

ABSTRACT

BESTARI RANGGI NIRMALA, Some factors influencing adoption innovation of utilization rice field with rose powder commodity on “Ngudi Raharjo” farmer group in Ampalgading village, Kenteng, Bandungan, Semarang. Guided by **TEGUH KISMANTORADJI** and **BUDIARTO**. The aims of this research are 1). to know the factor that influence adoption innovation of utilization rice field with rose powder commodity on “Ngudi Raharjo” farmer group. 2). to know the level of adoption innovation in “Ngudi Raharjo” farmer group. Implementation of research methodes used in this study is a survey. Method of determining the location of this study using purposive sampling methode. Kinds of data used is the primary of data and secondary. The data resources are obtained from farmer group, village office, district office and literature. Techniques of data collection by of observation, questionnaires, interviews, and documentation studies. To determine the factors and affect the adoption innovation of multiple linier analysis. To determine the level of adoption innovation of farmer using a likert scale and tested with one sample t-test.

The result showed that the factors influenced adoption innovation in farmer groups are land area, income, experience of farm, economic environment. The level of adoption innovation in farmer groups showed average 31,74. The level of adoption innovation in “Ngudi Raharjo” farmer groups in high category.

Keywords : innovation adoption, farmer group members