International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

Factors Motivating Farmers To Switch From Organic Rice Farming To Conventional Rice Farming In The Amohalo Area, Baruga Subdistrict, Kendari City

Novia Anjani[1], Samsul Alam Fyka[2], La Ode Jabuddin[2]

[1]Alumnus of Agribusiness, Faculty of Agriculture, Halu Oleo University, Kendari City, Indonesia
[2]Lecturer, Faculty of Agriculture, Halu Oleo University, Kendari City, Indonesia

Corresponding Author: noviaanjani031212@gmail.com

Abstract

The purpose of this study was to determine the motivations of farmers to switch from organic rice farming to conventional farming in the Amohalo area. The research location was selected purposively based on the phenomenon of farming system transition in the region. The study population consisted of 10 farmers who had previously practiced organic rice farming and had switched to conventional farming between 2023 and 2025. Data analysis employed a quantitative descriptive approach using a Likert scale, supplemented by qualitative descriptive analysis through interviews. The results indicate that farmers' motivations for switching were influenced by economic factors, cultivation techniques, marketing, as well as institutional support and extension officer guidance. Cultivation techniques emerged as the most dominant factor with an average score of 4.38 in the "very high" category, followed by institutional factors and extension officer guidance at 4.26, marketing factors at 4.16, and economic factors at 3.72. The main factors driving farmers to switch are the difficulty of pest control, high labor requirements, unstable productivity, limited markets for organic rice, and a lack of government support and sustained extension services. The results of the study indicate that farmers' motivation to switch from organic rice farming to conventional rice farming falls into the "high" to "very high" categories.

Keywords: farmer motivation, organic rice, conventional rice, farm transition, Likert scale

INTRODUCTION

The agricultural sector, particularly the food crops subsector, is a key pillar in achieving

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

national food security in Indonesia. Rice is the most strategic commodity given its role as the primary source of carbohydrates for the majority of the population. Therefore, the sustainability of rice production not only impacts the fulfillment of communities' subsistence needs but is also directly linked to increases in farmers' income and well-being. As key actors in the production chain, improving farmers' productivity and well-being are fundamental elements in strengthening a sustainable national food system (Kusumaningrum *et al*., 2024).

At the regional level, Kendari City has shown a positive trend in rice production. Based on data from the Southeast Sulawesi Central Statistics Agency (BPS), rice production in Kendari City generally increased from 2021 to 2024, despite fluctuations in harvested area (Table 1).

Table 1. Harvested Area and Rice Production in Kendari City, 2021–2024

Year	Harvested Area (ha)	Production (metric tons)
2021	620.20	2,048.09
2022	572.85	2,155.46
2023	526.21	2,165.79
2024	561.44	2,190.22

Source: Southeast Sulawesi Central Statistics Agency, 2021–2024.

Table 1 shows that rice production increased from 2,048.09 metric tons (2021) to 2,190.22 metric tons (2024). This increase in quantity indicates the potential for both extensification and intensification of rice production in Kendari City. However, the modern agricultural paradigm requires that production increases be aligned with the implementation of cultivation systems that preserve environmental carrying capacity. The massive use of synthetic chemical inputs in conventional agriculture has been shown to trigger soil quality degradation and increase ecological vulnerability (Arta *et al*., 2022; Rangga *et al*., 2024). In contrast, organic farming systems offer a strategic alternative. By optimizing natural inputs such as compost and botanical pesticides, organic farming not only reduces the impact of environmental degradation but also supports the realization of an adaptive and sustainable agricultural system (Kurniawan, 2018; Firdaus *et al*., 2024; Rahayu and Herawati, 2021).

The Kendari City Government has responded to this urgent need by designating the Amohalo rice-growing area in Baruga District as the epicenter of organic rice development. On an area of approximately 450 hectares, the government has intervened by distributing seeds, organic fertilizer, agricultural tools and machinery, and intensifying extension services. These interventions have yielded highly significant results; rice productivity in the Amohalo area, which

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

had previously stagnated at around 4–5 metric tons of milled dry paddy (GKG) per hectare, has surged to 9.6 metric tons per hectare (Suparman, 2023). This achievement theoretically positions Amohalo as an ideal prototype for a successful organic agribusiness region.

