

**FACTORS RELATED TO THE LEVEL OF INNOVATION ADOPTION
IN CULTIVATION OF PEPPER PLANTS (*Piper nigrum*, Linn)
ORGANICALLY BY FARMERS IN GUNUNG RAJA VILLAGE
OF WEST SUNGKAI DISTRICT, NORTH LAMPUNG.**

ABSTRACT

by

Riezka Seftrian¹, Begem Viantimala², Suarno Sadar²

This research aims to know : 1) The level of innovation adoption in cultivation of pepper plants (*Piper nigrum*, Linn) organically by farmers in Gunung Raja Village of West Sungkai District, North Lampung. 2) The factors related to innovation adoption in cultivation of pepper plants (*Piper nigrum*, Linn) organically by farmers in Gunung Raja Village of West Sungkai District, North Lampung.

The research was conducted in Gunung Raja Village of West Sungkai District, North Lampung from July to August, 2011. There were 25 farmers as respondents and it was based on theory of Arikunto (2006). This research was a case study and data were analyzed descriptively and the correlation between variables was examined by using Rank Spearman Correlation.

The results of the research showed that: 1) The level of innovation adoption in cultivation of pepper plants (*Piper nigrum*, Linn) organically by farmer in Gunung Raja Village of West Sungkai District, North Lampung was in medium category. It means that respondents implemented the recommended organic pepper cultivation sufficiently 2) The levels of compatibility, complexity, trialability, and observability, the intensity in following extension education, farming land size and formal education level had a significant correlation with the level of implementation of technology in cultivation of pepper plants organically. Whereas, the level of cosmopolitaness had no significant correlation with the level of implementation of technology in cultivation of pepper plants organically.

Keyword: The level of innovation adoption, cultivation of pepper plants organically.

¹ Student, Departments of Social Economic Agriculture, College of Agriculture, University of Lampung

² Lecturers, Departments of Social Economic Agriculture, College of Agriculture, University of Lampung