

**EFEKTIVITAS KEMITRAAN ANTARA CV TANI ORGANIK MERAPI
DENGAN MITRA TANI SAYURAN ORGANIK DI SLEMAN
DAERAH ISTIMEWA YOGYAKARTA**

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ABSTRAK

Tujuan penelitian ini adalah (1) Menganalisis kinerja kemitraan antara CV Tani Organik Merapi dengan mitra tani sayuran organik di Sleman Yogyakarta; (2) Menganalisis efektivitas kemitraan antara CV Tani Organik Merapi dengan mitra tani sayuran organik di Sleman Yogyakarta (3) Menganalisis pengaruh kinerja kemitraan terhadap efektivitas kemitraan antara CV Tani Organik Merapi dengan petani sayuran organik di Sleman Yogyakarta; (4) Mengetahui manfaat dari kemitraan yang didapatkan oleh CV Tani Organik Merapi dan mitra tani. Metode dasar penelitian adalah deskriptif kuantitatif, metode pelaksanaan adalah survey dan metode penentuan lokasi adalah *purposive*. Teknik analisis data yang digunakan adalah deskriptif, dan uji regresi linier sederhana. Hasil penelitian menunjukkan bahwa kinerja kemitraan antara CV TOM dengan mitra tani sayuran organik tinggi, efektivitas kemitraan antara CV TOM dengan mitra tani sayuran organik efektif, variabel kinerja kemitraan berpengaruh terhadap variabel efektifitas kemitraan sebesar 78% dan Manfaat tidak berwujud berupa keberlanjutan kemitraan namun pembagian resiko belum proporsional serta manfaat berwujud manfaat berwujud berupa rata-rata keuntungan setiap komoditas dalam 1000 m² sebesar Rp 448.472,00 hingga Rp 13.862.500,00.

Kata Kunci: Kinerja kemitraan, efektivitas kemitraan, sayuran organik

**PARTNERSHIP EFFECTIVENESS BETWEEN CV TANI ORGANIC
MERAPI WITH PARTNERS IN ORGANIC VEGETABLES IN SLEMAN
DAERAH ISTIMEWA YOGYAKARTA**

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ABSTRACT

The research aims to (1) analyze the partnership performance between CV Tani Organik Merapi and organic vegetable farming partners in Sleman Yogyakarta; (2) analyze the effectiveness of partnerships between CV Tani Organik Merapi and organic vegetable farming partners in Sleman Yogyakarta (3) analyze the effect of partnership performance toward the effectiveness of partnerships between CV Tani Organik Merapi and organic vegetable farmers in Sleman Yogyakarta; (4) figure out the benefits of the partnership obtained by between CV Tani Organik Merapi and farmer partners. The basic method of research is quantitative descriptive. The method of implementation is a survey and the method of determining the location is purposive. The data analysis technique used is descriptive and simple linear regression test. The results show that the partnership performance between CV TOM and the organic vegetable farming partners is high, the effectiveness of the partnership between CV TOM and the organic vegetable farming partners is effective, and the partnership performance variables affect the partnership effectiveness variable as much as 78%, and the intangible benefits are in the form of partnership sustainability but the risk sharing has not been proportional and the tangible benefits is average profit of every commodity in 1000 m² that is Rp 448.472,00 to Rp 13.862.500,00.

Keywords: Partnership performance, partnership effectiveness, organic vegetables