Ironically, despite this high level of productivity and institutional support, the sustainability of the organic rice system in Amohalo is actually threatened by the risk of farmers switching *back*. Fenia (2023) reports the emergence of a *"switching* back" phenomenon, in which some farmers are reverting from organic farming systems to conventional agriculture. Pragmatic motives are believed to be the main trigger, as farmers view conventional farming as more responsive and immediate in controlling outbreaks of Plant Pests and Diseases (PPD), particularly rodents and insects, which are the primary limiting factors in the field. This situation disrupts farmers' commitment, prompting them to set aside their long-term sustainability goals in order to mitigate the risk of crop failure in the short term.

This adoption phenomenon is closely linked to the dynamics of farmer motivation. Every decision-maker in agricultural production has heterogeneous preferences, literacy levels, economic capacity, and risk profiles. A *state-of-the-art* literature review indicates that the determinants of agricultural system transitions are generally examined from the perspective of comparative feasibility or motivations for innovation adoption. For example, Irfan *et al*. (2019) confirmed that organic rice farming has higher yields (6,272 kg/ha compared to 5,845 kg/ha) and greater financial viability than conventional systems. Meanwhile, Novia *et al*. (2020) emphasize that the transition toward environmentally friendly agriculture is shaped by variables such as education, income expectations, and the effectiveness of extension services.

Although the discourse on organic farming has been extensively explored, the majority of previous studies have tended to focus on farmers' motivations for switching *to* organic systems or merely on performance comparisons between systems. Empirical studies that analyze the behavioral anomaly of farmers who actually *abandon* organic systems—which have been proven to be productive—in favor of conventional systems remain very limited. This situation represents *a* critical *research* gap that needs to be addressed. The novelty of this study lies in its focus on deconstructing the motivations and determinants driving the reversal (re-adoption) of farmers' practices at the Amohalo organic rice center, an area that had previously achieved optimal productivity levels.

Based on this *research gap*, this study aims to: 1) analyze the level of farmers' motivation to maintain organic rice cultivation in Amohalo, Baruga District, Kendari City; and 2) identify the factors influencing farmers' decisions to switch (revert) from organic to conventional farming systems. The results of this study are expected to provide strategic recommendations and policy

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

feedback for local governments and extension agencies to reduce the rate of system switching and ensure the sustainability of organic farming programs in Kendari City.

METHOD

This study employs a mixed-methods approach with a quantitative descriptive design supported by qualitative analysis. This approach was chosen to measure motivation levels numerically while also exploring the rationale behind decisions to switch farming systems. The study was conducted in the Amohalo rice-growing area, Baruga Subdistrict, Kendari City, Southeast Sulawesi, from December 2025 to February 2026. The location was selected *purposively*, considering that the Amohalo area is a representative pilot region for organic rice development, where farmers had, in fact, begun to revert to conventional farming systems during the 2023–2025 period.

The population in this study consists of farmers in the Amohalo region who had implemented an organic rice cultivation system in 2022 but switched to a conventional system during the 2023–2025 period. Given the relatively small sample frame, the sampling technique used was a census, or saturation *sampling*. Using this technique, all 10 farmers in the population were included as respondents.

Data collection utilized both primary and secondary data sources. Quantitative primary data was collected through a structured questionnaire, while qualitative primary data was explored in depth through direct observation on farmlands and interviews using open-ended questions. These interviews aimed to explore farmers' experiences, empirical challenges, and the rationale behind their decisions to transition to a new system. Secondary data was obtained from documentary studies through publications by relevant agencies such as the Central Statistics Agency (BPS), local governments, scientific journals, and other supporting literature.

Farmers' motivation levels were measured using a Likert scale (Sugiyono, 2019) with five response categories: Strongly Agree (score 5), Agree (score 4), Somewhat Agree (score 3), Disagree (score 2), and Strongly Disagree (score 1). The motivation indicators evaluated encompassed four main determinants: economic motivation, cultivation techniques, marketing, and institutional support and extension services.

Quantitative data analysis was conducted descriptively by calculating the arithmetic *mean* using *Microsoft Excel*. The calculation of the mean to determine the categorization of motivation levels was based on Riduwan (2014) using the following mathematical formula:

$$\bar{X} = \frac{\sum X}{n}$$

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

Note:
$\bar{X}$ is the average score,
$\sum X$ is the total accumulated score of the respondents' answers, and
n is the number of respondents.

