

ABSTRACT

ADOPTION OF ORGANIC RICE INNOVATION IN BENER DISTRICT PURWOREJO REGENCY. 2019. ARLINDA ELSA ULVIA (Thesis guided by LESTARI RAHAYU & INDARDI). This study aims to determine the characteristics of farmers who apply and do not apply the innovation of organic rice, know the decision-making process, know the level of application of innovative organic rice, and the relationship between farmer characteristics and level of application. This research was conducted on 75 semi-organic farmers and 29 non-organic farmers. Data is collected through observation and interviews. The results showed that the characteristics of farmers who did not apply were not much different from those that applied. Farmers have a young age category and most complete elementary school. The decision-making process is carried out through several stages: at the knowledge stage farmers seek information from one source, namely extension agents. The initial impression of farmers was interested in the innovation of organic rice because it was profitable. After entering the stage of persuasion, farmers consider innovation according to their circumstances because they have their own livestock. But there are farmers who consider organic rice cultivation complicated. At the stage of decision making, decisions are taken by the farmers themselves and at the confirmation stage there are farmers who apply continuously and some change their decisions. The level of innovation implementation of organic rice is included in the high category. The characteristics of formal education have a fairly strong and positive relationship with the level of application. While age, formal education, training intensity, extension intensity, land area, farming experience, and the number of family members have a very weak relationship with the level of implementation.

Keywords: *characteristics, decision making process, level of application.*

INTISARI

ADOPTSI INOVASI USAHATANI PADI ORGANIK DI KECAMATAN BENER KABUPATEN PURWOREJO. 2019. ARLINDA ELSA ULVIA (Skripsi dibimbing oleh LESTARI RAHAYU & INDARDI). Penelitian ini bertujuan untuk mengetahui karakteristik petani yang menerapkan dan tidak menerapkan inovasi padi organik, mengetahui proses pengambilan keputusan, mengetahui tingkat penerapan inovasi padi organik, dan hubungan antara karakteristik petani dengan tingkat penerapan. Penelitian ini dilakukan pada 75 petani semi organik dan 29 petani non organik. Data dikumpulkan melalui observasi dan wawancara. Hasil penelitian menunjukkan bahwa karakteristik petani yang tidak menerapkan tidak jauh berbeda dengan yang menerapkan. Petani memiliki kategori usia muda dan sebagian besar menyelesaikan sekolah dasar. Proses pengambilan keputusan dilakukan melalui beberapa tahap: pada tahap pengetahuan petani mencari informasi dari satu sumber, yaitu penyuluh. Kesan awal petani tertarik pada inovasi padi organik karena menguntungkan. Setelah memasuki tahap persuasi, petani menganggap inovasi sesuai dengan keadaannya karena memiliki ternak sendiri. Tetapi ada petani yang menganggap budidaya padi organik rumit. Pada tahap pengambilan keputusan, keputusan diambil oleh petani sendiri dan pada tahap konfirmasi ada petani yang menerapkan terus menerus dan beberapa ada yang mengubah keputusan mereka. Tingkat penerapan inovasi padi organik termasuk dalam kategori tinggi. Karakteristik pendidikan formal memiliki hubungan yang cukup kuat dan positif dengan tingkat penerapan. Sementara usia, pendidikan formal, intensitas pelatihan, intensitas penyuluhan, luas lahan, pengalaman bertani, dan jumlah anggota keluarga memiliki hubungan yang sangat lemah dengan tingkat penerapan.

Kata kunci: karakteristik, proses pengambilan keputusan, tingkat penerapan