

ABSTRACT

THE ROLE OF RELATIONSHIP EXTENTION WORKER WITH ADOPTION OF INTEGRATED CROP MANAGEMENT INNOVATION IN SOYBEAN FARMER

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Agricultural extention that is nonformal education given to farmers, to improve the quality of life of farmers to change farmer behavior towards better. This research is aim to know role agricultural extention, stages of adoption of PTT innovation and positive role of relationship extention worker with adoption of PTT innovation of soybean. The research method used is survey. The research area chosen deliberately in The Village of Banjarharja Kalipucang District Pangandaran District. Sampling method used in this research is sensus that is 30 respondent. The type of data used in this study is primary data and secondary data, with data collection techniques using questionnaires. The test used in measuring the relationship of agricultural extention role to the adoption of PTT innovation of soybean is the test of Rank Spearman correlation. The result of analysis show that agricultural extention workers have successfully performed their role as farmers' mentors, organizers and dynamics, technicians and bridges and categorized into high criteria. Farmers' behavior in the process of adoption of innovation is classified as moderate. Test results with Rank Spearman correlation test, there is no relationship between the role of agricultural extension on the adoption of integrated crop management technology innovation in soybean farmers with low relationship closeness.

Keywords: *Extention, Innovation Adoption, soybean farmer*