

Analisis peran jaringan komunikasi petani dalam adopsi inovasi traktor tangan di Kabupaten Cianjur, Jawa Barat

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=132218&lokasi=lokal>

Abstrak

Hand tractor utilization in Indonesia keeps growing as a result of a more limited time available for farming and shortage of animal and human resources for soil tillage. One of the farmers' problems is that the process of innovation adoption of hand tractor remains low due to static role of farmers, communication network. Carried out in Neglasari village (Bojongpicung Sub-district, Cianjur Regency of West Java province) this study shows that in the sociometric communication network, the interaction in innovation adoption of hand tractor tend to form open-shape, star-shape or circle-shape network. Generally, communication is a two-way connection and dominated by public figures with a star role. Farmers' communication network in relation to connectedness, diversity, integration, and openness value may be classified into middle and low category. Times needed by farmers to adopt technology innovation of hand tractor are as follows: innovators 31,4%, early adopters 23,7%, early majority 11,2% and laggards 11,2%. Regression analysis indicates that farm productivity has a positive influence on diversity value (0,017) and integration value (0,213) but has a negative influence on connectedness value (-0.017) and integration value (-0.472) and openness level (-0.642). Cost of land preparation has a positive effect on diversity level (0,162) and cosmopolitanism level (0.173) and has the highest contribution on communication network at the connectedness (0.204). Farm gate price of paddy has a negative effect on connectedness level (-0.067), but a positive influence on communication network at diversity level (0.087) connectedness level (0.040) and openness level (0.080).