

**STRATEGI PEMBERDAYAAN PENYULUH PERTANIAN MELALUI
PENINGKATAN KOMPETENSI DI BIDANG INFOPRENEURSHIP
(KASUS DI JAWA TENGAH)**

Z. Arifin*

ABSTRACT

The extension papers published by media in the form of articles in magazines or newspapers or in the form of printed books felt very less time, whereas the number of agricultural extension workers PNS, including an almost 51 000 THL. In the past 6 months are not writing the work of agricultural extension on news Kompas, Suara Merdeka, Kedaulatan Rakyat dan Magelang Ekspres which is a Central Java, Yogyakarta and Magelang. In the last 2 years (2009 and 2010) only to find 2 pieces of paper in the paper Suara Merdeka agricultural extension in BPTP. From interviews with some of the agricultural extension workers in Central Java extension workers trouble writing the reasons: 1) Never get a journalistic exercise, 2) There has been no willingness to write and writing to the media sends a newspaper; 3) Do not have time because often the field and 5) have yet to see its benefits as a writer. To overcome these obstacles include 1) The extension on the ground in addition to technical training in agriculture, journalism also needs to be trained so they can strengthen their competence in the dissemination of information, 2) should be given motivation that writing it would Formatting main task of agricultural extension; 3) Ability of management time that needs to be taught to the extension worker; 4) Perform in Hause training among its own extension; 5) Follow the trainings on the competency of writing, both scholarly writing and popular writing, a lot of companies held by private individual publishing. For that, start by trying to "Self Investment" or independent investment because of competence in the field Infopreneur useful not only when the extension is still working as civil servants but also when the extension is already retired

Keywords :extension, infopreneurship,

**Staf pengajar Sekolah Tinggi penyuluhan Pertanian Magelang*

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