

**Hubungan Faktor Internal Dengan Respons Petani Wanita Bukit Madu Dalam Pembuatan Permen Susu Rasa Jahe Di Desa Madukoro, Kabupaten Magelang**

***The Relationship of Internal Factors With The Response of Bukit Madu Farmer Women In Making Ginger-Flavored Milk Candy In Madukoro Village, Magelang Regency***

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**ABSTRAK**

Penelitian ini dilaksanakan dari Maret 2022 hingga Mei 2023 di Desa Madukoro, Kecamatan Kajoran, Kabupaten Magelang dengan tujuan untuk mengetahui respons perempuan petani dalam membuat permen susu rasa jahe serta mengetahui hubungan antara faktor internal (usia, tingkat pendidikan, pengalaman bertani, jumlah anggota keluarga, dan tingkat pendapatan) dengan respons dalam membuat permen susu rasa jahe. Pengambilan sampel dilakukan terhadap 30 orang menggunakan teknik sampling jenuh. Teknik pengumpulan data dilakukan dengan cara wawancara dan observasi. Variabel yang diamati adalah usia, tingkat pendidikan, pengalaman bertani, jumlah anggota keluarga, tingkat pendapatan, dan respons yang terdiri dari aspek pengetahuan, sikap, keterampilan. Metode analisis data yang digunakan adalah analisis deskriptif untuk mengetahui respons perempuan petani, sedangkan analisis statistik korelasi peringkat spearman digunakan untuk mengetahui hubungan antara karakteristik perempuan petani terhadap respons. Hasil analisis data menunjukkan bahwa respons perempuan petani di Desa Madukoro dalam membuat permen susu rasa jahe berada dalam kategori tinggi. Hubungan antara usia, tingkat pendidikan, dan pengalaman bertani dengan respons adalah masing-masing 0,000 ( $p < 0,05$ ), 0,004 ( $p < 0,05$ ), dan 0,000 ( $p < 0,05$ ). Variabel usia secara signifikan berhubungan ( $P < 0,01$ ) dengan respons anggota kelompok perempuan petani Bukit Madu dalam membuat permen susu kambing rasa jahe. Respons yang baik didominasi oleh responden dengan usia produktif, tingkat pendidikan tinggi, dan pengalaman bertani yang lama, sedangkan jumlah tanggungan keluarga dan tingkat pendapatan tidak berhubungan dengan respons. Efektivitas penyuluhan menunjukkan bahwa kegiatan penyuluhan berjalan efektif.

**Kata kunci:** Hubungan, Tanggapan, Petani Perempuan, Permen Susu Jahe

## ABSTRACT

*The study was conducted from March 2022 to May 2023 in Madukoro Village, Kajoran District, Magelang Regency with the aim of determining the response of farmer women in making ginger-flavored milk candy and knowing the relationship between internal factors (age, education level, farming experience, number of family members, and income level) with responses in making ginger-flavored milk candy. Sampling of 30 people using saturated sampling technique. Data collection techniques are carried out by means of interviews and observations. The variables observed were age, education level, farming experience, number of family members, and income level and response consisting of aspects of knowledge, attitudes, skills. The data analysis method used was descriptive analysis to determine the response of peasant women, while statistical analysis of spearman rank correlation was used to determine the relationship between the characteristics of peasant women to the response. The results of data analysis showed that the response of peasant women in Madukoro Village in making ginger-flavored milk candy was in the high category. The relationship between age, education level and farming experience with responses of 0.000 ( $p < 0.05$ ), 0.004 ( $p < 0.05$ ), and 0.000 ( $p < 0.5$ ). The age variable was significantly related ( $P < 0.01$ ) to the response of Bukit Madu peasant women group members in making ginger-flavored goat milk candy. Good responses were dominated by respondents with productive age, high level of education, and long farming experience, the number of family dependents and income level were not related to the response. The effectiveness of counseling indicates that extension activities.*

