

ABSTRACT

PPL ROLE OF ADOPTION OF AGRICULTURE AGRICULTURAL INNOVATION

By:

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The agricultural sector is one sector that is very important role in the development of Indonesia. This can be seen from our position as an agricultural country, where most of the population resides in rural areas. The situation in most rural population is still primarily farming business. Position and the principal business of the above, the agricultural sector should get priority to be developed in order to improve the standard of living of the sector.

To create an advanced agricultural system takes the hard work in making use of existing resources, so it can be taken advantage of human life. One attempt to do is to create a means of supporting materials, technology tools and science yag accordance with the conditions in the countryside. Kesesuai it can be achieved if the link between science and technology are complementary and mutually supportive.

The initial steps must be taken PPL is moving and redirect the farmers, so the existence of farmer groups to their needs.

To see the participation of a person, it needs to be given in advance the understanding of the role. The concept implies a role through three different reviews, from a normative aspect, individual aspirations, and social relaitas. Normative aspects of the role in terms of rules or norms that wants the role carried out by someone. The role is defined as follows:

"The role is as the expectations imposed on individuals to occupy a particular social position" (N. Gross, WS Mason and AW Mc. Eachen, 1958: Chapter 4).

From the aspect of understanding the role of individual aspirations in terms of individual desires to receive the benefits of one's position, so the role can be defined as follows:

"The role is a behavior that is expected by others of a person who occupies a particular status and position" (Bruce J. Cohen, 1983: 76).

From the aspect of social reality is defined in terms of understanding the role of notch in fact fallen, so the role is defined as follows:

"The role is a subjective position that use of the rights and obligations to occupy a particular position" (Phil Astrid S. Susanto, 1985: 75).

PPL role can be defined as a business person's participation in charge of developing and directing the farmers through extension, so as to raise awareness of the farmers to believe that something that is recommended will lead toward better

The role of PPL in eksensial can be regarded as indicating a phase how much the frequency of arrival of PPL provides counseling, so that will be seen how many of the areas that have been disuluhkan and the extent of territory covered by penyuluhannya. If the frequency higher education, it will be many areas that can disuluhkan.

PPL activity may also ditentukan by activities outside the schedule penyuluhannya or referred to as non-formal activities.

Having seen from the results obtained from the field was the role of PPL in agricultural technology mengadopsian not have a great influence against the application of new technologies. PPL role of agriculture there an indication of the dominant support the creation of function activity more effective counseling and idial. Indications - the indication is part of the function that needs to get serious attention from an extension field.