

SUMMARY

BAYU BUDIANDRIAN (0810440031). Evaluation of Implementation Batu Go Organic 2012 Program (Case Study : Pendem Village, Junrejo District, Batu Regency). Under Supervisor by Prof. Dr. Ir. Sugiyanto, MS. And Tatiek Koerniawati A, SP. MP.

Indonesian population is growing up for every years, it's affecting effort for the government to equilibrate increasing food demand with the growth population rate. The policy of green revolution who once considered be able to prevent of food insecurity, now is known to raises a lot of negative impact. The excessive use of chemical fertilizers result in damage to the soil structure. To avoid impact by the conventional agriculture is it, nowadays has developed one of alternative agricultural systems that are ecologically sustainable, and that production still be able to sufficient their food needs. The technology known as organic farming.

Rice is an main commodity in Indonesia, and the high rice consumption levels of in east java, has opened the opportunities for organic products as an alternative to sufficing the demand needs. Therefore, the government of Batu city make a policy that implemented on the Batu Go Organic 2012 program as an effort to support organic farming. The implementation by the program would not be fully success, it's need an evaluation Batu Go Organik 2012 program in this time. Farmers behavior change and farmers participation on program Batu Go Organic 2012 is one of the determining factors in the sustainability of the program, because without farmers behavior change and participation as executor, program will not be able to reached.

The research purpose are: (1) To describe the farmers behavior change on Batu Go Organic 2012 program, (2) To identify the farmers social economic factor on Batu Go Organic 2012 program, (3) To describe the farmers participation levels on Batu Go Organic 2012, (4) To analyze the correlation of social economic factor with the farmers behavior change, (6) To analyze the correlation of farmers social economic factor with the farmers participation.

Determination of research area is purposive in Pendem village, Junrejo district, Batu Regency. The information of Batu Go Organic 2012 in this research obtained through *In-Depth* interview with *Key Informant*. The method used in determination of *Key Informant* are using *Non-Probability Sampling* technique. Data analyze method that use in this research are (1) Descriptive qualitative analysis with *scoring method* and *Likert Scale* to give a score in each variable. This analyze used to indentify farmers behavior changes, farmers participation and farmers social economic factor on implementation Batu Go Organic 2012 program (2) Descriptive quantitative analysis and correlation analysis *Rank Spearman* that used to analyze the correlation on each variable.

The research results are :

1. Farmers behavior change levels on Batu Go Organic 2012 program on program description stages include medium category 66,67% from maximal score, on loss and benefits program stages include medium category 63,33% from maximal score and than on technical aspect of the implementation stages include high category 79,16% from maximal score.
2. Condition of social economic factor of farmers participation in research area : formal education levels include medium category 66,67% from maximal score; Non formal

education levels include medium category 73,33% from maximal score; farming time levels include medium category 66,67% from maximal score; past experience levels include medium category 63,33% from maximal score; holding land area levels include medium category 56,67% from maximal score; income levels include medium category 70,00% from maximal score.

3. Farmers participation levels on Batu Go Organic 2012 program on planning stages include medium category 71,66% from maximal score; on implementation stages include high category 80,00% from maximal score; on evaluation stages include medium category 73,33% from maximal score; on utilization result stages include medium category 57,78% from maximal score.
4. There are correlation between social economic factor with the farmers behavior change on Batu Go Organic 2012 program.
5. There are no correlation between social economic factor with the farmers participation on Batu Go Organic 2012 program.

Suggestion that extended based on the result from this research was : 1) farmers behavior change and participation on Batu Go Organic 2012 program in Pendem Village, Junrejo District, Batu Regency are include medium category, that is necessary enhanced and maintained so that the farmers have an good perception about organic farming, thereafter to increase agricultural production through the active participation on every stages Batu Go Organic 2012 program. 2) Counseling materials that given to the farmers about organic farming should be developed and simplified usage of the language, so that the farmers can easier to grasp and understand materials about organic farming that has been given. 3) Expected to the government and department of agriculture can more specific and precise in provision of assistance in the form of organic fertilizer, which is still considered yet enough to implement organic farming.