

## ABSTRAK

### PERSEPSI PETANI PADI TERHADAP KINERJA PENYULUH PERTANIAN DALAM MENINGKATKAN PRODUKTIVITAS PADI DI KECAMATAN GADING REJO KABUPATEN PRINGSEWU

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Persepsi merupakan sudut pandang individu terhadap objek yang diamati, yang terbentuk dari rangsangan yang diterima panca indera dan kemudian diorganisasikan dalam proses persepsi. Persepsi petani padi terhadap kinerja penyuluh pertanian menjadi faktor kunci dalam keberhasilan penyuluhan pertanian yang bertujuan meningkatkan produktivitas padi. Penelitian ini bertujuan untuk menganalisis hubungan antara persepsi petani terhadap kinerja penyuluh pertanian di Kecamatan Gading Rejo, Kabupaten Pringsewu. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei dan teknik pengambilan sampel purposive. Responden dipilih ketua kelompok tani yang aktif mengikuti kegiatan penyuluhan dipilih menggunakan random sampling. Data dianalisis menggunakan statistik deskriptif dan uji korelasi *Rank Spearman*. Hasil penelitian menunjukkan terdapat hubungan yang signifikan antara faktor-faktor seperti umur, tingkat pendidikan formal, lama berusahatani, status lahan, jumlah tanggungan keluarga, intensitas penyuluhan, tingkat interaksi sosial, dan tingkat penggunaan media penyuluhan. Penelitian ini merekomendasikan peningkatan kinerja penyuluh pertanian perlu diimbangi dengan pendekatan yang lebih sesuai dengan kondisi dan kebutuhan petani agar mampu mendorong peningkatan produktivitas padi secara berkelanjutan.

**Kata kunci:** Persepsi, petani padi, kinerja penyuluh pertanian, produktivitas padi

## **ABSTRACT**

### **RICE FARMERS PERCEPTIONS OF AGRICULTURAL EXTENSION WORKERS PERFORMANCE IN IMPROVING RICE PRODUCTIVITY IN GADING REJO DISTRICT, PRINGSEWU REGENCY**

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*Perception refers to an individual's perspective toward an observed object, which is formed through stimuli received by the senses and subsequently organized through the perceptual process. Rice farmers' perceptions of agricultural extension workers' performance are a key factor in the success of agricultural extension aimed at improving rice productivity. This study aims to analyze the relationship between farmers' perceptions and the performance of agricultural extension workers in Gading Rejo District, Pringsewu Regency. This study employed a quantitative approach using a survey method with purposive sampling. The respondents consisted of heads of farmer groups who actively participated in extension activities and were selected using random sampling. Data were analyzed using descriptive statistics and the Spearman Rank correlation test. The results indicate that there are significant relationships between farmers' perceptions and several factors, including age, level of formal education, length of farming experience, land tenure status, number of household dependents, intensity of extension activities, level of social interaction, and level of extension media utilization. This study recommends that improvements in the performance of agricultural extension workers should be accompanied by approaches that are better aligned with farmers' conditions and needs in order to promote sustainable increases in rice productivity*

**Keywords:** *Perception, rice farmers, agricultural extension workers, performance, rice productivity*