

ABSTRACT

FACTORS AFFECTING OF FARMER'S ATTITUDE TOWARD RULAR AGRIBUSINESS DEVELPOMENT (PUAP) AT GAPOKTAN MAKARYOWONO OF TLOGOWERO VILLAGE BANSARI SUB-DISTRICT TEMANGGUNG REGENCY (under supervision of Dr. Indardi, M.Si and Retno Wulandari SP. M.Sc). Rural Agribusiness Development (PUAP) is one among other programs which is conducted by Agricultural Department intergrating whit National Community Emperowment Program (PNPM-M) to help under privileged rural farmers experiencing inadequate venture capital. This research aims to identify the characteristics of farmer receiving funding from PUAP, the attitude of farmers toward PUAP's program and influencing factors of farmer's attitude toward PUAP. This research was conducted at Tlogowero village Bansari sub-district Temanggung regency. The responent's data were taken using Propotional Random Sampling with the total amount of 36 farmers. Methods of data analysis using descriptive analysis with Likert Scale and analysis tested with Spearman Rank Correlation Coefficient. The result of the analysis indicate that the characteristic of farmer receiving funding from PUAP consist of age, education level, the numbers of depents and income. The cognitive attitude and affective attitude include in category high. The conative attitude of farmers towards PUAP program include in midle category. Factors that influence the attitudes of farmers with cognitive attitude there is a significant relationship that is active in farmer groups. Factors that influence the attitudes of farmers with affective attitude can not be the analysis because of the absence of data variation. Factors that influence the attitudes of farmers with conative attitude that there exist significant association of media usage intensity and liveliness in farmer groups.

Keywords : Attitude, PUAP, Farmers