

## **ABSTRACT**

*This study aims to determine the the availability of cabbage farmers to the use of PGPR in sidngok Village, Banjarnegara Distric Bidding Subdistrict and analyze the factors that influence farmers' attitudes towards the use of PGPR (Plant Growth Promoting Rhizobacteria) in Sidengok Village, Banjarnegara District Bidding Subdistrict. The attitude of farmers of of measured by using three components, namely cognitive attitudes, afective attitudes and conative attitudes. Determination of location of the study was done intentionally in Sidengok Village, Banjarnegara District Subdistrict, with the considerationthat only the Sunlight Farmers Group in Sidengok Village, was the only farmer group that used PGPR in the BanjarnegaraDistrict Bidding Sibdistrict. Farmer sampling is done by census method to members of the sunshine farmer group who use PGPR (Plant Growth Promoting Rhizobacteria) in cabbage cultivation. Data collection techniques are carried out by observation and interview. The result of this study indicate that the attitude of cabbage farmers to the use of PGPR (Plant Growth Promoting Rhizobacteria) is in the good category, affective attitude fall into good categories and the conative attitude is in the unfavorable category in addition there is a significant relationship between information education and farmer activities with the attitude of cabbage farmers to the use of PGPR (Plant Growth Promoting Rhizobacteria), while experience age, land area, income and availaility of PGPR (Plant Growth Promoting Rhizobacteria) there is no significant relationship.*

**Keyword :** *farmer attitude, PGPR, cabbage vegetable*