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THE EFFECT OF EXTENSION QUALITY ON MOTIVATION OF USE OF YARD IN WONOGIRI DISTRICT

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ABSTRACT
Food is the basic right of every human being that must be fulfilled because it is the most basic human need to sustain their life. The objectives of the study were: (1) to determine the effect of the quality of counseling on the motivation of yard use, (2) to identify factors that influence the quality of counseling, (3) to know the factors that influence motivation to use the yard. This research uses survey methods and is explanatory research using a quantitative research approach. The number of respondents was 125 members of the women farmer group in Baturetno Subdistrict, Wonogiri Regency who were selected by purposive method. Data analysis was performed with descriptive statistics. The relationship between research variables and empirical models used SEM (Structural Equation Model) analysis with AMOS 21.0 program. The results showed that the quality of counseling was in the low category, the quality of counseling had a significant effect on the motivation of yard use with an effect coefficient of 0.59 at α = 0.05 and motivation for yard use was determined by the quality of counseling, characteristics of group members, characteristics of extension agents, competency of extension agents and stakeholder support. Directly, motivation to use the yard was determined by the quality of counseling at 0.906.

KEY WORDS
Motivation, yard, extension, SEM, quality service.

Food is the basic right of every human being that must be fulfilled because it is the most basic human need. Based on Law No. 7 of 1996 concerning Food, it is stated that "Food security is a condition for the fulfillment of food for every household which is reflected in the availability of sufficient quantities and quality of food, safe, equiTable and affordable". Based on these definitions, the fulfillment of food for each household is a goal as well as a goal of food security in Indonesia. On the other hand, rapid population growth has triggered a shift in the use of agricultural land, especially from the agricultural sector to non-agriculture (Barijadi, 1996; Wana, 2000; Lopillo, 2003; Diana, 2007; Ermyanyla, 2013). The phenomenon of conversion of land from agriculture into other forms of use, such as settlements, industries, public infrastructure and others threatens the sustainability of agricultural businesses which in turn will also have an impact on reduced food production and affect the economy of the household.

From the sector of food consumption patterns, the diversity of Indonesian food consumption with the Hope Food Pattern score indicator, indicates that the score is still not ideal. Starting from these various problems, the government issued a program on the Movement for the Acceleration of Diversification of Food. One form of the Acceleration of Diversification of Food movement is the activity of optimizing the use of land through the KRPL concept. This is because the area of land in Indonesia is around 10.3 million ha (Litbangtan Agency, 2012) which turns out that most of it is still not utilized optimally or in the sense that some are still dormant in the form of idle land.

KRPL activity is one of the potentials and strategies to realize food independence at the household level. The success of KRPL activities cannot be separated from the role of the companion counselor. Extension activities are still very much needed by members of the female farmer group to obtain knowledge, skills and attitude changes in carrying out the activities of using the land. Extension agents are important actors in conducting extension activities on the use of land. But extension agents have not been able to work optimally with

members of the women's farmer group, given the many underlying factors, among others: the area visited by extension agents is very large and extensive, extension staff resources are still lacking, and individual extension agents are able to transfer counseling materials to group members women, as well as psychological and organizational factors.

Based on the various conditions described above, this study aims to: (1) determine the effect of the quality of counseling on the motivation of yard use, (2) identify the factors that influence the quality of counseling (3) find out the factors that influence motivation utilization of the yard.

METHODS OF RESEARCH

The research was designed based on survey methods and was explanatory research, using a quantitative research approach.

This research was conducted in Baturetno Subdistrict, Wonogiri Regency, Central Java Province. The choice of location of this study was determined purposively with the consideration that Wonogiri Regency was the beneficiary of the KRPL program fostered by the Ministry of Agriculture since 2010 until now. The location of the study was determined in Baturetno Subdistrict because it was one of the pilot locations for the KRPL program in Wonogiri District which was successful in disseminating the program and being able to optimize the land area. The study was conducted in September-December 2017.

The type of data used in this study consists of two types, namely primary data and secondary data. Primary data is collected through direct interviews with selected respondents based on the questionnaire method. While secondary data is obtained from the literature and data sources relevant to this study. The study population was a member of the Wonogiri Regency KRPL beneficiary group. Determination of the location of the study was conducted purposively Wonogiri Regency was chosen because it is one of the districts with the most beneficiaries of optimizing the use of yard activities in Central Java Province.

The research sample was taken in a census by taking all members of the beneficiary group in 2016 in Baturetno District. This refers to the assumptions and requirements for sampling in SEM as stated by Hair et all (2010) that for the needs of SEM analysis with the method of maximum likehood, a sample of 100-200 respondents is needed. This study consisted of five variables namely Characteristics of Group Members (X1), Characteristics of Extension (X2), Competency of Extension (X3), Supporting Factors (X4), Quality of counseling (Y1) and Motivation of Utilization of Yard (Y2).

