ABSTRACT

NURHAYATI. Factors Influencing Communication Effectiveness in Field School of Integrated Crop Management of Rice: A case study in Cikarawang Village, Bogor Barat Sub-district, Bogor City. Under supervision of AIDA VITAYALA S. HUBEIS and SUTISNA RIYANTO.

A study was carried out to analyze the relationships among influencing factors to communication effectiveness in socialization of technological innovation in conducting the program of Field School of Integrated Crop Management of Rice, in Cikarawang Village, Bogor Barat Sub-district, Bogor City. Data were collected using questionnaire method, and then analyzed using $\tau$ - Kendal descriptive method. The results of the study showed that the factor of field guide characteristic had a significant correlation with the communication participation of farmer. The field guide characteristics also had a significant correlation with the technological innovation characteristic (i.e. trialibility and observability). Some elements of farmer characteristics (i.e. age and experience) significantly correlated with the communication participation of farmer. However, all elements of communication channels (type of media and place and time suitability) were not correlated with the communication participation of farmer. This could be due to the absence of other type of media, other than the direct communication (meeting, discussion and field practice). Farmer participation to the main activities of the field school program (PRA, meeting, discussion and field practice) significantly correlated with the knowledge enhancement (cognitive) and with the attitude change tendency (affective) of program-involved farmers. However, the communication participation of farmer was not correlated with the action of program-involved farmers to apply technological innovation of the field school. In other words, although program-involved farmers had obtained enough knowledge and had tendency to choose technological components in the field school program, but in general they had not yet applied optimally the components.

Keywords: Communication effectiveness; field school-integrated cognitive, crop management of rice; communication participation, affective.