

## LEVEL OF SATISFACTION OF RICE FARMERS WITH THE PERFORMANCE OF AGRICULTURAL EXTENSION WORKERS IN THE VILLAGE OF DUSUN BARU TABIR DISTRICT MERANGIN REGENCY



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### ABSTRACT

This study aims to determine the level of satisfaction of rice farmers with the performance of agricultural extension workers in Dusun Baru Village, Tabir District, Merangin Regency. The background of this study is the importance of agricultural extension workers as facilitators, educators, and liaisons between technological innovations and farmers, with direct implications for the success of agricultural development. The research was conducted from April 20 to May 20, 2021, using a quantitative survey method. Primary data were collected through interviews with questionnaires from 116 respondents selected via proportional random sampling from 18 farmer groups, totaling 582 people. Secondary data were obtained from the Tabir Subdistrict Agricultural Extension Center (BPP) and relevant literature. Data analysis was performed using a Likert-scale scoring technique, then interpreted using frequency distributions and mean values. The results showed that farmers' satisfaction with extension workers' performance was in the fairly satisfied category, with an average score of 2.02. In terms of social action and extension program planning, farmers rated their satisfaction as fairly satisfied (2.06), while extension implementation, technical expertise application, and extension worker performance scored 1.96, 2.02, and 2.02, respectively. Meanwhile, farmers' expectations of extension programs were also in the fairly satisfied category with an average score of 2.12. The interpersonal relationship indicator scored 2.17, and organizational management scored 2.07. These findings indicate that although farmers are reasonably satisfied with the performance of extension workers, there is still room for improvement, particularly in the implementation of extension services, strengthening farmer group institutions, and improving access to information and technology.

**Keywords:** extension performance; farmer satisfaction; field agricultural extension workers; Merangin Regency; paddy rice.

### INTRODUCTION

Most Indonesians are farmers, as Indonesia is an agrarian country rich in natural resources, with fertile soil and a tropical climate that supports agricultural activities. Rice (*Oryza sativa*) is the main food crop that dominates the food consumption pattern in Indonesia, where approximately 56% to 80% of the population's calorie needs are met by rice. Rice is known to originate in Asia and Africa, with a history of cultivation dating back more than 5,000 years (Ma et al., 2020). Rice, a primary source of carbohydrates with low protein content, has an energy content of approximately 360 kcal per 100 g, with a dominant carbohydrate content (Praseptiawan et al., 2022).

In Jambi Province, located on the island of Sumatra, most of the population works as rice farmers. Data from the Central Statistics Agency (BPS) of Jambi Province in 2020 shows that the area of rice fields reached 69,536.06 ha. However, the reported productivity figure of 44.57 tons per hectare seems unrealistic and requires further verification from official sources (Haryamsyah et al.,



2023). Merangin Regency, as one of the province's rice-producing areas, has a significant land area and serves as a production center (Arika & Sari, 2023).

Agricultural development in Jambi, particularly in Merangin Regency, is a driving force for the local economy and improves community welfare. In this context, agricultural extension programs play an important role in helping farmers address challenges and increase crop yields. Agricultural extension workers are tasked with providing education, assistance, and solutions to the problems farmers face. The quality of extension workers' performance directly affects farmer satisfaction, an important factor for successful rice production (Praseptiawan et al., 2022).

Thus, rice in Indonesia is not only economically important but also has profound social and cultural significance, supporting the livelihoods, identity, and traditions of the Indonesian people (Khodijah & Tobing, 2023). Rice farming in Merangin Regency is a concrete example that the success of agricultural development cannot be separated from the role of effective field agricultural extension in improving the satisfaction and performance of farmer groups. Based on this, the purpose of this study is to determine the level of satisfaction of rice farmer groups with the performance of field agricultural extension workers in Dusun Baru Village, Tabir District, Merangin Regency.

