

ABSTRAK

YANDRI NOVITASARI. Pengembangan Metode Magang Untuk Meningkatkan Efektivitas Program Magang (Studi Kasus Program Magang di P4S *Hortisius Agriculturae Centrum*). Dibimbing oleh ALDON MHP SINAGA dan AMELIRA HARIS NASUTION.

Program magang pertanian adalah salah satu upaya penting untuk meningkatkan kompetensi generasi muda di sektor pertanian. Tingginya kebutuhan akan tenaga terampil, membuat P4S *Hortisius Agriculturae Centrum* menjalankan program magang dengan metode tiga aspek, yaitu pengetahuan, pengalaman, dan motivasi peserta magang. Pengetahuan diukur melalui tingkat pemahaman dan pengetahuan peserta. Pengalaman dinilai dari keterlibatan langsung peserta di lapangan. Sementara itu, motivasi dilihat dari jenis dorongan yang dirasakan peserta. Penelitian ini menggunakan pendekatan kuantitatif deskriptif. Data dikumpulkan dari 18 peserta magang tanpa pelatihan dan 36 peserta magang dengan pelatihan melalui kuesioner. Pengolahan data dilakukan dengan analisis kuantitatif. Hasil penelitian menunjukkan bahwa metode pemberian pengalaman merupakan aspek paling efektif dengan nilai efektivitas 63%, yang termasuk kategori "efektif". Namun, metode penyampaian pengetahuan dan motivasi berada dalam kategori "kurang efektif" dengan efektivitas masing-masing 22% dan 31%. Meskipun metode pemberian pengalaman sangat efektif, kurangnya penggunaan media pembelajaran dan fokus pada aspek bisnis menyebabkan pengetahuan dan motivasi peserta tidak meningkat. Oleh karena itu, untuk meningkatkan efektivitas program magang, diperlukan penguatan metode pembelajaran yang ada, yaitu dengan mengintegrasikan teori dan praktik secara seimbang, serta menambahkan materi terkait aspek materi yang perlu intensif yaitu materi pemupukan dan pengendalian hama dan penyakit, selain itu perlunya peningkatan materi pengetahuan pengolahan lahan, penyemaian, panen dan pasca panen, bisnis dan pemasaran dalam buku panduan.

Kata Kunci: Efektivitas Program, Metode Magang, Pengetahuan, Pengalaman, Motivasi, P4S.

ABSTRACT

YANDRI NOVITASARI. *Development of Internship Methods to Enhance Internship Program Effectiveness (A Case Study of the Internship Program at P4S Hortisius Agriculturae Centrum)*. Supervised by ALDON MHP SINAGA and AMELIRA HARIS NASUTION.

Agricultural internship programs represent a crucial effort to enhance the competence of the younger generation in the agricultural sector. Driven by the high demand for skilled labor, P4S Hortisius Agriculturae Centrum conducts an internship program based on three aspects: participant knowledge, experience, and motivation. Knowledge is measured by the participants' level of understanding and information retention; experience is assessed through the participants' direct field involvement; and motivation is gauged by the nature of the drive felt by the participants. This study employs a descriptive quantitative approach. Data were collected via questionnaires from 18 interns who did not receive formal training and 36 interns who did. Data processing was conducted using quantitative analysis. The results indicate that the experience-based method was the most effective, with an effectiveness score of 63%—categorized as "effective." Conversely, the methods for imparting knowledge and fostering motivation fell into the "less effective" category, with effectiveness scores of 22% and 31%, respectively. Although the experience-based method was highly effective, a lack of instructional media and an emphasis on business aspects resulted in no significant improvement in participant knowledge or motivation. Therefore, to enhance the program's effectiveness, existing learning methods need to be strengthened by balancing theory and practice. Additionally, the curriculum requires intensification in areas such as fertilization and pest and disease control, alongside expanded coverage of land preparation, seeding, harvesting, post-harvest handling, business, and marketing within the program's guidebook.

Keywords: Program Effectiveness, Internship Method, Knowledge, Experience, Motivation, P4S.