

ABSTRACT

This research was conducted in Lancang Barat Village, Dewantara District, North Aceh Regency. This research aimed to determine the role of agricultural extension workers in increasing the motivation of melon farmers and to determine the relationship between the role of agricultural extension workers and the motivation of melon farmers. The research used descriptive methods with qualitative and quantitative approaches. The respondents were 11 melon farmers selected using saturated sampling. Data were collected through observation, interviews, questionnaires, and documentation. The role of agricultural extension workers was assessed through four indicators, namely educator, facilitator, motivator, and consultant, while farmer motivation was assessed through persistence, intensity, and goals. Data were analyzed using a Likert scale and Spearman Rank correlation with the assistance of SPSS. The results showed that the role of agricultural extension workers obtained an index of 43.18%, categorized as neutral, while farmer motivation obtained an index of 90.91%, categorized as very high. The Spearman Rank correlation test obtained a correlation coefficient of -0.026 with a significance value of 0.939. The results indicate that there was no significant relationship between the role of agricultural extension workers and the motivation of melon farmers in Lancang Barat Village. The high motivation of farmers was supported by their experience in melon farming and their goals of obtaining income and maintaining their melon farming activities.

Keywords: agricultural extension workers, farmer motivation, melon farming, *Cucumis melo L.*, Lancang Barat Village.