**Keywords:** Relationship, Response, Women Farmer, Milk Candy Ginger

## INTRODUCTION

Agriculture currently has a very important role for development in Indonesia. The success of agricultural development is marked by the emergence of various kinds of latest innovations in the fields of agriculture and animal husbandry. Milk innovation is a product that is beneficial for the Indonesian people. Milk can be processed into various kinds of food, including milk candy. BP Widiarso, et al (2024) Proving that processing goat's milk has many benefits because Etawa goat's milk is known to have a higher protein content. Apart from that, Etawa goat's milk also contains lower saturated fat than cow's milk. Milk candy is a processed product made from pure

goat's milk which has gone through a caramelization process with sugar molded into small pieces. With this developed discovery, it is hoped that making goat's milk candy can increase the added value and selling value of goat's milk among the public. Zulfikhar, R (2024) proves that milk candy is a processed product made from goat's milk and is the use of Smart Agricultural Technology to Increase Resource Efficiency in Agro-Industry to increase added value and selling value in Agro-Industry. So that farmers can improve the household economy and this can be done by groups of women farmers. Wulandari, S. (2019) said that the use of yard land for agricultural and livestock business development can increase

business development activities and make monitoring easier.

Madukoro Village is dominated by residents who make a living as farmers and ranchers. Cultivation of goats, especially dairy goats and cultivation of ginger plants is a business that is in great demand by the community in Madukoro Village. Recorded 340 dairy goats are kept in the village Madukoro. Every day 1 Dairy Goat is able to produce approximately 1 liter of milk. However, the product has not been widely processed by the community in the village of Madukoro. This is because there is no innovation developed related to the processing of goat's milk. Therefore, innovation is needed in the processing of goat's milk such as the manufacture of goat's milk candy ginger flavor. Nurdayati (2020) said that Innovation in the processing of agricultural and livestock products must be considered in terms of packaging, smell and function. This is supported by W Sahusilawane, et al (2023) who said that innovation in processing goat's milk can empower groups of women farmers to improve their economic level and improve the welfare of farming families.

Based on the results of innovations that have been implemented, the next step is to conduct counseling on the manufacture of goat's milk candy ginger flavor to determine the response of respondents. Response comes from the word response which means answer, reply, or response (reaction). A response is an answer, in particular an answer to a question or a questionnaire, or any other behavior, whether apparent or apparent or hidden or disguised. Viewed from psychology itself, the term response is something that is very common, and is the most widely used term in psychology. (Purwanti, E., and Erna R, 2014).

There are several factors that are closely related to the response, one of which is internal factors. Referring to the research (Sugiyono . 2015) explained that the response of peasant women to technology can not be separated from the influence of internal factors including age, education level, farming experience, and interests. Related internal factors can be age, education level, number of family members, amount of income, group Experience (Fitriadi, M. Y. G. 2018) This is confirmed by the opinion of Purwanto, A. (2018) who states that technology also has an influence on the level of economic prosperity, total income and group experience.

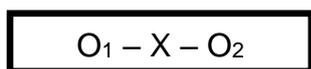
The description above explains the potential and problems that exist in the village of Madukoro, so that it is the underlying author to take the title “ the relationship of Internal factors with the response of Bukit Madu peasant women in the manufacture of ginger-flavored goat milk candy in Madukoro Village, Kajoran District, Magelang regency”.

## **METHOD**

The research method used is descriptive qualitative. The location of the research was Madukoro Village, Kajoran District, Magelang Regency. This research used questionnaire methods, in-depth interviews, and conducted an in-depth study of the responses of Bukit Madu farmer mothers in making ginger milk candy. The research was carried out in the field in stages over one year starting from 10 February 2022 to 5 March 2023. The tools used in this research activity included another laptop device to create extension media and a book to record data taken from women farmers. and other sources. others, a projector to present socialization material using PowerPoint and video media, a questionnaire to measure research

variables or research parameters, and a camera to document research activities in accordance with Soekartawi. (2005) in using research variables or research parameters in Agricultural Business Science. Furthermore, the tools used for counseling activities include 3 frying pans, 3 stoves, 3 baking sheets, 4 knives, 3 cutting boards, 4 stirrers, 4 scissors, 4 jars, 1 plastic wrap. The object of study is the nature of the value of an object, be it a person, activity, or other object that has certain variables to be studied and conclusions drawn.

