

Pengaruh modal sosial dan keterdedahan informasi inovasi terhadap tingkat adopsi inovasi jagung di Kabupaten Lombok Timur Nusa Tenggara Barat

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=132215&lokasi=lokal>

Abstrak

The objectives of this research are 1) analyses the influence of exposure innovation information, human capital, innovation promotion, and rate of adoption of corn innovation toward social capital; and 2) analyses the influence of social capital exposure innovation information. The research was conducted in East Lombok regency, west Nusa Tenggara Province, from July to October 2008. The research it used survey method with combining quantitative and qualitative approaches. data of the research were collected through an in-depth interview on 220 respondents and 12 informants. Based on result of the research, it is concluded that social capital was significantly influenced by factors such as the innovation communication intensity, work motivation, farmer's attitude, innovation economic benefit value, market availability and rate of adoption of corn innovation. The factors was significantly influenced toward rate of adaption of corn innovation were social capital, information access of innovation, innovation availability, and market availability. However, in adoption process of corn innovation, farmer's exposure toward innovation information, human capital and innovation promotion worked through the social capital. The capital is one of the factors required to consider in improving the adaption of corn innovation, so the revitalization of social capital should be done by using various of cohesively approaches.