

ABSTRACT

SARAH NADIA. The Role of Agricultural Extension Workers on the Performance of Lowland Rice Farmer Groups at the Agricultural Extension Center (BPP) of Meureudu District, Pidie Jaya Regency. Supervised by EVA WARDAH and SAKRAL HASBY PUARADA.

This study aims to determine the role of agricultural extension workers in improving the performance of lowland rice farmer groups at the Agricultural Extension Center (BPP) of Meureudu District, Pidie Jaya Regency. The background of this research is the limited intensity of extension services and the relatively small number of extension workers compared to the size of the assisted area. The research method used was a survey method with a quantitative descriptive approach. Data were collected through questionnaires distributed to farmers and extension workers at the BPP Meureudu, then analyzed using a Likert scale to measure the roles of extension workers, including their roles as facilitators, analysts, consultants, and organizers, as well as the performance of agricultural extension services. The results showed that overall, the role of agricultural extension workers at BPP Meureudu falls into the good category. The most dominant role is as a facilitator/mentor, with an index value of 14.4. This indicates that extension workers actively provide technical guidance, assistance, and motivation to farmers in managing lowland rice farming. In addition, the performance of agricultural extension services is also categorized as very good, with 85.7% of respondents rating extension performance in the very good category. This performance is reflected in the ability of extension workers to prepare extension programs, schedule regular meetings, establish farmer group institutions, and facilitate extension information media.

Keywords: Role of extension workers, farmer group performance, lowland rice, BPP Meureudu.