ABSTRACT

The study was done in Gapoktan Gemah Ripah, aims to know the attitude of farmers into jajar legowo planting system and to know the level of innovation implementation of jajar legowo planting system. The determination of location choose by purposive sampling that is the technic with some consideration. The determination of the group and farmer group sample used proportional sampling method that is the method of farmer group sampling that did if the characteristic and element of population is not homogen and phased in proportional. Retrieval of the respondents used sample random sampling. The number of farmer respondents are 40 people. study result known that the attitude of farmers to jajar legowo planting system that measured by cognitive, affective, and conative in overall that include in verry good category. The level of innovation implementation of planting system that measured by made a line planting, planting, fertilizing, weeding, pest and disease control that include in verry high category.

Keyword : farmer attitude, implementation level, jajar legowo