

## Agricultural Education by Media in Yogyakarta, Indonesia

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**Abstract :** Education in agriculture is very significant; in a way that it can support farmers to improve their business. This can be done through certain media, such as printed, audio, and audio-visual media. To find out the effects of the media toward the knowledge, attitude, and motivation of farmers in order to adopt innovation, the study was conducted on 342 farmers, randomly selected from 12 farmer-groups, in the districts of Sleman and Bantul, Special Region of Yogyakarta Province. The study started from October 2014 to November 2015 by interviewing the respondents using a questionnaire which included 20 questions on knowledge, 20 questions on attitude, and 20 questions on adopting motivation. The data for the attitude and the adopting motivation were processed into Likert scale, then it was tested for validity and reliability. Differences in the levels of knowledge, attitude, and motivation were tested based on percentage of average score intervals of them and categorized into five interpretation levels. The results show that printed, audio, and audio-visual media give different impacts to the farmers. First, all media make farmers very aware to agricultural innovation, but the highest percentage is on theatrical play. Second, the most effective media to raise the attitude is interactive dialogue on Radio. Finally, printed media, especially comic, is the most effective way to improve the adopting motivation of farmers.

**Keywords :** agricultural education, printed media, audio media, audio-visual media, farmer knowledge, farmer attitude, farmer adopting motivation

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