

ABSTRACT

THE EFFECTIVENESS OF THE CENTER OF EXCELLENCE (COE) MODEL ON THE EXTENSION WORKERS' PERFORMANCE LEVEL IN BP3K TALANG PADANG SUB-DISTRICT', TANGGAMUS REGENCY

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This research aims to identify the extension workers' performance level, the effectiveness of the Center of Excellence (CoE) model on the extension workers' performance level, and the factors related to the extension workers' performance in the BP3K Talang Padang Sub-District Tanggamus Regency. The research was conducted in 18 villages in the area of BP3K Talang Padang in July until September 2013. Respondents were all 13 extension workers and 96 farmers proportionately taken from the villages. Data were analyzed descriptively and using Rank Spearman analysis. The results showed that: (1) The level of extension workers' performance in BP3K Talang Padang is categorized into medium class, (2) the effectiveness of the Model of Center of Excellence (CoE) on the extension workers' level of performance in the BP3K Talang Padang Sub-District is categorized effective, (3) The factors related to the extension workers' performance in BP3K Talang Padang are the extension workers' income and the length of the extension workers in their job.

Keywords: CoE model, extension workers, performance, effectiveness

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