The average calculation results were then categorized into five grading intervals: 1.00–1.79 (Very Low), 1.80–2.59 (Low), 2.60–3.39 (Moderate), 3.40–4.19 (High), and 4.20–5.00 (Very High). To further explore these quantitative findings, qualitative data obtained from interview transcripts and field notes were analyzed descriptively. This qualitative analysis process followed an interactive process comprising data reduction, data presentation, and drawing conclusions (Widodo et al., 2023). The integration of these two analytical approaches was designed to present a holistic, comprehensive, and mutually complementary picture of the level of motivation and the root causes of the agricultural system transition in the Amohalo region.

RESULTS AND DISCUSSION

This study identified the level of farmers' motivation to switch from organic rice farming back to conventional systems in the Amohalo area, Kota Kendari District. Measurements were conducted using a Likert scale to assess motivation based on four main aspects: economic factors, cultivation techniques, marketing, and institutional support and extension services.

Based on the average scores of respondents' answers, motivation levels were classified into categories ranging from very low to very high. This provides an objective picture of the empirical basis behind the decision to transition to this farming system. Details of the results for each indicator are outlined as follows.

Farmers' Economic Motivation

Economic motivation is a crucial determinant in farmers' decision-making, given that this aspect is directly related to household livelihoods, encompassing income, production costs, and risk management. In the early stages of its development, the organic system in the Amohalo region showed productivity potential of up to 9.6 metric tons per hectare in *ecofarming demonstration plots*, far exceeding previous yields, which ranged from only 3 to 5 metric tons per hectare (Wahyu, 2022). However, over time, this potential failed to provide long-term economic certainty.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

Table 2. Farmers' Motivations Based on Economic Factors

Indicator	Average	Category
Economic Uncertainty in Organic Rice Farming	3.90	High
Labor and time requirements	3.20	Moderate
Risk of crop failure	4.10	High
Organic rice for household consumption	4.10	High
Farming experience as an economic consideration	3.30	Moderate
Average	3.72	High

Based on Table 2, economic motivation falls into the high category (3.72). The main factors driving this shift are the high risk of crop failure and a production orientation limited to household consumption (both scored 4.10). Pest infestations and weather anomalies trigger production fluctuations, leading to income uncertainty (score of 3.90). This situation is illustrated by a statement from one of the respondents:

> *"To be honest, it just isn't enough. The harvest plummeted during the second harvest; it couldn't cover our needs. That's why I went back to using chemicals."* (Interview, January 7, 2026).

This statement underscores that income certainty is an absolute priority. Farmers prefer the conventional system, which is perceived as stable, rather than taking risks with organic farming. This aligns with the findings of Ayu (2025) and Susilowati (2018), who noted that climate risks and yield uncertainty are classic barriers to the adoption of organic farming. Furthermore, due to limited production volumes, organic rice has not yet been able to become a major commercial commodity and is used primarily for household consumption (Gunawan et al., 2024).

Although organic farming reduces chemical fertilizer costs, this efficiency is offset by the high labor and time requirements (score of 3.20). Making one's own fertilizer and manual weed control are considered troublesome, consistent with the findings of Mulyani et al. (2021). Ultimately, farmers' empirical memory of the conventional system—which has proven capable of securing their daily livelihoods (score 3.30)—drives them back to that system, consistent with Soekartawi's (2006) theory as well as studies by Saptana et al. (2019) and Irfan et al. (2019) regarding farmers' preference for systems offering measurable benefits and tolerable risks.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

Motivations for Cultivation Techniques

Technical aspects significantly influence the acceptance of an innovation (Luthfia & Sadono, 2024; Fuadi & Muhsidi, 2025). Farmers will pragmatically choose methods that are practical, require minimal complex intervention, and are supported by the availability of adequate inputs.

Table 3. Farmers' Motivations Based on Technical Aspects of Cultivation

Indicator	Average	Category
Difficulty in controlling pests and diseases	4.30	Very High
Uncertainty in organic rice cultivation	3.90	High
Crop monitoring intensity	4.60	Very High
Availability of organic inputs	4.60	Very High
Ease of implementing conventional systems	4.50	Very High
Average	4.38	Very High

Motivation regarding cultivation techniques recorded the highest average among all variables, at 4.38 (very high). Extra maintenance demands are the most significant constraint (score of 4.60). Manual weeding and the slow response to botanical pesticides force farmers to devote very intensive monitoring (Purwantini & Sunarsih, 2019; Lestari et al., 2020). This technical frustration is clearly reflected in farmers' complaints:

> *"Weeds are the biggest headache because you can't spray them with pesticides. You have to pull them out by hand… not to mention making the fertilizer—the process takes forever."* (Interview, December 21, 2025).

