

PERCEPTION OF FARMERS TO THE INNOVATION OF ORGANIC VEGETABLE FARMING IN MERAPI ERUPTION REGION YOGYAKARTA INDONESIA

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The advantages of organic vegetables such as high prices, market certainty, and support from farmer groups have not been a strong attraction for most conventional farmers to move to adopt organic vegetable farming technology. The success of innovation in vegetable farming is largely determined by farmers' perceptions of organic vegetable farming innovations as farmers are an important part of the adoption and diffusion process of innovation. This study purpose to (1) describe the characteristics of organic vegetable farmers; (2) Studying perception of farmers toward organic farming innovation (3) to analyze the relationship of farmer characteristics with farmer perception to organic farming innovation

The research used survey method. The population in the study were all farmers located in Wukirsari Village, Cangkringan District, Sleman Regency. Sampling of farmers using stratified random sampling, with stratification of adopter farmers and non adopter farmers. Data analysis includes descriptive analysis, average scoring, and Spearman rank correlation

The results of this reaserch show that younger farmers have a wider area, and the farmers who have higher income will choose an organic vegetables farming automatically. innovation to organic vegetable farming was perceived by adopter-farmers as innovation that given relative advantages, compability, complexity, to triability and observability. Perception of non adopter-farmers to organic vegetable farming is not observable Rank Spearman correlation result indicated that age adaptor-farmer had significant and positive correlation with the perception of relative advantages complexity, and triability, but farmer education has a negative correlation with relative advantage and compability. Land area has positive correlation with triability Land area and income of non-adapter farmer have positive correlation with perception of innovation which is compability

Characteristics of farmers, perception, innovation