ABSTRACT

MASNAH. 2010, Communication Behaviour, Perception and Adoption of LPG 3 Kilograms Conversion Program in Jagakarsa, Jakarta Selatan. Supervised by Mr. AMIRUDDIN SALEH and Mr. MD. DJAMALUDIN.

This study aims to determine the perception, identification and communication behaviors determine the level of adoption RW housewife 08 Lenteng Agung, South Jakarta Jagakarsa about 3 kg LPG stove usage, as well as analyze the relationship between perception and behavior of communication with the adoption rate housewives RW 08 Lenteng Agung, Jagakarsa South Jakarta on usage of 3 kg LPG stove. Research conducted in the neighborhoods. 08 Lenteng Agung, Jagakarsa, South Jakarta. From June 2010 until July 2010. Design research is a descriptive correlational survey with a questionnaire as a means of collecting primary data. To get these examples use simple random sampling technique disproportionate sampling (simple random sample is not proportional). Sampling was determined using the Slovin formula. To obtain these samples, which was randomly selected. When calculated using the formula Slovin 94 people there who all housewives. Data analysis using descriptive statistics such as frequency distribution, percentage, averaging a score and the total average score. Was to test the correlation using Spearman rank correlation test with SPSS version 17.0 for Windows. The result of descriptive research showed that housewives in this study pertained mostly young age and graduated from high school. Results showed that respondents' perception about the use of housewives 3 kg LPG stove for the use and maintenance Uncategorized indicators are, only purchase high. Communication behavior of housewives in general about the use of 3 kg LPG stove including frequent category (active), both in interpersonal communication and of media. The behavior of communicating in groups and involvement in decision-making by a housewife on the use of 3 kg LPG stove belonging to rare or inactive. This study aims to determine the perception, identification and communication behaviors determine the level of adoption RW housewife 08 Lenteng Agung, South Jakarta Jagakarsa about 3 kg LPG stove usage, as well as analyze the relationship between perception and behavior of communication with the adoption rate housewives RW 08 Lenteng Agung, Jagakarsa South Jakarta on usage of 3 kg LPG stove.

Keywords: Communication Behaviour, Perception and Adoption.