Before being analyzed, the data that was first tested was validity and reliability to find out the validity of the data to be used. The validity test used using Pearson product moment correlation formula Measurement on item analysis that is by means of the scores that are then correlated using the product moment correlation formula proposed by Pearson in Arikunto, (2002: 146) as follows (Suharsimi Arikunto, 2002: 146):

$$rxy = \frac{\sum xy - \frac{\{\sum x\}\{\sum y\}}{N}}{\sqrt{\left\{\frac{\sum x^2 - (\sum x)^2}{N}\right\}\left\{\frac{\sum y^2 - (\sum y)^2}{N}\right\}}}$$

Where:

rxy: correlation coefficient between x and y rxy;
∑X: Number of scores items;
N: Number of Subjects;
∑Y: Total total score;
X: Score items;
∑X2: Number of squares of item scores;
Y: Total score;
∑Y2: Number of squares of total score.

The suitability of rxy prices obtained from calculations using the above formula is consulted with the price Table of moment regression with rxy price correlation greater or equal to Table regression, then the instrument items are valid and if rxy is smaller than Table regression then the instrument items are invalid.

While the reliability of the data is measured using In this study, reliability testing was carried out using the Alpha Cronbach Formula technique and using the SPSS 22.0 for Windows program. The Cronbach Alpha formula is as follows:

$$\alpha = \frac{k}{k-1}\left(1 - \frac{\sum S^2 j}{S^2 x}\right)$$

Where: α = alpha reliability coefficient; k = number of items; SJ = variance of respondents for item I; Sx = total variance of total score.

Then all data collected is tabulated according to the category, then analyzed according to research needs. Data from the research results were processed using descriptive statistical analysis to obtain an overview of a number of characteristics studied. To find out the relationship between research variables and the relationship between variables and their supporting factors, SEM (Structural Equation Model) analysis is used with the AMOS 21.0 program. Model suitability testing is carried out using several measures of conformity to the Goodness-of-Fit-Test (GFT) model. To test the suitability of the model with theory-based data so that the results of a hybrid / full final model are obtained with several criteria. Kusnendi (2008) states that the structural model is indicated to be appropriate or fit if it meets three types of Goodness of Fit Test (GFT), namely: (1) square chi test with p-value ≥ 0.05, (2) Root Means Square Error of Approximation (RMSEA) ≤ 0.08, and (3) Comparative Fit Index (CFI) ≥ 0.90.

RESULTS AND DISCUSSION

The research was carried out in six villages in Baturetno Subdistrict, Wonogiri Regency, namely Watuagung, Boto, Glesungrejo, Temon, Talunombo and Sendangrejo Villages. 125 respondents were taken from six groups of women farmers including Mekarsari, Tani Lestari, Mekar Mulyo, Agrotani, Mugi Sehat, and Sido Makmur. Data on respondents' characteristics were obtained through questionnaires and interviews and direct observation in farmer groups. The description of respondents' characteristics and descriptive data of this research based on research variables is shown in Table 1.

Table 1 – Data Description Based on Research Variables

Number	ResearchVariable	Assessment Criteria (Score)						Total	
		Low (1)		Midle (2)		High (3)			
		n	%	n	%	n	%	n	%
1.	Characteristics of Group Members	18	14,4	81	64,8	26	20,8	125	100
2.	Characteristics of Individual Extension agents	2	40	2	40	1	20	5	100
3.	Competency extension	6	4,8	33	26,4	86	68,8	125	100
4.	Supporting Factors	30	24	67	53,6	28	22,4	125	100
5.	Quality of counseling	54	43,2	51	40,8	20	16,0	125	100
6.	Motivation of Members of the Group	29	23,2	59	47,2	37	29,6	125	100

Source: Primary data, 2018.

1. Characteristics of Group Members. Characteristics are characteristics that are attached to something (objects, people or other living things) that are related to various aspects of life. Characteristics of group members in this study include age, education, income, employment, and land area and number of family members.

In general, the characteristics of group members are in the moderate category which is as much as 64.8% or as many as 81 respondents. The rest are in the low category, 14.4%

and 20.8% high. The majority of group members who are low educated (only graduated from elementary school) and productive age who as laborers, farmers and the private sector also influence the characteristics of group members on awareness of the utilization of the yard.