The object observed in this research activity was the relationship between internal factors and the response of female farmers in making ginger-flavored milk candy in Madukoro Village. The assessment design used in this extension study is One group Pre test-Post Test. The research began with selected respondents who received treatment, namely counseling. Then at the end of the assessment, data is collected regarding the treatment given to obtain the desired data results. The research design used was the One Group Pre test-Post test method (One Group Pre test-Post test Design) with the aim of looking at the results or values obtained before and after treatment regarding the response given by the breeder. The One Group Pre test-Post test Design model scheme is as follows:



**Figure 1.** Desain One Group Pre test - Post Test

Description :

- O1 = Observation, (Pre Test).
- X = Treatment, (extension activities)
- O2 = Observation, (Post Test).

The Pre Test material carried out was about knowledge in empowering groups

of women farmers in making ginger candy and marketing it. In extension activities, the female farmer population in Madukoro Hamlet will be used. The saturated sampling method is a sampling technique used if all members are sampled. This is done when the population is relatively small. Based on this, the number of samples in this study was all members of the Bukit Madu Women's Farmers Group (KWT), 30 people.

The primary data for this research was obtained through direct interviews with respondents and using observation methods and secondary data. Secondary data was obtained from existing sources, secondary data in this research came from the Madukoro Village office and the Kajoran District Agricultural Extension Center. Research data collection techniques through interviews, questionnaires, and observation (Darmanah, G. 2019). The instrument is made first conducted feasibility tests in the form of validity and reliability tests so that the research conducted produces valid and reliable data. In this study using descriptive analysis, Spearman Rank Correlation Analysis. To measure the response of the female farmer group to making ginger candy, a classification was used which was classified into 5 categories: (1) very low, (2) low, (3) medium, (4) high, (5) very high.

Spearman's Rank Coefficient of Correlation

$$r_R = 1 - \frac{6\sum_i d_i^2}{n(n^2 - 1)}$$

- n = number of data points of the two variables
- d<sub>i</sub> = difference in ranks of the "ith" element

The Spearman Coefficient, ρ, can take a value between +1 to -1 where, A ρ value of +1 means a perfect association of rank

A  $\rho$  value of 0 means no association of ranks

A  $\rho$  value of -1 means a perfect negative association between ranks.

Closer the  $\rho$  value to 0, weaker is the association between the two ranks.

Calculation of the average percentage change in knowledge, skills and attitudes of farmers towards balanced fertilization of rice plants is calculated using

The formula for the effectiveness of behavior change is:

$$N = \frac{PS}{T} \times 100\%$$

P = Behavior Change Value (Knowledge, Attitudes and Skills)

