

## **ABSTRACT**

*ANGGUN WIAN TO PUTRO, Influence Factors Shaping Attitudes Attitudes towards Organic Farmer at Farmer Group "Sri Makmur" Village Sukorejo Subdistrict Sambirejo Regency Sragen Guided By NANIK DARA SENJAWATI And AGUS SANTOSA.*

*The purpose of this study was to analyze Influence Factors Shaping Attitudes Attitudes towards Organic Farmer at Farmer Group "Sri Makmur" Village Sukorejo Subdistrict Sambirejo Regency Sragen. The method used is descriptive method with survey techniques. Location determination methods used are purposiv sampling method or deliberately. The sampling method used is simple random sampling method or a simple random farmer groups "Sri Makmur". The data used are primary data and secondary data. Source data from this study related to the research institute is Agriculture Department Regency Sragen, Agricultural Extension Agency Subdistricts Sambirejo, Farmer Group "Sri Makmur" Village Sukorejo and study literature. Research data collection techniques are observation, interviews and questionnaires. Methods of analysis using Multiple Linear Regression Analysis, test the accuracy of the model, f and t test. The results showed that the attitude-forming Factors namely farmers experience, formal education, non-formal education, the influence of others, the influence of mass media and cultural influence effect on the attitude of organic rice farmers in Farmers Group "Sri Makmur" Village Sukorejo Subdistrict Sambirejo Regency Sragen*

*Keywords: forming an attitude, an attitude of farmers, organic rice*