In addition, the limited availability of organic production inputs on the market (score of 4.60) forces farmers to produce their own plant-based pesticides and fertilizers, which increases their technical workload (Rahmawati et al., 2022). Due to the vulnerability of crops to pests and weather anomalies (score 3.90), farmers consider the organic system too speculative (Prayoga, 2024; Kurniawan et al., 2023). This leads to the conclusion that the conventional system is far more practical and applicable (score 4.50), an adaptation trend consistent with Setiawan et al. (2021) and Kariyasa & Dewi (2017).

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

Marketing Motivation

Production sustainability cannot be maintained without the assurance of market absorption and proportional selling prices (Rifin, 2017; Marwanti, 2018).

Table 4. Farmers' Motivations Based on Marketing Aspects

Indicators	Average	Category
Challenges in Marketing Organic Rice	3.70	High
Uncertainty among organic rice buyers	3.90	High
Price Discrepancies for Organic Rice	4.30	Very High
Limited market information	4.50	Very High
Ease of marketing conventional rice	4.40	Very High
Average	4.16	High

The marketing aspect indicates a high category motivation (4.16) in driving the system transition. The root of the problem lies in supply chain disparities: the organic rice market in Amohalo has not yet been established, so market access literacy and information are very limited (score 4.50). As a result, organic products cultivated at a higher labor cost are forced to be purchased by middlemen at prices equivalent to those of conventional paddy (score 4.30).

> *"It's not hard to sell it, but after we've worked so hard to grow it without chemicals, when it comes time to sell, the price is the same as for non-organic paddy."* (Interview, January 7, 2026).

This failure to translate added value into higher prices significantly harms farmers (Pranoto et al., 2021; Suryani et al., 2021). The lack of marketing contracts (score 3.90) hinders organic distribution channels (Zain et al., 2024; Firdaus et al., 2017; Dewi et al., 2025). This situation stands in stark contrast to the conventional rice marketing network, where the middleman ecosystem is well-established (score 4.40), providing fast and reliable cash *flow* after harvest (Raharja & Arisena, 2025; Yulianti et al., 2022).

Institutional Motivation and Extension Agent Support

The successful adoption of agricultural technology absolutely requires a consistently supportive institutional ecosystem, ranging from the government and farmer groups to field extension workers (Harianto, 2021).

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

Table 5. Farmers' Motivation Based on Institutional Support and Extension Assistance

Indicator	Average	Category
Sustainability of organic farming guidance	4.40	Very High
Role of farmer groups	3.90	High
Availability of Incentives	3.90	High
Sustainability of organic farming programs	4.50	Very High
Government support	4.60	Very High
Average	4.26	Very High

The average score for this aspect was 4.26 (very high). Although during the pilot phase the Kendari City Government, in collaboration with Bank Indonesia, aggressively provided assistance and input subsidies (Harianto, 2021), these interventions proved to be short-lived (lasting only two growing seasons). The lack of sustained government support (score of 4.60) and the discontinuation of the program (score of 4.50) dampened farmers' enthusiasm.

> *"Yes, there should be government support. But the program wasn't sustainable. It only lasted for two growing seasons."* (Interview, December 21, 2025).

The absence of follow-up assistance (score 4.40) made it difficult for farmers to independently address technical challenges after the program ended (Novia et al., 2020; Prasetyo et al., 2021; Sunarto et al., 2024). Furthermore, the mass exodus of farmer group members back to the conventional system weakens social cohesion and discussion forums (score 3.90), leaving farmers who wish to remain in the program feeling isolated (Maryoto et al., 2024; Haryanto et al., 2022).

Incentive support that is available only in the early stages (score of 3.90) underscores that temporary stimulus is unable to build innovation resilience (Maharani et al., 2024). As emphasized by Virianita et al. (2019) and Makmun et al. (2023), the sustainability of organic agriculture cannot rely solely on the readiness of individual farmers but is heavily dependent on macro-institutional commitments that ensure their technical and economic security is protected in the long term (Rupa, 2024; Arifin et al., 2024).

