

ABSTRACT

ANITA WINDRATI. Level of Innovation Adoption Produced Organic Fertilizer Organic Fertilizer Processing Unit (UPPO) for Rice in the Minggir District Sleman Regency. Supervisor NANIK DARA SENJAWATI and JUARINI.

The purpose of this research was (1) to analyze the rate of adoption of innovation use of organic fertilizer, (2) analyze the effect of direct and indirect variable needs, advantages, compatibility and harmony, knowledge and capabilities, facilities, and skills to the level of adoption of technological innovations organic fertilizer, (3) analyze the development of the use of organic fertilizers Minggir District. The method that was done in this research was descriptive analysis techniques of data collection through interviews and questionnaires distributed by type of primary and secondary data. The research location is determined by purposive sampling in Singojayan farmer groups, Sendangarum, District Move the number of respondents 46 people consisting of administrators and members of farmer groups. Methods of data analysis are used to test path analysis. The results showed that the level of organic matter in the District Move included in the medium category, the factors that directly influence the rate of adoption of innovation is the need of organic fertilizer, profits, knowledge and capability, ease, and skill. While not a direct factor influencing the rate of adoption of innovation is an organic fertilizer compatibility and harmony. The development of organic fertilizer in Minggir District increasing.

Keywords: Level of adoption of innovation, organic fertilizer, UPPO

