

## INTISARI

### **PERSEPSI PETANI PADI TERHADAP PERAN PENYULUH PERTANIAN DAN DAMPAKNYA PADA PERILAKU MENINDAKLANJUTI PENYULUHAN DI KABUPATEN MAGELANG**

Penelitian bertujuan untuk menjelaskan persepsi petani pada terhadap peran penyuluh pertanian dan menganalisis persepsi petani padi terhadap peran penyuluh pertanian dan pengaruhnya terhadap sikap, perasaan dan perilaku petani padi dalam menindaklanjuti penyuluhan. Populasi penelitian yaitu petani padi yang tergolong dalam kelompok tani di wilayah Balai Penyuluhan Pertanian Kecamatan se-Kabupaten Magelang. Sampel penelitian sebanyak 218 petani padi diambil secara *Stratified Random Sampling*. Data di analisis menggunakan SEM (*Structural Equation Modeling*).

Hasil penelitian menunjukkan bahwa persepsi petani terhadap peran penyuluh pertanian sebagai educator memiliki persepsi yang baik. Peran penyuluh pertanian sebagai fasilitator, mediator dan motivator dipersepsikan petani pada tingkatan cukup baik. Petani padi memiliki sikap positif terhadap proses penyuluhan. Petani padi memberikan sikap setuju terhadap perencanaan, pelaksanaan dan evaluasi penyuluhan.

Petani padi memiliki perasaan positif dalam mengikuti proses penyuluhan secara individu dan kelompok berada pada tingkatan puas. Perilaku petani padi dalam menindaklanjuti penyuluhan berada pada tingkatan kadang-kadang dan jarang yaitu petani padi kadang-kadang menindaklanjuti keaktifan proses belajar, kadang-kadang menindaklanjuti keaktifan kerjasama, kadang-kadang menindaklanjuti keaktifan usaha dan jarang menindaklanjuti proses produksi. Perilaku dipengaruhi langsung oleh sikap dan dipengaruhi secara tidak langsung oleh persepsi melalui sikap. Penelitian menemukan bahwa sikap memiliki peran mediasi yaitu sebagai penguat dalam memengaruhi perilaku petani dalam menindaklanjuti penyuluhan.

Kata kunci: Persepsi, Sikap, Perasaan, Perilaku.

**RICE FARMERS' PERCEPTIONS ON THE ROLE OF AGRICULTURAL EXTENSION AND THEIR IMPACT ON BEHAVIOR FOLLOWING OUTSTANDING IN MAGELANG DISTRICT**

**ABSTRACT**

The aims of this study were to explain farmers' perceptions of the role of agricultural extension agents and to analyze rice farmers' perceptions of the role of agricultural extension agents and their influence on the attitudes, feelings and behavior of rice farmers in following up on extension services. The research population is rice farmers who belong to the farmer group in the District Agricultural Extension Centers throughout Magelang Regency. The research sample was 218 rice farmers taken randomly *Stratified Random Sampling*. Data were analyzed using SEM (*Structural Equation Modeling*).

The results showed that the farmers' perceptions of the role of agricultural extension workers as educators had a good perception. Farmers perceive the role of agricultural extension as a facilitator, mediator and motivator at a fairly good level. Rice farmers have a positive attitude towards the extension process. Rice farmers give an attitude of agreement with the planning, implementation and evaluation of extension.

Rice farmers have positive feelings in participating in the counseling process individually and in groups at the level of satisfaction. The behavior of rice farmers in following up on counseling is at the occasional and rare level, that is, rice farmers sometimes follow up on learning process activities, sometimes follow up on cooperative activities, sometimes follow up on business activities and rarely follow up on the production process. Behavior is directly influenced by attitudes and indirectly influenced by perceptions through attitudes. Research has found that attitudes have a mediating role, namely as reinforcement in influencing farmer behavior in following up on counseling.

Keywords: Perception, Attitude, Feeling, Behavior.