

ABSTRACT

THE LEADERSHIP EFFECTIVENESS OF FARMERS GROUP LEADER IN THE DIFFUSION OF INNOVATION OF RICE INTEGRATED CROP MANAGEMENT'S IN SOUTH LAMPUNG REGENCY

By

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This study aims to determine: (1) the leadership effectiveness of farmer groups leader, (2) factors that related to the leadership effectiveness of farmer groups leader, (3) diffusion and innovation is rate of integrated rice crop management's, and (4) relation between the leadership effectiveness and the diffusion level of rice integrated crop management's innovation. This research was conducted in Palas Jaya Village and Pulau Tengah Village, Palas District, South Lampung Regency. The sample choosed purposively with the total of 64 farmers, 16 leaders of farmer groups and 48 members of farmer groups. The study was conducted from January to February 2016. The research method was survey. The relationship between variables was tested by Spearman Rank correlation test. The results showed that (1) the leadership effectiveness of farmer groups leader in Palas Jaya Village and Pulau Tengah Village were effective (2) factors that related to leadership level of farmer groups leader were motivation of farmer groups leader, the enthusiasm of farmer groups leader, and the responsibilities of farmer groups leader, (3) diffusion level of rice integrated crop management's innovation in Palas Jaya Village and Pulau Tengah Village were categorized in fast enough, (4) there was no relation between the leadership effectiveness and the diffusion level of rice integrated crop management's innovation in Palas Jaya Village and Pulau Tengah Village.

Keywords: Diffusion of Innovation, Rice Integrated Crop Management's, Leadership.

ABSTRAK

EFEKTIVITAS KEPEMIMPINAN KETUA KELOMPOK TANI DALAM DIFUSI INOVASI PENGELOLAAN TANAMAN TERPADU PADI DI KABUPATEN LAMPUNG SELATAN

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Penelitian ini bertujuan untuk mengetahui: (1) efektivitas kepemimpinan ketua kelompok tani, (2) faktor yang berhubungan dengan efektivitas kepemimpinan ketua kelompok tani, (3) kecepatan difusi inovasi PTT padi, dan (4) hubungan antara efektivitas kepemimpinan dengan kecepatan difusi inovasi PTT padi. Penelitian ini dilakukan di Desa Palas Jaya dan Desa Pulau Tengah Kecamatan Palas Kabupaten Lampung Selatan. Pengambilan sampel yang digunakan adalah *purposive sampling* dengan total sampel 64 petani, 16 ketua kelompok tani dan 48 anggota kelompok tani. Penelitian dilakukan pada Bulan Januari – Februari 2016. Metode penelitian yang dilakukan adalah survei. Hubungan antara variabel diuji dengan menggunakan uji korelasi *Rank Spearman*. Hasil penelitian menunjukkan bahwa (1) efektivitas kepemimpinan ketua kelompok tani di Desa Palas Jaya dan Desa Pulau Tengah adalah efektif, (2) faktor-faktor yang berhubungan dengan efektivitas kepemimpinan ketua kelompok tani adalah motivasi ketua kelompok tani, antusiasme ketua kelompok tani, dan tanggungjawab ketua kelompok tani, (3) kecepatan difusi inovasi PTT padi di Desa Palas Jaya dan Desa Pulau Tengah termasuk dalam kategori cukup cepat, (4) tidak terdapat hubungan antara efektivitas kepemimpinan ketua kelompok tani dengan kecepatan difusi inovasi PTT padi di Desa Palas Jaya dan Desa Pulau Tengah.

Kata Kunci: Difusi Inovasi, Kepemimpinan, Pengelolaan Tanaman Terpadu Padi