PS = Posttest average score

T = Target Value

The formula for Extension Effectiveness is as follows

$$N = \frac{PS-PR}{T-PR} \times 100\%$$

N = Effectiveness Value

PS = Nil Posttest average value PR = Pretest average value T = Target value

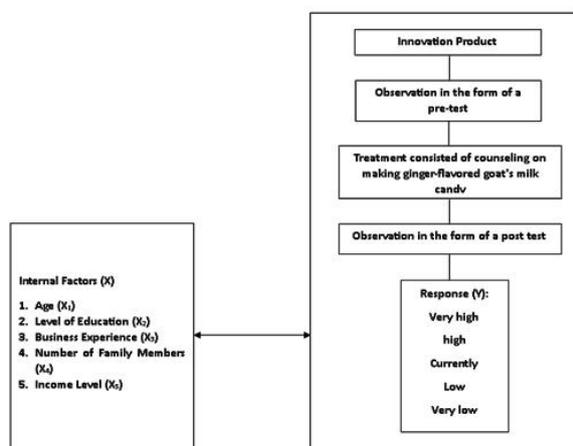


Figure 2. Frame Of Mind

## RESULTS AND DISCUSSION

The results of data analysis show that the response of female farmers in Madukoro Village to making ginger-flavored milk candy is in the high category. The relationship between age, level of education and farming experience can influence a significant relationship with responses of 0.000 ( $p < 0.05$ ), 0.004 ( $p < 0.05$ ), and 0.000 ( $p < 0.5$ ). The responses of women members of the Bukit Madu farmer group in making ginger-flavored goat's milk candy were dominated by respondents of productive age, high education levels, and long farming experience and the number of family dependents and income level were not related to the responses.

The results of data analysis are included in the high category, which is the result of the success of accompanying local extension workers. The Women Farmers Group is a forum for community associations, especially women, who have an important role in Madukoro village in processing milk. The Women Farmers Group also acts as a forum for providing new experiences in the field

livestock, as well as as a forum for communities to work together to maximize the potential of livestock. The relationship between age, level of education and farming experience can influence a significant relationship with responses of 0.000 ( $p < 0.05$ ), 0.004 ( $p < 0.05$ ), and 0.000 ( $p < 0.5$ ). The responses of women members of the Bukit Madu farmer group in making ginger-flavored goat's milk candy were dominated by respondents of productive age, high education levels, long farming experience and number of family dependents. This is because the livestock business in Madukoro Village is the cultivation of goats, especially dairy goats which are kept in Madukoro Village, numbering 340 and continuing to increase every year. Every day, 1 dairy

goat can produce approximately 1 liter of milk.

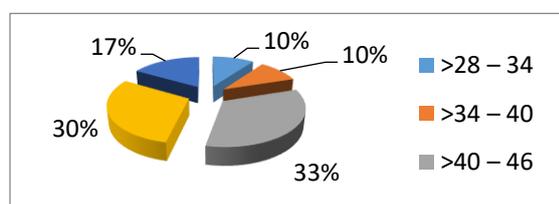
Many discoveries related to the processing of goat's milk have occurred, such as the smell of goats attached to ginger milk candy, then new processing processes, the failure of taste experiments which have been tried several times using fruit flavors such as strawberry, melon, chocolate and grape. Therefore, processing goat's milk, such as making ginger-flavored goat's milk candy, can disguise the inherent smell of goat's glands and increase the selling value of products that utilize Smart Agricultural Technology to Increase Resource Efficiency in Agroindustry. This is in accordance with what has been studied previously according to Zulfikhar, R, et al (2024) who stated that increasing agricultural and livestock innovation and technology can increase resource efficiency in the agro-industry which has been proven in the Women's Farmer Group in Borobudur Village as tourist attraction. Of course, this ginger milk candy from goats can improve the economy of the women farmer business group because the milk candy products sold can be recognized by tourists and foreign visitors.

### 3.1. Respondent Characteristics

The data characteristics of respondents are as follows:

#### 3.1.1. Age

The age of the farmer is one of the factors that are closely related to the ability to work in carrying out agricultural business activities, age can be used as a benchmark in seeing someone's activity at work (Herdiana, H. 2016)



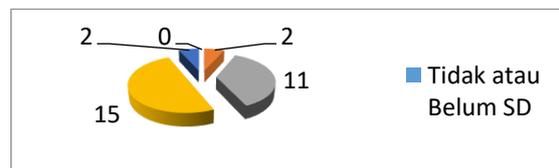
**Figure 3.** Age Distribution Of Respondents

Based on the data above, it can be seen that the respondents are dominated by the age range of 40-46 and 46-52 years and fall into the productive age category. The average age is 40-46 which influences results with the ability to work in carrying out agricultural business activities

#### 3.1.2. Education Level

Education is a very important indication in assessing the success of a business, because with the level of Education a person will be easier to adopt science and technology more optimally, so that it can be applied in a better business.

