

DAFTAR PUSTAKA

- Achmad, Tauseef . (2011). *The Impulse Buying Behaviour of Consumes For The FMCG Products In Jodhpur*. Australian Journal of Basic and Applied Sciences, 5(11), 1704-1710.
- Aderuskandar. (2010). *Persepsi Petani dan Identifikasi Faktor Penentu Pengembangan dan Adopsi Varietas Padi Hibrida*, 113–125.
- Adesina dan Zinnah. (1993). *Technology characteristics, farmers' perceptions and adoption decisions : A Tobit model application in Sierra Leone*, 9, 297–311.
- Ahmed, Muhammad, M. (2015). *Exploring Theory of Planned Behaviour for Understanding Agricultural Informationutilizationby Rural Farmers in Katsina State Department of Library and Information Science* , FCE ZARIA , 3Hamza, 20(6), 27–32. <https://doi.org/10.9790/0837-20622732>
- Ajzen, I. (1991). *The theory of planned behavior*. Organizational Behavior and Human Decision Processes, 50, 179–211.
- Ajzen, I. 2005. *Attitudes, personality, and behavior*. New york: open university press.
- Ajzen, I. (2012). *The Theory of Planned Behavior*. In P. A. M. Lange, A. W. Kruglanski & E. T. Higgins (Eds.). *Handbook of Theories of Social psychology*. London, UK: Sage.
- Ajzen, I. (2012a). *American Academy of Political and Social Science Martin Fishbein's Legacy: The Reasoned Action Approach*, 640(March 2012), 11–27
- Ajzen, I., & Fishbein. 1975. *Theory Of Planned Behavior* , Masihkah Relevan ?, 1–26.
- Akhter, M., Zahid, M. A., Sabar, M., & Ahamd, M. (2008). *Identification of restorers and maintainers for the development of rice hybrids*. Journal of Animal and Plant Sciences, 18(1), 40–43.
- Aqila, N., Osman, A., Abdullah, S., & Nizam, S. (2016). *The Relationship of Attitude , Subjective Norm and Website Usability on Consumer Intention to Purchase Online: An Evidence of Malaysian Youth*. Procedia Economics and Finance.

- Arikunto, Suharsimi. (1996). *Prosedur Penelitian : Suatu Pendekatan Praktek*. Rineka Cipta. Jakarta
- Arikunto, S. (2006). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Asnawi, Nur dan Masyhuri. (2011). *Metodologi Riset Manajemen Pemasaran : Dilengkapi dengan Contoh Hasil Penelitian*. UIN Maliki Press. Malang
- Atmosudirdjo, P. (1987). *Pengantar Sistem Informasi Manajemen*. Bandung: Remadja Karya CV
- Augusto, J., Borges, R., Oude, A. G. J. M., Marques, C., & Lutke, V. (2014). *Understanding farmers ' intention to adopt improved natural grassland using the theory of planned behavior*. *Livestock Science*, 169, 163–174. <https://doi.org/10.1016/j.livsci.2014.09.014>
- Bakar, A., Yakasai, M., Jamaliah, W., & Jusoh, W. (2015). *Testing the Theory of Planned Behavior in Determining Intention to Use Digital Coupon among University Students*. *Procedia Economics and Finance*, 31(15), 186–193.
- Balitbang Pertanian. 2007. *Daerah Pengembangan dan Anjuran Budidaya Padi Varietas Unggul Hibrida*. Jakarta: Badan Penelitian dan Pengembangan Pertanian.
- Balai Besar Penelitian Tanaman Padi. 2015. *Keunggulan Padi Hibrida*. Balitbangtan- Kementrian Pertanian
- Bamberg, S., & Schmidt, P. 2003. *Theory-driven, subgroup-specific evaluation of an intervention to reduce private car-use*. *Journal of Applied Social Psychology*, 31, 1300–1329.
- Borges, J. et al. (2014). *Understanding farmers' intention to adopt improved natural grassland using the theory of planned behavior*. *Livestock Science*, 169(C), 163–174.
- BPS Kota Batu, 2015. *Statistik Daerah Kota Batu 2015*. Kota Batu: Badan Pusat Statistika.
- Fitriani Yuni, Tamtomo D., Endang S.S. *Path Analysis on the Determinants of the Use of Integrated Health Post and The Aplplication of Theory of Planned Behavior*. School Of Health Sciences, Stikes Bhakti Mandala

