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Effectiveness of dissemination methods and factors that influence farmer adoption to citrus Gerga Lebong technology in Bengkulu Indonesia

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The effectiveness of agricultural extension is determined by components in agricultural extension system among others are agricultural extension methods. Effective methods should be selected and defined based on the characteristics of target, resources, materials, and objectives to be achieved. Citrus agribusiness development in Lebong is certainly supported by the role of stakeholders and citrus farmers, as well as the proper dissemination of methods. Adoption process in extension substantially can be interpreted as changes of behavior process such as: knowledge (cognitive), attitudes (affective), and skill (psycho-motoric) in a person after receiving "innovation" from extension submitted by target communities. The output of this study: 1) to analyze the effectiveness of field trial methods in improving cognitive and affective farmers; 2) knowing the relationship of adoption level and knowledge of farmers; 3) to analyze the factors that influence farmers' adoption. Method of this study are field day and survey to 40 respondents in Rimbo Pengadang Sub District, Lebong District in 2014. Analyzed data was done by descriptive and statistical parametric (multiple linear functions). The results showed that: 1) field trip method is effective to improve the farmer knowledge (23.17%) and positively affect the farmer attitude; 2) the knowledge level of PTKJS innovation farmers "positively and very closely related"; 3) the factors that influence the level of farmers' adoption are internal factors (education, knowledge, and the intensity of training), and external factors respondents (distance from the house to the garden and from the house to production facilities shop).

Biography

Umi Pudji Astuti is a extension in Indonesian Agency for Agricultural Research and Development (IAARD) Ministry of Agriculture. She is the Coordinator of Monitoring and Evaluation Assesment and Dissemination activity at Assessment Institute of Agriculture Technology Bengkulu. She is a Member of the Improvement of Extension Capacity in the Acceleration of Agriculture Innovation Development in Yogyakarta province.

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