

ABSTRACT

BP3K'S READINESS AND DEVELOPMENT STRATEGIES ON CYBER EXTENSION PROGRAM IMPLEMENTATION IN TALANG PADANG SUBDISTRICT TANGGAMUS REGENCY

By

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This research aims to determine the readiness level of Agricultural Extension Center (BP3K) on cyber extension program implementation in Talang Padang Subdistrict Padang Subdistrict Tanggamus Regency in March-April 2014. Respondents consisted Tanggamus Regency, describe implementation of cyber extension program in the BP3K, and formulate development strategies. This research was conducted in BP3K Talang of 14 extension workers and 77 farmers. Methods of analysis used were percentage and SWOT descriptive analysis. The results showed that BP3K is not ready to implement cyber extension program. Implementation of cyber extension program in BP3K Talang Padang District Tanggamus Regency is only activity of downloading information, and farmers do not implement cyber extension program yet. The development strategies of cyber extension program implementation in BP3K Talang Padang District Tanggamus Regency consist of creating computer and cyber extension training routinely and continuously, utilizing self funding for cyber extension program implementation optimally, and creating coordination between local government and one of provider companies to increase power of internet access, as well as giving the B3PK Talang Padang Subdistrict some computers.

Keywords: BP3K, Cyber Extension, Implementation, Readiness