

**THE SPEED OF DIFFUSION OF INNOVATION IN HYBRID CORN
COMMODITY IN BANDAR AGUNG VILLAGE,
BANDAR SRIBHAWONO DISTRICT
OF LAMPUNG TIMUR REGENCY**

ABSTRACT

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The purposes of this research are to find the following aspects in Bandar Agung Village, Bandar Sribhawono District of Lampung Timur Regency (1) the speed of diffusion of innovation, (2) factors correlated to the speed of diffusion of innovation, (3) the most correlated factor to the speed of diffusion of innovation.

This study was conducted in Harapan Jaya “Gapoktan” in Bandar Agung Village of Bandar Sribhawono District of Lampung Timur Regency in September 2011. The samples are 77 farmers as respondents taken by using Yamane Theory. Partial Kendall analysis is used to analyze the data gathered.

The results of the research showed that (1) the speed of diffusion of innovation in hybrid corn commodity was categorically fast, (2) the factors correlated to the speed of diffusion of the innovation were characteristics of the source of the innovation, characteristics of the receivers of the innovation, message, and channel, (3) characteristics of the receivers of the innovation was the most correlated factor to the speed of diffusion of innovation in hybrid corn commodity.

Key words : diffusion of innovation, hybrid corn

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