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Technology and Education Research

https://e-journal.citakonsultindo.or.id/index.php/IJETER

E-ISSN: 2986-0733

CONCLUSION

Based on the research findings, it can be concluded that the massive shift of farmers from organic rice cultivation systems back to conventional systems in the Amohalo region was driven by a combination of constraints across four fundamental aspects. The primary motivation stems from the burden of cultivation techniques (score 4.38; very high), followed by weak institutional support and extension services (4.26; very high), marketing barriers (4.16; high), and uncertainty regarding economic rationality (3.72; high). Empirically, the complexity of organic farming practices, difficulties in controlling plant pests, fluctuations in crop yields, and stagnant selling prices due to limited absorption by the premium market emerged as the primary constraining factors. This situation was exacerbated by the discontinuation of government program support and extension services, leading to farmers' pragmatic decision to revert to the conventional system, which proved to be more practical and capable of guaranteeing income liquidity.

To ensure the future sustainability of organic rice farming, continuous cross-sectoral interventions are needed. Local governments must rebuild the supporting ecosystem by ensuring the availability *of* organic *inputs*, providing consistent technical assistance, and revitalizing the role of farmers' groups. Furthermore, the creation of a fair trading system—such as facilitating dedicated market access and standardizing organic rice prices—is absolutely necessary so that organic products have commercial competitiveness commensurate with the labor involved. For future research, it is recommended to expand the spatial scope and the number of respondents, as well as to conduct a comprehensive comparative analysis regarding financial viability, allocative efficiency, and socio-ecological impacts between organic and conventional rice farming systems.

REFERENCE

Arifin Z, Rahmawati L, Putri D. (2024). Penyuluhan dan Penguatan Keyakinan Petani dalam Penerapan Pertanian Organik untuk Keberlanjutan dan Kesejahteraan. *PAKDEMAS: Jurnal Pengabdian Kepada Masyarakat*, 4(1), 45–53.

Arta VR, Rosyani, Suandi. (2022). Analisis Keberlanjutan Usaha Tani Padi Sawah Organik dengan Menggunakan Metode SEM (Structural Equation Modeling) Di Desa Pasar Terusan Kecamatan Muara Bulian. *Jurnal Pembangunan Berkelanjutan*, 5(2), 32–43.

Ayu SF, Situmorang PSI, Nauly M, Arman I. (2026). Farmers' risk behavior in organic and inorganic rice farming. *Jurnal Ilmu Pertanian Indonesia*, 31(2), 326–334. *(Catatan: Di teks tertulis 2025, sesuaikan tahunnya)*

Badan Pusat Statistik (BPS). (2021–2024). *Provinsi Sulawesi Tenggara dalam Angka 2023-2025*.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

Badan Pusat Statistik Indonesia.

Dewi TCJ, Dwi AS, Suyudi. (2025). Analisis Pengaruh Faktor-Faktor Motivasi Petani terhadap Keberlanjutan Ekonomi Usahatani Padi Organik. *Jurnal Agristan*, 7(1), 35–57.

Fenia RW. (2023). Perbedaan Pertanian Konvesional dan Pertanian Organik. Diakses dari https://www.mertani.co.id/post/perbedaan-pertanian-konvensional-dan-pertanian-organik

Firdaus M, Siregar H, Kustiari R. (2017). Analisis Perilaku Petani dalam Memilih Sistem Usahatani. *Jurnal Agro Ekonomi*, 35(2), 135–150.

Firdaus MW, Syafrial, Nugroho TW. (2024). Faktor-Faktor yang Berpengaruh terhadap Keputusan Adopsi Padi Organik dan Perbandingan Pendapatannya di Jawa Timur. *Jurnal Pangan*, 33(1), 7–16.

Fuadi N, Muhsidi AM. (2025). Adopsi Teknologi untuk Ketahanan Pangan Studi Literasi Digital Petani. *Jurnal Perubahan Ekonomi*, 9(12), 112–120.

Gunawan B, Syekti WD, Adawiyah R. (2024). Persepsi dan Konsumsi Rumah Tangga Beras Organik di Kota Bandar Lampung. *Jurnal Ilmu Agribisnis*, 12(4), 326–333.