The percentage of respondents' education level is presented in the figure below



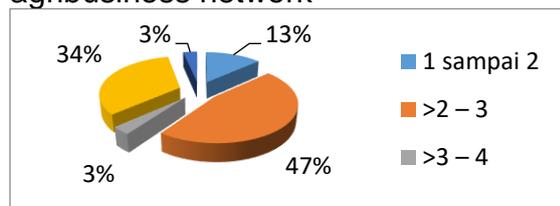
**Figure 4.** Distribution Of Respondents' Education Level

From the above data shows that all respondents have received education, both elementary, junior high, high school and college levels, and most respondents have high school/high school education.

#### 3.1.3. The Experience Of Farming

The experience of farming is something experienced by Farming Women's Group in farming, how long the farmer woman is in farming, the experience will provide knowledge and skills of the farmer woman in carrying out her farming activities (Sugiyono . 2015). Details of the distribution of respondents' farming experience are presented in the picture below. The average farming

experience is 2 to 3 years to be able to do maximum business and develop an agribusiness network

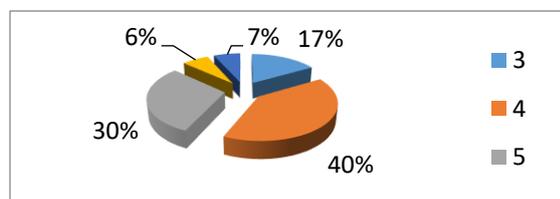


**Figure 5.** Distribution Of Experience Trying Farmers Respondents

Based on the picture above, it shows that the experience of farming is dominated by respondents who try farming ranging from 2-3 years as many as 14 people (47%),

### 3.1.4. Number Of Family Dependents

Purwanti, E and Erna R. (2014) classify the number of family dependents into three groups, namely small family dependents 1-3 people, Medium family dependents 4-6, and large family dependents >6 people. The percentage distribution of the number of respondents ' family responsibilities is presented in the following figure. On average, the largest number of family members is 4-6 family dependents



**Figure 6.** Distribution Of The Number Of Family member Of The Respondent's Family

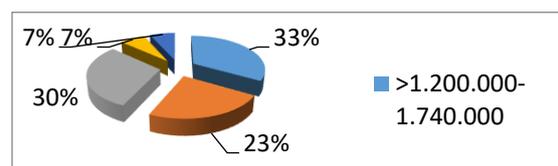
Based on the figure above, it can be concluded that the most family dependents are family dependents of 4 people, there are 12 respondents with a percentage of 40%.

The number of dependents of the respondent's family is related to the respondent's decision to work to help the family economy. This is in line with Pang,

Z., Deeth H, (2017) which states that the number of family dependents is one of the factors that causes women to voluntarily make the decision to leave home to work and get more income for their families so that their family's living needs can be met.

### 3.1.5. Income Level

Persentase distribusi tingkat pendapatan responden tersaji dalam Gambar 15 sebagai berikut:



**Figure 7.** Distribution Of Income Levels Of Respondents

Based on the figure above, it can be concluded that the income level of the head of the family (>1,200,000 - 1,740,000) amounted to 10 respondents with a percentage of 33.23%. Income level of family heads >2,280,000-2,820,000 there are 9 respondents with a percentage of 30%. Income level >1,740,000-2,280,000 there are 7 respondents with a percentage of 23.33%. While the income level of family heads >2,820,000 - 3,360,000 and >3,360,000 - 3,900,000 there are 2 respondents each with a percentage of 6.67%. The income level of the head of the family data from the study showed that most of the respondents ' head of family income levels were at a moderate level. The higher the income, the faster the willingness of farmers to experiment with innovation in accordance with the agricultural conditions owned (Purwanto, A 2015)