2. Characteristics of Individual Extension. Characteristics or traits of an individual are traits that are inherent in a person related to aspects of life. Characteristics of individuals who are expected to influence the competency of agricultural extension agents include: age, formal education level, length of employment and extension status. As in Table 1 above, the characteristics of extension agents are in a low and moderate condition with the remaining 40% in the high category as much as 20%. The main factor in this condition is that most extension workers are THL extension workers, whose working period is under 10 years and the age factor of extension agents, the majority of which are over 50 years old, causes low competence.

3. The Extension of Instructors. Competence is an individual characteristic that underlies performance or behavior in the workplace. Measured by three indicators, namely the ability to communicate, knowledge of counselors and attitudes that are shown through behavior both during kinjungan and outside counseling activities. Respondents stated that the competence of extension agents was in the 68.8% high category. This indicates that the attitudes, communication and knowledge of extension agents are very good and as expected by group members.

4. Supporting Factors. Supporting factors are things that affect the success of the program to optimize the use of the yard, including family support, government policies, extension facilities and environmental support. From the results of the respondents' assessment, the supporting factors for the success of the program were in the moderate category of 53.6%. Group members feel that the support / assistance received is good from the government, family, counseling facilities and the environment is sufficient.

5. Quality of Counseling. The quality of counseling is considered to be in the medium category and tends to be low. The majority of respondents (43.2%) considered that the quality of counseling was low, as much as 40.8% rated moderate. The remaining 16% is of high quality education. The intensity of counseling, farmer participation in counseling and the role of extension agents in responding to the issue were considered sufficient by respondents.

6. Motivation of Group Members. Respondents' assessment of the success of the land use optimization program was considered sufficient and tended to be good. A total of 29.6% of respondents felt motivated and intended to develop this yard activity, while the majority continued to implement as much as 47.2%. So that the yard activities program can be developed in this area especially and other regions considering the benefits that are felt to be quite good, especially to fulfill family food and nutrition.

Based on the results of the analysis of the full model testing the factors that influence the success of the optimization program for the use of the yard are as follows:

Table 2 – Model Feasibility Test Results

Goodness of Fit Index	*Cut of Value*	Index Results	Evaluasi Model
Chi-square	Mendekati 0	161,055	Marginal
Probability	≥ 0,05	0,254	Good
GFI	≥ 0,90	0,901	Good
AGFI	≥ 0,90	0,832	Marginal
TLI	≥ 0,95	0,986	Good
CFI	≥ 0,90	0,991	Good
Cmin/df	≤ 2,00	1,074	Good
RMSEA	≤ 0,08	0,024	Good

Source: Primary data, 2018.

H0 is accepted if the calculated value is ≥ 0.05; RMSEA ≤ 0.08 and CFI ≥ 0.90. Based on the model suitability test, H0 is accepted or H1 is rejected, meaning that the tested model is able to estimate the population covariance matrix or the results of the parameter

estimation model can be applied to the study population. The results of the suitability testing of this model indicate that the measurement model is fit with the data. According to Al Rasyid (Riduan, 2012) social research is not merely expressing the relationship of variables as statistical translations of relationships between natural variables, but focused on efforts to express causal relationships between variables.

Effect of quality of counseling on motivation to use the yard. Effect analysis was carried out to analyze the influence strength between constructs both direct, indirect, and total influence. Direct effect is the coefficient of all coefficient lines with one end arrows. Indirect effects (indirect effects) are effects that arise through a variable between.

Table 3 – Direct effects, Indirect Effects and Total Effects

Variable	Direct Effects	Indirect Effects	Total Effects
Individual Characteristics -> Motivation of group members	-0,313	0,204	-0,109
Characteristics of Extension -> Motivation of group members	0,292	-0,629	-0,337
Competency of Extension -> Motivation of group members	-0,244	0,496	0,251
Stakeholders -> Motivation of group members	0,792	-0,484	0,308
Quality of Counseling -> Motivation of group members	0,906	0,000	0,906

Based on the Table. 3 above shows that there is a direct effect of the quality of counseling on the motivation of group members in utilizing the yard by 0.906 and indirect effects of 0.000. This can be interpreted that the direct effect shows that there are no other relationships that can affect the success of the program. Or in other words, each increase in one unit of individual quality will increase the success of the program by 0.906 units.

CONCLUSION

Based on the results of the analysis and discussion, conclusions are formulated as follows: First, the quality of counseling directly and positively influences the motivation of the use of the yard. If quality increases, motivation will also increase. Second, the quality of counseling is influenced by the characteristics of group members, individual characteristics of extension agents, competency of instructors and supporting factors. Third, the factors that influence motivation to use the yard include group members, individual characteristics of extension agents, competence of extension agents, supporting factors and quality of counseling. Each variable influences both directly and indirectly.

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