ABSTRACT

MARDIANAH. The Effect of Radio Broadcast on Diffusion of Wet rice Cultivation Technology Information to Increase Farmer Knowledge and Affective Farmer (Case of Kluting Jaya Village, Weda Selatan District, Halmahera Tengah Regency, Maluku Utara Province). Under direction of DJUARA P. LUBIS and RICHARD W.E. LUMINTANG.

The aims of this research were: (1) determining the farmer’s behavior on listening radio broadcast about diffusion of wet rice technology information in Maluku Utara. (2) analyzing the factors that influence farmers behaviour on listening radio broadcast. (3) determining the effect from radio broadcast to towards farmers knowledge and farmers attitude. This research used survey method and quosity experimental design. Purposive approach was used act to determine the location and sampel of this research. Thirty farmers have been chosen from two farmer groups. This research was conducted in Kluting Jaya, Weda Selatan District, Maluku Utara Province. This research was taken place from March until May 2010. The findings from this research shows that farmers have a high frequent on listening radio broadcast (five times on a week with average on hours a day). The factors that extremely influencing the farmers behaviour on listening radio broadcast were age, institutional support, content from the broadcast, time from the broadcast, program format, the announcer style of broadcast, interpersonal media, printed media, television, and social status. There is also an interesting findings from this research, the findings explain that radio broadcast can increase farmer’s knowledge and also farmer’s attitude. The increase of knowledge significantly occured on land cultivated, fertilizer, pest and disease management, harvest management. Attitude change occured significantly on planting aspect, fermentizing aspect, harvest aspect.

Keywords : Radio broadcast, dissemination, wet rice cultivation technology.