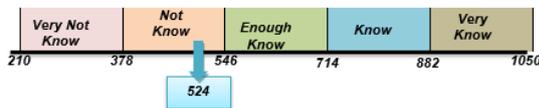
### 3.2. Response Of Peasant Women

Hartati, P., Utomo, S. C., & Nurdayati. (2019) states that the response can be measured from three aspects consisting of aspects of knowledge, attitudes, and skills and the response can be known through the respondents ' answers to the

questionnaire given. the results of the analysis for each aspect are presented in the following description:

### 3.2.1. Aspects Of Knowledge

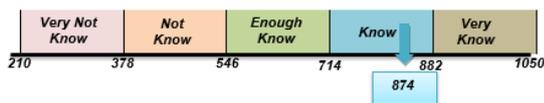
*Aspects of Knowledge (Pre Test)*



**Figure 8.** Line Pre Test Value Aspects Of Knowledge before the counseling is held

Based on the interval / ring continuum line above can be seen that the level of knowledge of respondents in the Category know enough before the holding of counseling on the manufacture of goat's milk candy ginger flavor.

Aspects Of Knowledge (Post Test) after the counseling



**Figure 8.** Continuum Line Post Test Value Aspects Of Knowledge

The results showed a good value, this can be seen through the level of understanding and mastery of new technology materials received after counseling with a total value of 874. Good results on the aspect of knowledge caused by the suitability of the counseling material provided with the potential of the region and the needs of respondents.

Based on the interval / ring continuum line above can be seen that the level of knowledge of respondents in the Category know after the holding of counseling on the manufacture of goat's milk candy ginger flavor. Calculation of the level of effectiveness of counseling in the aspect of knowledge in the manufacture of goat's milk candy ginger flavor can be seen as follows :

$$EP (\%) = \text{score obtained} / \text{maximum score} \times 100 = 874 / 1050 \times 100 = 83,23 \%$$

Based on the above calculations can be seen that the value of the effectiveness of counseling in the aspect of knowledge of 83.23 %. This indicates that counseling activities in terms of knowledge are very effective. According to Riduwan (2013) stated that the interpretation of the effectiveness score of 81 % - 100% is very effective.

### 3.2.2. Attitude Aspect (Pre Test)

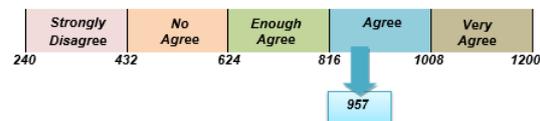
Attitude Aspek(Pre Test)



**Figure 9.** Continuum Line Pre Test Attitude Aspect Value

Based on the interval / ring continuum line above can be seen that the level of attitude of respondents in the category do not agree before the holding of counseling on the manufacture of goat's milk candy ginger flavor.

Attitude Aspect (Post Test)



**Figure 10.** Continuum Line Post Test Attitude Aspect Value

Based on the interval / ring continuum line above can be seen that the level of attitude of respondents in the Category know after the holding of counseling on the manufacture of goat's milk candy ginger flavor. The calculation of the level of effectiveness of counseling in the aspect of attitudes in the manufacture of goat's milk candy ginger flavor can be seen as follows :

Effectiveness of Counseling ( % ) = score obtained / maximum score x 100 = 957/ 1200 x 100 = 79.75%

The effectiveness of extension is known from the level of the instructor's abilities, the condition of the extension tools, and suitability for the time and place of the extension. Based on the above calculation can be seen that the value of the effectiveness of counseling in the aspect of attitude of 79.75%. This indicates that counseling activities in terms of attitudes are effective. In accordance with the opinion Riduwan (2013) proof that the interpretation of the effectiveness score of 61 % - 80% is effective.

### 3.2.3. Skill Aspects (Pre Test)



**Figure 11.** Continuum Line Pre Test Skill Aspects

Based on the interval / ring continuum line above can be seen that the level of attitude of respondents in the category of unskilled before the holding of counseling on the manufacture of goat's milk candy ginger flavor.

