

ABSTRACT

This study aims to determine the level of motivation of ginger farmers and to identify the most dominant motivational indicators influencing ginger farmers in Riseh Tunong Village, Sawang Subdistrict. The research method used was a quantitative descriptive approach with a census technique, in which the entire population was used as respondents. Data were collected through interviews using questionnaires, and data analysis was conducted using a 3 point Likert scale and a continuum line to determine the category of motivation levels. The results of the study indicate that the level of motivation of ginger farmers is in the moderate category. This means that farmers are sufficiently motivated to carry out ginger farming activities, but have not yet reached a high level due to various social and economic limitations. The most dominant motivational indicator is social needs, which shows that farmers' motivation is largely driven by social relationships, cooperation among farmers, and ease of access to information.

Keywords : farmers, motivation, ginger farming, Maslow's theory