

ABSTRACT

The present study examined the efficacy of agricultural extension communication patterns in the Sustainable Food Yard Program (P2L) in Syamtalira Aron District, North Aceh Regency. The research method employed was a descriptive qualitative approach, which entailed administering a questionnaire survey and conducting in-depth interviews with all members of the Women Farmers Group (KWT) (n = 100) in five target villages. The findings indicated that the effectiveness of unidirectional communication patterns was 73.40% (moderately effective), two-way communication patterns were 83.75% (effective), and multi-directional communication patterns were 85.75% (effective). The efficacy of two-way and multi-directional communication patterns in enhancing understanding, participation, and motivation among KWT members in implementing the P2L program has been demonstrated. It is recommended that agricultural extension workers increase interactive communication patterns to increase program success.

Keywords: The following subjects will be discussed: communication patterns, agricultural extension, P2L, effectiveness, and the Women Farmers Group