### Skill Aspects (Post Test)



**Figure 12.** Continuum Line Post Skill Aspect Test

Based on the interval / ring continuum line above can be seen that the skill level of respondents in the skilled category after the holding of counseling on the manufacture of goat's milk candy ginger flavor. Calculation of the level of

effectiveness of counseling in the aspect of skills in the manufacture of goat's milk candy ginger flavor can be seen as follows :

$$EP ( \% ) = \text{score obtained} / \text{maximum score} \times 100 = 479/ 600 \times 100 = 79.83 \%$$

Based on the above calculations can be seen that the value of the effectiveness of counseling in the aspect of attitude of 79.83%. This indicates that counseling activities in terms of attitudes are effective. In accordance with the opinion Riduwan (2013) in stating that the interpretation of the effectiveness score of 61 % - 80% is effective.

### 3.3. The Effectiveness Of Counseling

The results of the extension evaluation can be seen in the table below.

**Table 1.** Results Of Extension Evaluation

Aspect	Total Score	Effectiveness (%)
Knowledge	524	874
Attitude	568	957
Skills	280	479
Total	1.372	2.310

Based on the table above, it can be concluded that the effectiveness of counseling and the effectiveness of behavior change as follows:

The behavior of counseling activities with a total pre-test value of 1,372 and a total post-test value of 2,310 with changes in the behavior of farm women by 41.14%. The effectiveness of counseling with a total value of 2,310 post test is 81.05%. According to Riduwan (2013), the interpretation of the effectiveness score of 81% -100% is very effective.

### 3.4. Respons

The Total response score can be seen in the table below as follows:

Table 2. Recapitulation Of Post Test Results

Inquiry	Total Score
Aspects Of Knowledge	874
Attitude Aspect	957
Skill Aspects	479
Total	2.310

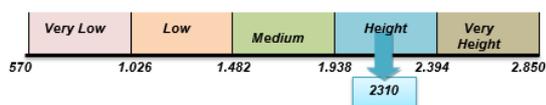


Figure 13. Response Continuum Line

Based on the picture above, it can be seen that the response of farmer women to the extension of making ginger flavored goat milk candy is in the high category with a score of 2,310. The response of peasant women in the high category is a positive impact of the attitude of peasant women who received the implementation of counseling activities with the material for making ginger flavored goat milk candy with the results of analysis of aspects of the attitude of peasant women as a whole included in the agreed category. This is in line with Wulandari, S. (2019) that the response of women farmers in the high category is a positive impact of the attitudes of women farmers with the results of the analysis of attitude aspects as the category being measured.

### 3.5. Relationship Of Internal Factors With Response

The relationship between internal factors and their responses can influence the effectiveness and efficiency of the influence of aspects of knowledge, attitudes and skills in assessing the performance results of agricultural and livestock extension. This is in line with Zulfikhar, R, et al (2024) Utilization of Smart Agricultural Technology to Increase Resource Efficiency in Agroindustry affects the effectiveness and efficiency of the influence of aspects of knowledge, attitudes and skills. So that

the results of the performance of agricultural and livestock extension will continue to increase if it continues to be supported by consistent agricultural instructors

#### 3.5.1. Analysis Of The Relationship Of Internal Factors Of Peasant Women With The Response

The relationship and the level of relationship of internal factors including age (X1), education level (X2), farming experience (X3), number of family dependents (X4) and income level (X5) to the response of peasant women in the manufacture of ginger-flavored milk candy can be seen in the table below as follows:

Table 3. Hubungan Faktor Internal dengan Respons

	Age (X <sub>1</sub> )	Level Of Education (X <sub>2</sub> )	The Experience Of Farming (X <sub>3</sub> )	Number Of Family Members (X <sub>4</sub> )	Income Level (X <sub>5</sub> )
<i>Correlation Coefficient</i>	0,62	0,510	0,846	- 0,142	- 0,234
<i>Significance (2-tailed)</i>	0,000	0,004	0,000	0,454	0,214

#### 3.5.2. Relationship between age and response of Honey Hill farmer woman in making ginger flavored milk candy

Significance level  $0,000 < 0,01$  means that the relationship between the age of the peasant woman with the response in the manufacture of ginger-flavored milk candy is very significant. The correlation coefficient value of 0.622 which can be interpreted that the closeness of the correlation between age and the response of peasant women to

the manufacture of ginger-flavored milk candy has a strong correlation with the direction of a positive relationship.

