

ABSTRACT

THE CORRELATION BETWEEN FARMERS CHARACTERISTICS AND INNOVATION CHARACTER WITH THE LEVEL OF INNOVATION ADOPTION OF HYBRID RICE CULTIVATION IN PUGUNG DISTRICT OF TANGGAMUS REGENCY

By

Lina Febri Yanti

This research aimed to analyze: (1) the level of innovation adoption of hybrid rice cultivation and (2) correlating factors toward the level of innovation adoption of hybrid rice cultivation in the Pugung District of Tanggamus Regency. The research data was collected in October-December 2014 by census method. The research respondents were all farmers who cultivated hybrid rice in Pugung District of Tanggamus Regency in 2014. The research data was analyzed descriptively and statistically by path analysis. The results showed as follows. (1) The level of innovation adoption of hybrid rice cultivation in Pugung District of Tanggamus Regency was commonly still in the moderate category, though hybrid rice cultivation innovation was quite profitable, but it was quite difficult to be applied by farmers. (2) The factors of land area of rice farming, education level, and innovation character were significantly correlated with the level of innovation adoption of hybrid rice cultivation; whereas, the factors of the level of rice farming experience and the courage level of taking risks were not significantly correlated with the level of innovation adoption of hybrid rice cultivation.

Key words: adoption, hybrid rice, innovation