

THE EFFECT OF MOTIVATION OF PADDY STRAW MUSHROOM (*Volvariella volvaceae*) FARMER IN INCREASING THE INCOME OF PADDY STRAW MUSHROOM INDUSTRY IN JEMBER

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Abstract

In Jember, paddy straw mushroom industry has reached in 17 region consisting 123 farmer. Mainly, it become a main occupation of farmer. So, it shows amount of farmers are motivated to cultivate paddy straw mushroom with many obstacles and opportunity to increase maximal income. Indicator of motivation itself is fulfillment of requirement, natural resouces, labour, the available of means production, the goverment attention, revenue, and market demand. The methodology of sampling is by using Cluster Sampling and Incidental Sampling. In methodology of data analysis, researcher uses PATH analysis and FFA analysis by using primer and secondary data. The result of research shows (1) effect of sosial factors to the motivation of paddy straw mushroom farmers affects the motivation. It is include the easy of cultivation factor, capital, available of means production, and market demand. Whereas, the effect of motivation to the income through production factor shows positive correlation to the significance of prodduction factor to the income. (2) The most dominant and effective factor is the easy of cultivation factor to increase the income of paddy straw mushroom industry should be carried out by farmer or government. (3) The main obstacle in paddy straw mushroom industry is H3 and H4 factor. The main opportunity of paddy straw mushroom industry is D2 dan D3 factor. (4) Strategy to increase the income of paddy straw mushroom industry in Jember is by giving the soft bureaucracy to gain investment credit through APJMJ, goverment or farmer associated in APJMJ should increase APJMJ member, and develop the available of means production by increasing provider unit in achievable place.

Keywords: *Paddy straw mushroom industry, motivation, PATH and FFA Analysis, income, and strategy.*

Introduction

The revenue of paddy straw mushroom (*Volvariella colvaceae*) in Jember is begin to be known in the early of 1980th which develop in Wuluhan subdistrict, but it is on the 17 subdidtricts in Jember now. The data collected from Jember (*Volvariella volvaceae*) Farmer Association (APJMJ) in 2009 shows that there are 123 paddy straw mushroom (*Volvariella volvaceae*) farmers in jember with the number of 30.750,8 Kg yield.

The number of paddy straw mushroom (*Volvariella volvaceae*) farmer in Jember is an indication of farmer's interest in farming. There are a lot of farmers today who lack of

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