

ABSTRACT

The agricultural sector, particularly the food crop subsector, plays a strategic role in supporting national food security and the economy, with maize (*Zea mays* L.) as one of its leading commodities. To improve maize productivity, the local Department of Agriculture implemented a superior seed assistance program called "Asia Gold" in Gampong Paloh Gadeng, Dewantara Subdistrict, North Aceh Regency, which ran from June 2025 to February 2026 and is no longer active at present. During its implementation, agricultural extension workers played an important role in assisting farmers, although the program still faced several obstacles such as drought, limited irrigation, suboptimal planting spacing, and caterpillar pest attacks. This study aims to analyze the role of agricultural extension workers in the implementation of the Asia Gold program among maize farmers in Gampong Paloh Gadeng. A descriptive qualitative method with a Likert scale approach was employed, involving the entire population of 20 farmers through a census technique. Primary data were obtained through interviews and questionnaires, while secondary data were collected from literature studies and related institutions. The extension workers' role was measured using five indicators: motivator, innovator, communicator, organizer, and facilitator. The results show that the role of agricultural extension workers in implementing the Asia Gold program obtained an average index value of 79.50%, categorized as "instrumental." The role as communicator obtained the highest percentage (92.19%), followed by motivator (88.75%), organizer (77.50%), facilitator (74.06%), and innovator (65.00%). The study concludes that agricultural extension workers effectively carried out their functions in assisting maize farmers throughout the implementation of the Asia Gold program, although the innovator role still requires improvement.

Keywords: Agricultural Extension Worker Role, Asia Gold Program, Likert Scale, Maize Farmers.