

ABSTRACT

THE FARMER PERCEPTION TOWARDS THE AGRICULTURE INNOVATION OF SEMI-ORGANIC PADDY IN BENER SUBDISTRICT, PURWOREJO DISTRICT. 2019. AGUNG PRIHARTONO (Supervised by LESTARI RAHAYU and SITI YUSI RUSIMAH). The agriculture of semi-organic paddy is a farming method which use the organic principle in the cultivation method, which minimize the using of external input such as chemical fertilizers and pesticides as the alternatives to an organic agriculture purely. This research aims to describe the perception of all farmers towards the agriculture innovation of semi-organic paddy and to describe the perception differences between farmers who apply the agriculture innovation of semi-organic paddy and the farmers who do not. This research was done in three villages which apply the agriculture principle of semi-organic paddy; Ngasinan, Legetan, and Bleber Village. The data was collected by interviewing and observing to the 75 farmers who apply the agriculture innovation of semi-organic paddy and 29 farmers who do not, which taken by the census technique. The analysis used is descriptive analysis. The research result shows that the perception of all farmers who apply the agriculture innovation of semi-organic is included to good category. The perception difference is seen clearly that the farmers who apply for the agriculture innovation of semi-organic paddy is included into good category, while the farmers who do not apply the agriculture innovation of semi-organic is included into good enough category.

Keywords: perception, innovation, semi-organic paddy.