Harianto. (2021). Dinas Pertanian Kendari Mendorong Petani Amohalo ke Sistem Organik. Diakses dari https://sultra.antaranews.com

Haryanto T, Nugroho A, Santoso B. (2022). Pengaruh Interaksi Sosial terhadap Adopsi Inovasi Pertanian di Tingkat Petani. *Jurnal Penyuluhan Pertanian*, 17(2), 120–130.

Irfan, Nureani, Muhammad S. (2019). Analisis Komparasi Usahatani Padi Organik dan Usahatani Padi Konvensional. *Jurnal Wiratani*, 2(2), 92–105.

Kariyasa K, Dewi YA. (2017). Analisis Adopsi Teknologi Pertanian oleh Petani. *Jurnal Analisis Kebijakan Pertanian*, 15(2), 123–135.

Kurniawan R, Prasetyo E, Laksmi D. (2023). Risiko Produksi dan Pengaruhnya terhadap Keputusan Petani dalam Memilih Sistem Budidaya Padi. *Jurnal Sosial Ekonomi Pertanian*, 19(1), 45–56.

Kurniawan WA, Tinjung MP. (2018). Jenjang Partisipasi dan Determinasi Partisipasi Petani dalam Introduksi Budidaya Padi Organik Di Desa Pulutan Kota Salatiga. *Jurnal Penyuluhan*, 14(2), 199–208.

Kusumaningrum IAA, Rosnita, Syafrinal. (2024). Tingkat Ketahanan Pangan Petani Padi di Kabupaten Kuantan singing, Provinsi Riau. *Jurnal Pangan*, 33(2), 119–126.

Lestari D, Wahyuni S, Putri R. (2020). Efektivitas Pestisida Nabati dalam Pengendalian Hama pada Tanaman Padi Organik. *Jurnal Perlindungan Tanaman Indonesia*, 24(2), 89–97.

Luthfia Y, Sadono D. (2024). Analisis Inovasi Sistem Pertanian Padi Organik. *Jurnal Penyuluhan*

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

Pertanian, 19(1), 45–56.

Maharani EZ, Fariyanti A, Tinaprilla N. (2024). Determinan Faktor dalam Penerapan Sistem Pertanian Organik. *Jurnal Penyuluhan*, 20(1), 33–45.

Makmum L, Kameo D, Sunaryanto LT, Mubarokah WW. (2023). Dukungan Kelembangaan Pertanian Bagi Petani Milenial di Era Smart Farming. *Jurnal Pengembangan Penyuluhan Pertanian*, 21(1), 1–10.

Marwanti S. (2018). Analisis Pemasaran Produk Pertanian dan Posisi Tawar Petani. *Journal Sosial Ekonomi*, 11(1), 1–10.

Maryotono B, Hidayat N, Putri DD, Subagyo Y, Sari LK. (2024). Kinerja dan Strategi Penguatan Kelembagaan Kelompok Tani dalam Program Pupuk Bersubsidi. *Jurnal Impresi Indonesia*, 4(9), 1023–1032.

Mulyani A, Kartika L, Rachman B. (2021). Analisis Efisiensi Tenaga Kerja pada Usahatani Padi Organik dan Konvensional. *Jurnal Agribisnis*, 15(1), 45–54.

Novia I, Ign M, Arum P. (2020). Faktor-Faktor yang berkorelasi dengan Motivasi Petani Apel Beralih dari Budidaya Anorganik ke Budidaya Ramah Lingkungan di Desa Bulukerto. *Jurnal Sosial Ekonomi Pertanian*, 4(1), 68–76.

Pranoto Y, Haryono D, Nugroho A. (2021). Rantai Pemasaran dan Pembentukan Harga Gabah di Tingkat Petani. *Jurnal Sosial Ekonomi Pertanian*, 17(1), 45–54.

Prasetyo A, Wulandari S, Rahman F. (2021). Peran Kelembagaan dalam Keberlanjutan Inovasi Pertanian di Tingkat Petani. *Jurnal Agribisnis Indonesia*, 9(2), 101–112.

Prayoga R. (2024). *Analisis Risiko Produksi Usahatani Padi Organik di Desa Lubuk Bayas Kecamatan Perbaungan Kabupaten Serdang Bedagai*. Skripsi. Universitas Area Meda, Medan.