- Husada, Slawi. Faculty of Medicine, Sebelas Maret University, Surakarta. 237
- Ghozali, Imam. 2001. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Peneliti Universitas Diponegoro.
- Hanafi A. 1986. *Memasyarakatkan Ide-Ide Baru*. Surabaya: Usaha Nasional.
- Haris, I. (2012). *Determinant Factors of Decision Making Process in Higher Education Institution (A Case of State University of Gorontalo, Indonesia)*, 12(18).
- Hasan, M. Iqbal. (2002). *Pokok-pokok Materi teori Pengambilan Keputusan*. Jakarta: Ghalia Indonesia
- Hendrawati E, Yurisanthae E, Radian. 2014. *Analisis Persepsi Petani Dalam Penggunaan Benih Padi Unggul di Kecamatan Muara Pawan Kabupaten Ketapang*. Jurnal Social Economic of Agriculture. Vol. 3 (1): 53-57.
- Lionberger, Herbert F. 1968. *Adoption of New Ideas and Practices*. The Iowa State University Press. Iowa.
- Lin, J. Y. (1991). *Education and Innovation Adoption in Agriculture: Evidence from Hybrid Rice in China*. *Agricultural Economics*, 73(3), 713–723. <https://doi.org/10.2307/1242823>
- Matakena, S., 2013. *Faktor yang Mempengaruhi Peralihan Usahatani Padi ke Usahatani Jeruk Manis*. Jurnal Agribisnis Kepulauan (Agrilan), 2(2), pp.57-108.
- Mardikanto T. 1993. *Penyuluh Pembangunan Pertanian*. Sebelas Maret Universitas: Surakarta
- Mulyadi. (2007). *Jurnal Penyuluhan*. Jurnal Penyuluhan, 3(1), p.18-23.
- Musyafak dan Tatang Ibrahim. 2005. *Strategi Percepatan Adopsi dan Difusi Inovasi Pertanian Mendukung Prima Tani*. Balai Pengkajian Teknologi Pertanian Kalimantan Barat
- Nazir, M., 2005. *Metode Penelitian*. Bogor: Ghalia Indonesia.
- Ninik Sriyantil, I. M., & Fatchiya, A. (2006). *Persepsi Nelayan Tentang Penjoikan Formal 01 Kecamatan Rembang, Kabupaten Rem Bang, Provinsi Jawa Tengah*. Buletin Ekonomi Perikanan, VI(3), 40–49.

- Nurasa Tjetjep dan Herman Supriadi. 2012. *Program Sekolah Lapang Pengelolaan Tanaman Terpadu (SL-PTT) Padi: Kinerja dan Antisipasi Kebijakan Mendukung Swasembada Pangan Keberlanjutan*. Analisis Kebijakan Pertanian. Volume 10 No. 4, Desember 2012: 313-329
- Pannell, D. J., Marshall, G. R., Barr, N., & Curtis, A. (2006). *Adoption of conservation practices by rural landholders*. *Australian Journal of Experimental Agriculture*, (2001),1407–1424. <http://doi.org/10.1071/EA05037>
- Paul, J., Modi, A., & Patel, J. (2016). *Journal of Retailing and Consumer Services Predicting green product consumption using theory of planned behavior and reasoned action*. *Journal of Retailing and Consumer Services*, 29, 123–134. <https://doi.org/10.1016/j.jretconser.2015.11.006>
- Pertiwi dan Saleh. (2010). *Persepsi Petani tentang Saluran Komunikasi Usahatani Padi*, 8(2).
- Pingkan, Mia, & D. (2014). *Persepsi Petani Terhadap Inovasi Teknologi Pestisida Nabati Limbah Tembakau (Suatu Kasus pada Petani Tembakau di Kabupaten Sumedang)*, 16(2), 171–183.
- Rakhmat J. 2008. *Psikologi Komunikasi*. Jilid 26. Bandung: PT Remaja Rosdakarya
- Rogers, E.M. and Shoemaker, F.F., 1971. *Communication of Innovation: A Cross Cultural Approach*, New York: Free Press.
- Sabar M, M. Akhter, F.A. Faiz, S.S. Ali and M. Ahmad. 1997. *Identification of restorers and maintainers for developing hybrid rice*. *Journal Agricultural and Restore*. Rice Research Institute, Kala Shah Kaku, Lahore, Pakistan. 1-6
- Satoto, & Suprihatno, B. (2008). *Pengembangan Padi Hibrida di Indonesia*. *Iptek Tanaman Pangan*, 3, 27–40.
- Seline S. Meijer, Delia Catacutan, Gudeta W. Sileshi, Maarten Nieuwenhuis, 2015. *Tree Planting By Smallholder Farmers In Malawi: Using The Theory Of Planned Behaviour To Examine The Relationship Between Attitudes And Behaviour*. *Journal of Environmental Psychology* 43 (2015) 1-12

- Singarimbun, Masri. 1989. *Metode Penelitian Survei*. LPS3ES. Jakarta.
- Singarimbun, M. & Effendi, S., 2006. *Metode Penelitian Survei*. Revisi ed. Jakarta: LP3ES Indonesia.
- Sugiyono. 2008. *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Alfabeta. Bandung
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Soekartawi. 1988. *Prinsip Dasar Komunikasi Pertanian*. Universitas Indonesia. Jakarta
- Sumarwan U., N. dan K. (2015). Perilaku Dunia Usaha dalam Melakukan Adopsi Inovasi Pertanian, *XVI*(1), 29–37.
- Watt, J.H. & Van den Berg, S.A., 2002. *Research Methods for Communication Science*. 2nd ed. New York: Rensselaer Polytechnic Institute.