

ABSTRACT

This research was conducted in Gampong Jamuan, Banda Baro District, North Aceh Regency. This research aims to analyze Farmers' Perceptions of Agricultural Innovation Information via Internet Media in Gampong Jamuan, Banda Baro District, North Aceh Regency. The research method used is a survey method with questionnaire tools. Sampling used a purposive sampling method with a total sample of 23 respondents. Data were analyzed using a Likert Scale to measure farmers' perceptions of agricultural innovation information via internet media in Gampong Jamuan, Banda Baro District, North Aceh Regency. The results of this research indicate that farmers' perceptions of agricultural innovation information via internet media in Gampong Jamuan, Banda Baro District, North Aceh Regency are in the poor category.

Keywords: perception, innovation, survey, Likert scale.