ABSTRACT

WAWAN K. TOLINGGI. The Development of Audit Communication to Maize Agropolitan’s Programme in Gorontalo Province (Cases in North Gorontalo and Pohuwato Regency). Advisory committee, SUMARDJO and SUTISNA RIYANTO.

The development of agropolitan’s area in Gorontalo province with the best commodity of maize that suppose to increase the income and farmer’s wealthy. The aims of this research are; (1) to explain the correlation between farmer’s characteristic and communication process with farmer’s participation in maize agropolitan’s programme; (2) to explain the correlation between communication process with farmer’s participation in maize agropolitan’s programme; (3) to explain the various results of audit communication process and farmer’s participation in maize agropolitan’s programme in Gorontalo Province. The design of this research was survey with used correlational descriptive approach and directed to evaluative research. The total of respondents in this research were 200 farmers. The research was implemented on October 2008 until February 2009 in Gorontalo Province, cases in North Gorontalo Regency and Pohuwato Regency. The data were analyzed by used descriptive statistic. Correlation Rank Spearman was used to test the correlation between farmer’s characteristic with farmer’s participation. The results of this research were: (1) farmer’s characteristics had a correlation with requirement and farmer participation’s grade in North Gorontalo Regency and Pohuwato Regency were formal education, the wide of farming land, and experience of maize’s farming and join in farmer group; (2) communication’s process that had significant positive correlation with requirement and participation’s grade in North Gorontalo and Pohuwato Regency were change agent’s credibility, message treatment, communication’s context, message media, communication’s models and communication’s obstacles; (3) the various results of audit of communication’s process and farmer’s participation in North Gorontalo Regency, were showed the low index value and status, while in Pohuwato Regency were showed the good index value and status.

Keywords: Audit of Communication, Maize Agropolitan’s Programme, Gorontalo Province

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