ABSTRACT

EFFECTIVENESS ' SIARAN PEDESAAN' OF RRI BANDUNG TO ACCOMPLISHMENT OF REQUIREMENT IN AGRICULTURE INFORMATION OF FARMER'S GROUP SAYUR MAYUR DATARAN TINGGI (SADATI) AT COUNTRYSIDE OF CIBOGO,SUBDISTRICT OF LEMBANG,WEST BANDUNG'S REGENCY

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This research aim is to know how far of Event Effectiveness ' Siaran Pedesaan' in RRI Bandung to Accomplishment of Requirement in Information Agriculture of Farmer's Group Sayur Mayur Dataran Tinggi (SADATI) at Countryside of Cibogo, Subdistrict Lembang, West Bandung's Regency. To reply the problem's above, researcher lift the intensity indicator, credibility, and fill the message to measure the Variable X, and indicator of requirement afektif, requirement of knowledge development, and requirement obtain get the information to measure Variable Y.

The type of Research is Quantitative, research method is the Method of Research Survey with the Descriptive Analysis Technique. Technique of data collecting by enquette spreading, interview, study of bibliography and internet searching. Population amount to 60 people from member of farmer group SADATI and Sampling Technique used is Totalizeing Sampling with the amount sampel as much 60 people. The analyse of data technique is Coefficient of Rank Spearman.

Result of research showing that's intensity correlation with the requirement of afektif, equal to 0.299 with the low relation but surely, signifikan and unidirectional. Credibility correlation with the requirement of knowledge development, equal to 0.444 with the relation which enough mean, signifikan and unidirectional. Correlation fill the message with the requirement obtain get the information, equal to 0.362 with the low relation but surely, signifikan and unidirectional.

Conclusion's result of research showing that correlation of effectiveness ' Siaran Pedesaan' in RRI Bandung to Accomplishment of Requirement in Information Agriculture of Farmer's Group Sayur Mayur Dataran Tinggi (SADATI) at Countryside of Cibogo, Subdistrict Lembang, West Bandung's Regency, equal to 0.644 with the relation which enough mean, signifikan and unidirectional. Result of data processing indicate that the H0 refused and H1 accepted, its meaning there are influence between effectiveness ' Siaran Pedesaan' in RRI Bandung to Accomplishment of Requirement in Information Agriculture of Farmer's Group Sayur Mayur Dataran Tinggi (SADATI) at Countryside of Cibogo, Subdistrict Lembang, West Bandung's Regency.

Suggestion for the RRI Bandung that is to make improvement in fascination broadcast program, so that progressively enthused by the hearer and information dispersion will be good progressively