Y)

The capital availability variable (X2) has a calculated t-value of 2.242 with a significance level of 0.032 and a 95% confidence level, corresponding to a 5% significance probability (α = 0.05). The significance value of 0.032 is less than 0.05. This indicates that the capital availability variable has a significant effect on the farmer motivation variable. Thus, H3 is accepted. This is because most farmers are highly dependent on the capital they possess to manage their farming operations. Capital is used to purchase fertilizers, pesticides, production tools, and to cover labor costs. Adequate capital availability enables farmers to carry out the production process optimally without encountering financial obstacles.

Capital availability is a strategic production factor that plays a crucial role in enhancing production capacity, efficiency, and the sustainability of farming operations. According to the FAO (2022), access to financing and working capital is a key prerequisite for farmers to increase productivity, adopt technology, and expand the scale of their operations. Kumar et al. (2021) also explain that access to credit and the availability of capital significantly influence farmers' motivation and commitment because they provide economic security and ensure the sustainability of their operations. The results of this study are consistent with those of Misrawati et al. (2024), who found that the availability of capital significantly influences farmers' motivation, particularly since most farmers rely on their own capital to manage their farms. Thus, capital functions not only as an economic factor but also as a psychological factor that boosts farmers' self-confidence, willingness to take risks, and optimism in developing their patchouli farming operations.

The Effect of Farming Experience (X3) on Farmer Motivation (Y)

The Farming Experience variable (X3) has a calculated t-value of 3.918 with a significance level of 0.000 and a 95% confidence level, or a 5% significance probability (α = 0.05). The significance value of 0.000 is less than 0.05. This indicates that the Farming Experience variable has a significant effect on the farmer motivation variable. Thus, H4 is accepted. This is because having adequate technical knowledge in patchouli cultivation based on experience can increase motivation in patchouli farming. Based on the research results, it was found that the average farming experience of patchouli farmers in Tirawuta Subdistrict ranges from 1 to 5 years. This timeframe indicates that most farmers are still in the early to intermediate stages of managing their patchouli farming operations.

Farming experience is one of the factors that can improve farmers' technical and managerial skills as well as their motivation in developing their farming operations. Although the

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experience of patchouli farmers in Tirawuta Subdistrict is still within the 1–5-year range, this experience has been sufficient to establish a basic understanding of cultivation techniques, land management, fertilization, pest and disease control, as well as harvest and post-harvest handling. FAO (2021) states that field experience plays a crucial role in enhancing decision-making capacity and business risk management, while Abdullah et al. (2022) and Chen and Zhou (2023) explain that farming experience contributes to increased motivation, self-confidence, and the development of *human capital* that supports productivity and business development. Therefore, the experience possessed by patchouli farmers in Tirawuta Subdistrict has provided sufficient foundation to foster motivation in developing sustainable agricultural enterprises. However, the results of this study differ from those of Nisa (2021), who found that farming experience does not affect farmers' motivation, as the majority of respondents in her study had much longer farming experience—ranging from 1 to 22 years—meaning that experience was no longer a distinguishing factor influencing motivation.

The Effect of Recommendations from Friends and Family (X4) on Farmers' Motivation (Y)

The Friends and Family Recommendations variable (X4) has a calculated t-value of 3.396 with a significance level of 0.002 and a 95% confidence level, or a 5% significance probability ($\alpha = 0.05$). The significance value of 0.002 is less than 0.05. This indicates that the Friends and Family Recommendations variable has a significant effect on the farmers' motivation variable. Thus, H5 is accepted. This is because many farmers have friends and family members who also cultivate patchouli, so the information, experience, and encouragement provided by their immediate social circle contribute to increasing their motivation to engage in farming.

The research results show that encouragement from friends and family plays a crucial role in increasing farmers' motivation to develop patchouli farming. Social support from their immediate environment provides information, experience, assistance, and moral encouragement that can reduce farmers' perception of risk and boost their self-confidence in running their businesses. These findings align with studies by Sari and Rahman (2021), Putra et al. (2022), and Hidayati (2023), which state that support from family, farmer groups, and social networks has a positive impact on motivation, innovation adoption, and the sustainability of farming operations through the strengthening of *social capital*. Therefore, advice from friends and family serves not only as a source of information but also as a social and psychological factor that strengthens confidence, reduces uncertainty, and encourages farmers to continue developing their patchouli farming operations.

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The Effect of Extension Workers' Recommendations (X5) on Farmers' Motivation (Y)

The Extension Agent's Advice variable (X5) has a calculated t-value of 3.561 with a significance level of 0.001 and a 95% confidence level, or a 5% significance probability (α = 0.05). The significance value of 0.001 is less than 0.05. This indicates that the Agricultural Extension Agent's Advice variable has a significant effect on the farmers' motivation variable. Thus, H6 is accepted. The results of this study show that agricultural extension agents play a significant role in increasing the motivation of patchouli farmers in Tirawuta Subdistrict. The majority of farmers participate in extension activities to obtain information related to cultivation techniques, fertilization, pest and disease control, and post-harvest management. This information enhances farmers' knowledge and skills, thereby fostering confidence in managing their farming operations.

The research results indicate that extension workers' guidance influences farmers' motivation by providing information, offering assistance, and strengthening farmers' capacity to manage their farming operations. These findings align with studies by Pratama and Yuliana (2021), Sutrisno et al. (2022), and Lestari (2023), which state that the intensity of extension activities, the role of extension workers as facilitators, motivators, and educators, and the effectiveness of their communication have a positive impact on farmers' motivation, participation, and adoption of agricultural innovations. Theoretically, extension workers serve as agents of empowerment who enhance farmers' knowledge, skills, and access to information, thereby strengthening their self-confidence, expectations of success, and motivation to develop sustainable patchouli farming.

CONCLUSION

Based on the research findings, it can be concluded that farmers' motivation in cultivating patchouli in Tirawuta Subdistrict, East Kolaka Regency, is influenced by intrinsic and extrinsic factors. Intrinsic motivation is dominated by high-level social needs, while basic needs and self-actualization fall into the moderate category. Meanwhile, regarding extrinsic motivation, the price indicator falls into the high category, and agricultural extension services fall into the moderate category. Additionally, factors that significantly influence farmers' motivation include internal factors—such as land area, availability of capital, and farming experience—as well as external factors, such as recommendations from friends and family and advice from extension workers.

Based on the research findings, it is recommended that farmers maintain their already high levels of motivation, particularly regarding social needs and price, and enhance their

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motivation regarding basic needs, self-actualization, and the utilization of agricultural extension services. Local governments are also expected to increase their support by improving infrastructure—especially road access—and providing facilities and infrastructure that support the development of patchouli cultivation. Furthermore, future research is recommended to examine strategies for developing patchouli cultivation in Tirawuta Subdistrict, East Kolaka Regency, to support increased productivity and farmer welfare.

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