

INTISARI

Televisi merupakan salah satu media massa yang berperan sebagai media sumber informasi pada bidang pertanian. Masyarakat peri urban di Kabupaten Sleman masih banyak yang berprofesi sebagai petani dan memanfaatkan televisi sebagai sumber informasi dikarenakan aksesnya yang mudah. Penelitian ini bertujuan untuk mengetahui efektivitas televisi sebagai sumber informasi pertanian di kawasan pertanian peri-urban Kabupaten Sleman, dan faktor-faktor yang mempengaruhi efektivitas televisi. Metode deskriptif digunakan untuk membuat gambaran secara sistematis, faktual, dan akurat mengenai fakta, sifat serta hubungan antara fenomena yang diteliti. Uji proporsi digunakan untuk menguji hipotesis dan uji linier berganda untuk mengetahui faktor yang berpengaruh. Hasil penelitian menunjukkan bahwa 50% petani menilai efektivitas televisi sebagai sumber informasi pertanian bagi petani di kawasan pertanian peri-urban Kabupaten Sleman adalah Rendah. Indikator tingkat efektivitas televisi diketahui dari adanya efek komunikasi massa yang ditimbulkan setelah mengakses televisi, yaitu efek kognitif, afektif, dan behavioral. Capaian indikator efek kognitif sebesar 50,43%, efek afektif sebesar 44,83% serta efek behavioral sebesar 49,34%. Variabel yang mempengaruhi efektivitas televisi adalah motif menonton televisi. kebanyakan petani di kawasan peri urban mengandalkan pertemuan kelompok dan penyuluh lapangan sebagai sumber informasi terkait bidang pertanian

Kata kunci : Televisi, Kawasan peri urban, informasi pertanian,

ABSTRACT

Television is one of the mass media that acts as a medium of information sources in agriculture. Most of peri-urban communities in Sleman District are working as farmers and television is still used mainly as a source of information due to their easy access. This study aimed to determine the effectiveness of television as a source of agricultural information in the peri-urban agricultural area of Sleman Regency, and their influencing factors. Descriptive method was used to create a systematic, factual, and accurate description of the facts, also the nature and the relationship between the studied phenomena. Meanwhile, proportion test was used to test the hypothesis and multiple linear test was used to determine the influencing factor. The result showed that 50% of farmers assessed the effectiveness of television as a source of agricultural information in the peri-urban agricultural area of Sleman Regency was low. Television effectiveness level indicator was known from the effect of mass communication caused after accessing television, that were cognitive, affective, and behavioral effects. The achievement of cognitive effect indicator was 50,43%, affective effect was 44,83% and behavioral effect was 49,34%. Variables that mostly affected the effectiveness of television was the motive of watching television. Most farmers in the peri-urban area rely on group meetings and field extension as a source of information related to agriculture instead of on television.

Keywords: Television, peri urban area, agricultural information,