### **3.5.3. Relationship between education level and response of Honey Hill farmer woman in making ginger flavored milk candy**

Significance level  $0,004 < 0,05$  means that the relationship between the level of education of peasant women with the response in the manufacture of ginger-flavored milk candy is significant. The correlation coefficient value of 0.510 which can be interpreted that the closeness of the correlation between the level of education with the response of peasant women in the manufacture of ginger-flavored milk candy has a strong correlation with the direction of a positive relationship.

### **3.5.4. The relationship between the experience of farming and the response of Bukit Madu farmer women in the manufacture of ginger-flavored milk candy**

Significance level  $0.000 < 0.01$  means that the relationship between the level of education of peasant women with the response in the manufacture of ginger-flavored milk candy is very significant. The correlation coefficient value of 0.846 which can be interpreted that the closeness of the correlation between the experience of farming with the response of farm women to the manufacture of ginger-flavored milk candy has a very strong correlation with the direction of a positive relationship. This means that the longer the peasant woman in doing farming, the better the response of the peasant woman.

### **3.5.5. The relationship between the number of family dependents and the response of Bukit Madu peasant women in the manufacture of ginger-flavored milk candy**

Significance level  $0454 > 0,05$  means that the relationship between the number of family dependents and the response in the manufacture of ginger-flavored milk candy is not significant. The correlation coefficient value of -0.142 which can be interpreted that the close correlation between the number of family dependents and the response of peasant women to the manufacture of ginger-flavored milk candy has a very weak correlation with the direction of the negative relationship.

### **3.5.6. Relationship between income level and response of Honey Hill farmer woman in making ginger flavored milk candy**

Significance level  $0,214 > 0,05$  means that the relationship between the income of peasant women with the response in the manufacture of ginger-flavored milk candy is not significant. The correlation coefficient value of -0.234 which means that the close correlation between income level and the response of peasant women to the manufacture of ginger-flavored milk candy has a very weak correlation with the direction of the negative relationship. This shows that income is weakly related to the high and low response of a person to the innovation of making ginger-flavored milk candy.

## **CONCLUSION**

1. The response of Bukit Madu peasant woman in Madukoro village in making ginger-flavored milk candy is in the high category

2. The relationship of Internal factors with the response of peasant women in the manufacture of ginger-flavored milk sweets is as follows:

- a. The age variable was significantly related ( $P < 0.01$ ) to the response of Bukit Madu peasant women group members in making ginger-flavored goat milk candy.

- b. Variable level of education is associated very significantly ( $P < 0.01$ ) with the response of members of the Bukit Madu peasant women's Group in the manufacture of ginger-flavored goat's milk candy.
- c. The variables of farming experience were significantly related ( $P < 0.01$ ) to the responses of Bukit Madu farmer Women group members in making ginger-flavored goat milk candy.
- d. The variable number of family dependents was not significantly related ( $P > 0.05$ ) with the response of Bukit Madu peasant women group members in making ginger-flavored goat milk candy.
- e. Income level variable was not significantly related ( $P > 0.05$ ) with the response of Bukit Madu peasant women group members in making ginger-flavored goat milk candy.
- f. The magnitude of the correlation coefficient influences the significance of research data results from the relationship between age, education level and farming experience with responses of 0.000 ( $p < 0.05$ ), 0.004 ( $p < 0.05$ ), and 0.000 ( $p < 0.5$ ).

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