

**PERSEPSI PENYULUH PERTANIAN TERHADAP INOVASI CYBER
AGRICULTURE EXTENSION DI BPPKP KABUPATEN PURBALINGGA**

DESSY KUSHARDIYANTI

11/313436/PN/12313

Penelitian ini dilakukan di BPPKP (Badan Penyuluhan dan Ketahanan Pangan) di Kabupaten Purbalingga dengan tujuan untuk mengetahui tingkat persepsi penyuluh pertanian terhadap inovasi *cyber agriculture extension*, mengetahui faktor-faktor yang diduga mempengaruhi inovasi *cyber agriculture extension* terdiri dari karakteristik inovasi dan karakteristik penyuluh.

Metode yang digunakan dalam penelitian ini adalah metode deskriptif dengan teknik survei. Pengambilan sampel kelembagaan penyuluhan dilakukan secara purposif. Pengambilan sampel dengan cara sensus dimana total responden sama dengan total penyuluh di BPPKP sejumlah 40 penyuluh pertanian.

Hasil menunjukkan bahwa sebesar 71,32% penyuluh pertanian memiliki persepsi baik terhadap inovasi *cyber agriculture extension*, sedangkan 73,8% karakteristik inovasi mempengaruhi persepsi penyuluh terhadap inovasi *cyber extension*. Pendapatan, kepemilikan media dan lama menjadi penyuluh berpengaruh positif terhadap persepsi penyuluh dalam inovasi *cyber agriculture extension*. Umur dan pendidikan tidak berpengaruh signifikan terhadap persepsi penyuluh dalam *cyber agriculture extension*.

Kata kunci: Persepsi, website *cyber agriculture extension*, karakteristik inovasi, Penyuluh pertanian.

Pembimbing Utama,



Prof. Dr. Ir. Sunarru Samsi Hariadi, M.Si

Penulis,



Dessy Kushardiyanti

**FIELD AGRICULTURAL EXTENSION WORKER PERCEPTION TOWARD CYBER
AGRICULTURE EXTENTION INOVATION IN BPPKP PURBALINGGA DISTRICT**

DESSY KUSHARDIYANTI

11/313436/PN/12313

The reasearch was conducted in Food Security and Extention Agency (BPPKP) in Purbalingga district to know Field Agricultural Extension Worker (FAEW) perception toward inovation cyber agriculture extension, to know the factors that can affect FAEW perception toward inovation cyber agriculture extension, as well as the factors that influence of FAEW perception toward cyber agriculture extension are characteristics of inovation and characteristics of FAEW.

The method that used in this research was descriptive methode with survei technique. Sampling of extension institutions were conducted purposive, while sampling of FAEW was conducted by census method. Total respondents are same with total FAEW in BPPKP amounted to 40 respondents. The method of analysis that used was proportion of test, simple linear regression test, and multiple linear regression test.

The results showed 71,32% had supportive perception towards cyber agricultural extension inovation, while 73,8% characteristic of inovation positively influenced perception of FAEW toward cyber agriculture extension inovation. Income of FAEW, The times of being FAEW, media ownership positively influenced perception of FAEW toward cyber agriculture inovation. Age and education did not significantly affect perception FAEW towards cyber agricultural extension inovation.

Keywords: Perception, cyber agriculture extension website, characteristic of inovation, field agricultural extension workers.

Major Advisor,



Prof. Dr. Ir. Sunarru Samsi Hariadi, M.Si

Author,



Dessy Kushardiyanti