

**THE RELATIONSHIP BETWEEN THE ROLE OF THE EXTENDER AND THE
EFFECTIVENESS OF IMPLEMENTING EXTENSION IN THE LEADING
COMMODITY DEVELOPMENT PROGRAM OF HONEY TARGETS
IN LANGENSARI DISTRICT, BANJAR CITY**

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ABSTRACT

This research aims to analyze the role of extension agents, the effectiveness of the implementation of extension and analyze the relationship between the role of extension agents and the effectiveness of the implementation of extension in the superior commodity development program starfruit honey. The research method uses a survey method. The research location was determined purposively in Langensari District, Banjar City. The proportional random sampling method was used to determine samples from each village to collect 64 star fruit farmers. Data were analyzed using the Kendal-W Concordance Coefficient test and the Spearman Rank Correlation test. The results of the research show that the role of extension agents with the effectiveness of the implementation of extension in the superior commodity development program of honey star fruit of 84.75 percent is in the very high category. The effectiveness of the implementation of counseling on the superior commodity development program for honey starfruit was 83.33 percent, including the high category, and there was a positive or significant relationship between the role of the instructor and the effectiveness of the implementation of counseling on the superior commodity development program for starfruit honey in Langensari District, Banjar City.

Keywords: Role, Extension, Effectiveness of Implementation of Extension

ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran penyuluh, efektivitas pelaksanaan penyuluhan serta menganalisis hubungan peran penyuluh dengan efektivitas pelaksanaan penyuluhan pada program pengembangan komoditas unggulan belimbing madu. Metode penelitian menggunakan metode survey. Penentuan lokasi penelitian dilakukan secara purposive di Kecamatan Langensari Kota Banjar. Penentuan sampel dari masing-masing desa digunakan metode proportional random sampling untuk mengumpulkan 64 petani belimbing madu.. Data dianalisis dengan menggunakan uji Koefisien Konkordans Kendal-W dan uji Korelasi Rank Spearman. Hasil penelitian menunjukkan bahwa peran penyuluh dengan efektivitas pelaksanaan penyuluhan pada program pengembangan komoditas unggulan belimbing madu sebesar 84,75 persen termasuk kategori sangat tinggi. Efektivitas pelaksanaan penyuluhan program pengembangan komoditas unggulan belimbing madu sebesar 83,33 persen termasuk kategori tinggi, dan terdapat hubungan yang positif atau signifikan antara peran penyuluh dengan efektivitas pelaksanaan penyuluhan pada program pengembangan komoditas unggulan belimbing madu di Kecamatan Langensari Kota Banjar.

Kata kunci : Peran, Penyuluh, Efektivitas Pelaksanaan Penyuluh