

INTISARI

RESPONS PENYULUH PERTANIAN TERHADAP TABLOID SINAR TANI SEBAGAI SUMBER INFORMASI PENYULUHAN DI KABUPATEN SLEMAN

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11/313476/PN/12319

Penelitian ini dilakukan di Balai Penyuluhan Pertanian, Perikanan, Peternakan, dan Kehutanan di Kabupaten Sleman dengan tujuan untuk: 1) mengetahui tingkat respons penyuluh pertanian terhadap Tabloid Sinar Tani. 2) mengetahui faktor-faktor yang berpengaruh terhadap respons penyuluh pertanian terhadap Tabloid Sinar Tani 3) mengetahui pengaruh sikap penyuluh pertanian terhadap perilaku membaca pada Tabloid Sinar Tani

Metode yang digunakan dalam penelitian ini adalah metode deskriptif dengan teknik survei. Pengambilan sampel daerah dilakukan secara purposif, sedangkan pengambilan sampel penyuluh pertanian dengan acak sederhana. Total responden berjumlah 64 penyuluh pertanian. Metode analisis yang digunakan adalah uji proporsi, analisis linier berganda, dan analisis linier sederhana

Hasil penelitian menunjukkan bahwa respons penyuluh pertanian terhadap Tabloid Sinar Tani sebagai sumber informasi penyuluhan tergolong sedang. Faktor-faktor yang mempengaruhi respons penyuluh pertanian adalah masa kerja penyuluh, judul berita, dan tema. Selain itu, sikap penyuluh pertanian berpengaruh nyata terhadap perilaku membaca penyuluh pertanian pada Tabloid Sinar Tani

Kata Kunci : Respons, Penyuluh Pertanian, Tabloid Sinar Tani

Abstract

FIELD AGRICULTURAL EXTENSION WORKER RESPONSE TOWARD
TABLOID SINAR TANI AS EXTENSION INFORMATION SOURCE IN SLEMAN
DISTRICT

This research was conducted in Agriculture Extension Centre with some purpose : 1) Determine the response rate of field agricultural extension workers toward *Tabloid Sinar Tani*. 2) The factors that affect the response of field agricultural extension workers toward *Tabloid Sinar Tani*. 3) Impact of field agricultural extension workers attitude toward reading behaviour of *Tabloid Sinar Tani*

This research used descriptive method with survey technique. The samples of region were collected by purposive method, meanwhile the samples of field agricultural extension workers were collected by random sampling method. The total samples are 64 persons. The data was analyzed by proportion test, multiple linier regression analysis, and smple linier regression analysis

The results of this research show that field agricultural extension workers response toward *Tabloid Sinar Tani* is classified in middle category. The factors that significantly influence the response rate of field agricultural extension workers were job period, news headline, and theme. Besides, the field agricultural extension workers attitude significantly influence the reading behaviour of *Tabloid Sinar Tani*.

Keywords : response, field agricultural extension workers, *Tabloid Sinar Tani*