Puwarini TB, Sunarsih N. (2019). Pertanian Organik: Konsep, Kinerja Prospek, dan Kendala. *Forum Penelitian Agro Ekonomi*, 16(2), 127–142. *(Tertulis "Purwantini" di dalam naskah)*

Raharja IGN, Arisena GMK. (2025). Pemasaran Padi Organik. *Jurnal Nasional Manajemen dan Sumber Daya Manusia*, 6(1), 29–44.

Rahayu PHS, Herawati. (2021). Keberlanjutan Penerapan Teknologi Padi sawah Ramah Lingkungan dalam Aspek Kapasitas Petani dan Sifat Inovasi di Sulawesi Tengah. *Jurnal Penyuluhan*, 17(2), 228–236.

Rahmawati I, Siregar H, Fadli M. (2022). Ketersediaan Input Produksi dalam Mendukung Pengembangan Pertanian Organik. *Jurnal Agriekonomika*, 11(1), 21–30.

Rangga KK, Indah L, Anggun S. (2024). Dukungan Kelompok Tani terhadap Tingkat Perilaku Petani Padi Organik dalam Budidaya yang Ramah Lingkungan. *Jurnal Penelitian Pertanian*

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

Terpadu, 21(2), 161–170.

Rifin A. (2017). Efisiensi Pemasaran Produk Pertanian di Indonesia. *Jurnal Manajemen & Agribisnis*, 14(2), 143–151.

Rudiwan. (2014). *Dasar-Dasar Statistik*. Bandung: Alfabeta. *(Penulis tertulis Riduwan pada naskah)*

Rupa M. (2024). Kinerja Penyuluh Pertanian Faktor penentu Keberlanjutan Program Pertanian di Indonesia. *Jurnal Penyuluhan dan Komunikasi Pembangunan Pertanian*, 20(2), 85–96.

Saptana S, Purwantini TB, Friyatno S. (2019). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Petani dalam Memilih Sistem Usahatani. *Jurnal Analisis Kebijakan Pertanian*, 17(2), 89–102.

Setiawan A, Kusnadi N, Rahayu S. (2021). Kompleksitas Teknik Budidaya sebagai Faktor Penghambat Adopsi Pertanian Organik. *Jurnal Ilmu Pertanian Indonesia*, 26(3), 210–218.

Soekartawi. (2006). *Analisis Usahatani*. Jakarta: UI Press.

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Sunarto B, Dewi L, Pamujiati N, Hadiyanti R, Tafakresnanto D. (2024). Pendampingan dan edukasi petani padi dalam penerapan pertanian berkelanjutan organik. *Jurnal Pendampingan Pertanian*, 5(2), 101–115.

Suparman. (2023). Pemkot Kendari Kembangkan Padi Organik untuk Tingkatkan Produktivitas. Diakses dari https://sultra.antaranews.com

Suryani E, Fariyanti A, Tinaprilla. (2021). Analisis Efisiensi Pemasaran Beras di Tingkat Petani. *Jurnal Ekonomi Pertanian dan Agribisnis (JEPA)*, 5(3), 701–712.

Susilowati SH. (2018). Dinamika dan Kendala Pengembangan Pertanian Organik di Indonesia. *Forum Penelitian Agri Ekonomi*, 36(1), 45–60.

Virianita R, Soedewo T, Amanah S, Fatchiya A. (2019). Persepsi Petani terhadap Dukungan Pemerintah dalam Penerapan Sistem Pertanian Berkelanjutan. *Jurnal Pertanian Indonesia*, 24(2), 168–177.

Wahyu. (2022). Kembangkan Pertanian Organik, Produk Padi Kota Kendari Meningkatkan Dua Kali Lipat. Diakses dari https://www.kendariaktual.com

Widodo S, Festy L, La OA, dkk. (Tanpa Tahun). *Buku Ajar Metode Penelitian*. Pangkalpinang: CV Science Techno Direct. *(Tertulis "Widodo et al., 2023" di dalam naskah, pastikan tahunnya ditambahkan pada daftar)*

Yulianti R, Sari D, Kurniawan R. (2022). Kendala Pemasaran Produk Pertanian Organik di Daerah Pedesaan. *Jurnal Agribisnis Terapan*, 6(1), 23–35.

Zain M, Retnosary A, Yani D. (2024). Analisis Saluran Pemasaran Padi dan Peran Tengkulak dalam

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

Distribusi Hasil Pertanian. *Managemen Studies and Enterpreneurship Journal*, 5(2), 785–794.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.