

## **ABSTRACT**

*The problems faced in the development of garlic production in Temanggung regency are the competitiveness of garlic in Temanggung regency is still low due to the inadequate ability of garlic farmers and institutions the garlic farmers group has not been able to create an Innovation Strategy through the use of technology in garlic cultivation. This research is a quantitative study to determine the effect of Learning Organization and Innovation Strategy on Garlic Competitiveness in Temanggung Regency. The study was conducted with a total sample of 73 farmer groups from 90 existing farmer groups in 3 garlic center districts namely Bulu District, Parakan District, and Kledung District. Data processing uses Structural Equation Modeling (SEM) analysis using the Partial Least Square (PLS) approach. The results of the analysis in this study indicate that (1) There is no direct influence of Learning Organization on Garlic Competitiveness, (2) there is a direct effect of Innovation Strategy on Garlic Competitiveness, (3) there is an indirect influence of Learning Organization on Garlic Competitiveness through Innovation Strategy, and (4) there is a direct influence of Learning Organizations on Innovation Strategy.*

**Keywords:** *Learning Organization, Innovation Strategy, Competitiveness, and Garlic.*

## ABSTRAK

Permasalahan yang dihadapi dalam pengembangan produksi bawang putih di Kabupaten Temanggung adalah daya saing bawang putih di Kabupaten Temanggung masih rendah disebabkan oleh karena kemampuan Petani Bawang Putih yang belum memadai dan kelembagaan Kelompok Petani Bawang Putih belum mampu menciptakan strategi inovasi melalui pemanfaatan teknologi dalam budidaya Bawang Putih. Penelitian ini merupakan penelitian kuantitatif untuk mengetahui pengaruh *Learning Organization* Dan *Innovation Strategy* Terhadap Daya Saing Bawang Putih di Kabupaten Temanggung. Penelitian dilakukan dengan jumlah sampel sebanyak 73 Kelompok Tani dari 90 Kelompok Tani yang ada di 3 kecamatan sentra Bawang Putih yaitu Kecamatan Bulu, Kecamatan Parakan, dan Kecamatan Kledung. Pengolahan data menggunakan analisis *Structural Equation Modelling* (SEM) dengan pendekatan *Partial Least Square* (PLS). Hasil analisis pada penelitian ini menunjukkan bahwa (1) Tidak ada pengaruh langsung *Learning Organization* terhadap Daya Saing Bawang Putih, (2) terdapat pengaruh langsung *Innovation Strategy* terhadap Daya Saing Bawang Putih, (3) terdapat pengaruh tidak langsung *Learning Organization* terhadap Daya Saing Bawang Putih melalui *Innovation Strategy*, dan (4) terdapat pengaruh langsung *Learning Organization* terhadap *Innovation Strategy*.

**Kata kunci:** organisasi pembelajar, strategi inovasi, daya saing, dan bawang putih