

**PENGARUH KARAKTERISTIK PETANI DAN ADOPTSI INOVASI PENGGUNAAN
PUPUK ORGANIK KELOMPOK TANI TRANGGULASI DESA BATUR KECAMATAN
GETASAN SEMARANG**

*(Influence Of Characteristics Of Farmers And Innovation Adoption Of Organic Fertilizer Use In
The Farmers Tranggulasi Batur Village District District Getasan Semarang)*

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ABSTRACT

The study was conducted at the Tranggulasi Farmers group, Batur village, Getasan district, Semarang regency for 6 months, starting from March until August 2011. The purpose of this study was: to analyze the adoption rate of organic fertilizer, analyze the characteristics of farmers and the characteristics of innovations that influence adoption of organic fertilizer in Tranggulasi Farmers Group, Batur village, Getasan district, Semarang regency. Location determined by purposive sampling, whereby the farmer groups Tranggulasi been exporting organic vegetables abroad, respondents were drawn at random from members of farmer groups. To determine the effect of farmer characteristics and the characteristics of innovation to adoption of the use of organic fertilizers, multiple linear regression test was used. The adoption rate of farmers on the use of organic fertilizer in vegetable crop management most (98.33%) including high category. Characteristics that influence farmers' adoption of organic fertilizer in vegetable crop management were age ($P < 0.01$) and vegetable farming experience ($P < 0.05$). Being no innovation characteristics that influence the adoption of organic fertilizer in vegetable crop management.

Keywords: farmer characteristics, the characteristics of innovation, organic fertilizer, adoption.

**Staf Pengajar Sekolah Tinggi Penyuluhan Pertanian Magelang*