ABSTRACT

IKHSAN FUADY. Correlation Between Communication Behavior and Organic Agriculture Cultivation Practices (Case: Red Onion Farmers in Srigading Village Subdistrict of Sadan, Distric of Bantul) Under the supervision of DJUARA P. LUBIS and RICHARD W E LUMINTANG.

Sustainable agriculture development holds an important issue now days. Farmers’ Communication behaviors in information seeking constitute a pivotal position in order to increase the farmers’ autonomy. The objectives of this research were: (1) to describe the practices of organic agriculture cultivation in red-onion farmers, (2) to analyze the correlation between farmers’ characteristics and the red-onion organic agriculture practices, (3) to analyze the correlation between farmers’ communication behavior and red-onion organic agriculture practices, (4) To analyze the correlation between farmers’ assessment towards agricultural technology, (5) to analyze the correlation between the red-onion organic agriculture practices and the degree of farmers’ autonomy in getting the production tools. This research was designed qualitatively using survey method. The data was analyzed using Tau-Kendall Test. This research produced several results such as: an Organic practice that has been conducted by the farmers was not utterly organic. The organic performer’s behavior was influenced by communication behavior variable and individual characteristics’. The farmers’ Autonomy was much correlated with farming activities’ behavior.

Key words: communication behavior, organic agriculture, red - onion