

THE ROLE OF GROUP MEMBERS OF CROSS BRAHMAN COW BREEDER IN PUBLIC DIRECT AID PROGRAM (BLM) IN TANJUNG TIRTO VILLAGE OF WAY BUNGUR DISTRICT IN LAMPUNG TIMUR REGENCY

ABSTRACT

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The objective of this research are to find out: 1) the role of group members on Public Direct Aid (BLM) in Tanjung Tirto village of Way Bungur district in Lampung Timur regency, 2) factors related to the role of group members on Public Direct Aid (BLM) in Tanjung Tirto village of Way Bungur district in Lampung Timur regency.

This research was conducted in Tanjung Tirto village of Way Bungur district in Lampung Timur regency from September to November 2011. Respondents were 34 breeders that were selected by propotional simple random sampling refer to Yamane theory (1967). This research used survey method. Data were analyzed by descriptive analysis and relationships between variables were tested by *Rank Spearman* correlation.

The results show that: 1) the role of group members of Public Direct Aid (BLM) in Tanjung Tirto village of Way Bungur district in Lampung Timur regency in returning beef cattle breeds is high classification (modus 3), and application five efforts of beef cattle cultivation is middle classification (modus 2) in; 2) factors related significantly to the role of group members of Public Direct Aid (BLM) in Tanjung Tirto village of Way Bungur district in Lampung Timur regency are knowledge level of breeder group members to Public Direct Aid program, knowledge level of breeder group members to five efforts of beef cattle cultivation, duration of breeding experience, and motivation of breeder group member to join in the Public Direct Aid program.

Keywords: cross Brahman cow breeder group, Public Direct Aid (BLM)

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