

**Effect of Motivation and Job Satisfaction Of Black Soybean Farmers Group Members
On The Partnership with PT. Unilever**
(Case Study in the village Sumbermulyo Bambanglipuro District of Bantul Regency)

By : Yusrilla Trifit

Supervised By : Teguh Kismantoroadji and Vini Arumsari

ABSTRACT

The study titled Motivation and Job Satisfaction Of Black Soybean Farmers Group Members On The Partnership with PT. Unilever research of partnership that exists between black soybean farmer groups with PT. Unilever is influenced by motivation and job satisfaction conducted in the village of the District Sumbermulyo Bambanglipuro Bantu district. This study aims to examine the level of motivation and job satisfaction of the members of two (2) black soybean farmer groups to its partnership with PT. Unilever and the influence of motivation and job satisfaction black soybean farmer groups to its partnership with PT. Unilever. The basic method of research used in this research is descriptive method, and implementation using case studies. Methods correspond used in this study is a random sampling method and type of random sampling used in this study is disproportionate. The sample used members of two (2) groups of farmers is 50 respondents in partnership with PT. Unilever in the village sumbermulyo.

The results of this research showed that the level of motivation of black soybean farmer group members in the village Sumbermulyo classified as medium category with a percentage of 58%. It was shown by several indicators, namely 57.2% of the physiological needs, safety needs 60.6%, 62.0% social needs, and the needs of the award 63.6% where the percentage is very influential on the partnership tingka members of farmer groups against PT , Unilever. Another result of this study showed that the level of job satisfaction black soybean farmer group members in the village is high with a percentage of 58%. It was shown by several indicators, namely the satisfaction of revenues of 88.4%, 76.8% supervision satisfaction, and satisfaction to colleagues 86.4% so that the level of job satisfaction that influence the level of partnership black soybean farmer group members against PT. Unilever

Keywords: *Motivation, Job Satisfaction, Partnership*