

ABSTRACT

FACTORS AFFECTING THE LEVEL OF ADOPTION OF INTEGRATED CROP MANAGEMENT (ICM) INNOVATIONS IN PADDY RICE FARMING IN SALAWU DISTRICT

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This study aims to (1) analyze the level of adoption of rice paddy PTT innovation in Salawu District; and (2) analyze the factors that influence the level of adoption of rice paddy PTT innovation in Salawu District. This research was conducted in Salawu District, Tasikmalaya Regency, from January 2025 to October 2025, involving 76 rice farmers who had participated in the 2013-2014 SL-PTT rice cultivation program. The research methods used were quantitative descriptive analysis and multiple linear regression analysis. The results showed that the level of adoption of integrated crop management (PTT) innovations in rice farming in Salawu Subdistrict was generally low. Simultaneously, the variables that influenced the level of adoption of PTT innovations in rice farming in Salawu Subdistrict had a significant effect on the level of adoption of PTT innovations in rice farming in Salawu Subdistrict. Partially, the factors that significantly influence the level of adoption of PTT innovation in rice farming in Salawu District are formal education age, non-formal education, farming experience, land area, self-efficacy, cosmopolitanism, productivity, government support, the role of farmer groups, the role of extension workers, the availability of production facilities, communication channels, and the nature of innovation.

Keywords: *Innovation adoption, Integrated Crop Management (ICM), paddy rice*