## MATERIALS AND METHODS

This research was conducted in Dusun Baru Village, Tabir District, Merangin Regency, from April 20, 2021, to May 20, 2021. The research location was purposively selected, as Dusun Baru Village was the area with the highest rice paddy production in Tabir Subdistrict in 2020 (BPP Tabir and Tabir Ilir, 2020). This study uses two types of data, namely Primary Data, obtained through direct interviews with respondents using a pre-designed questionnaire. Secondary Data, obtained from the Agricultural Extension Center (BPP) of Tabir Subdistrict, as well as literature and other data sources relevant to the study.

The method used is the survey method, which is research conducted to collect facts and ongoing phenomena in order to obtain factual information about a social or economic group. In survey research, the researcher does not intervene; instead, they describe the nature, circumstances, or relationships among variables.

The research population consisted of all rice farmers who were members of farmer groups in Dusun Baru Village, Tabir Subdistrict, Merangin Regency. There were 18 farmer groups, totaling 582 members. The sample was selected using a 20% proportional random sample of the total population, yielding 116 respondents.

This is in accordance with Arikunto's (2008) opinion that, if the number of research subjects exceeds 100, 10–15% or 20–25% can be used as the sample size. Thus, the number of samples in this study is considered representative of the population.

Table 1. Farmer groups, number of members, and sample size in Dusun Baru Village in 2020

No	Farmers' Group Name	Number of Members (People)	Sample Size (20%)
1	Duck Farm	40	8
2	Titian Antoi	30	6
3	Ulak Village	30	6
4	Lubuk Bakung	40	8
5	Kandang Village	30	6
6	Lubuk Ijuk	30	6
7	Begendang Water	40	8
8	Lubuk Pelekok	30	6
9	Payo Jambi	60	12
10	Tj. Limau Purut	25	6
11	Daho River	25	6
12	Petepah	25	4
13	Canai Hill	30	4
14	Selang Bridge	40	8
15	Samban	27	6
16	New Lake	30	6
17	Adil Mandiri	30	6
18	KWT Cahaya Dusun	20	4
	Total	582	116

Source: (BPP Tabir and Tabir Ilir, 2020)

The variables in this study focused on aspects of field agricultural extension workers' performance directly related to supporting the success of rice farmers. One important aspect is social action, which assesses the extent to which extension workers can encourage participation, cooperation, and solidarity among farmers in farmer groups. This demonstrates the role of extension workers as social facilitators who not only convey technical material but also strengthen social dynamics at the group level.

In addition, this study highlights the extension workers' ability to plan and implement extension programs. Careful planning and proper implementation are important indicators in ensuring that extension activities meet the needs of farmers. The implementation of the extension is also a crucial variable, because the effectiveness of the chosen methods, media, and approaches will significantly affect farmers' acceptance and understanding of the information provided.

The performance of extension workers is also assessed based on their ability to apply technical expertise, including cultivation practices, pest control, and post-harvest management. These technical aspects directly increase the productivity and efficiency of rice farming. All these indicators are combined into a summary of extension worker performance that provides a comprehensive picture of the effectiveness of extension services in the field.

In addition to technical and social aspects, another variable examined is the extension workers' ability to build interpersonal relationships with farmers. Good communication, an open attitude, and the ability to build trust are key factors in strengthening the relationship between extension workers and farmers. This study also covers organizational management and development variables, which assess the extent to which extension workers play a role in strengthening farmer group institutions to make them independent, adaptive, and competitive.

Thus, the research variables examined include social, technical, program implementation, interpersonal relationships, and organizational management aspects, which collectively reflect the quality of field agricultural extension workers' performance in Dusun Baru Village, Tabir District, Merangin Regency. The data were analyzed using scoring based on respondents' Likert-scale responses (Sugiyono, 2014). This scale was used to measure respondents' attitudes, opinions, and perceptions of agricultural extension workers' performance.

The satisfaction category was divided into three, namely: satisfied, fairly satisfied, and dissatisfied. The classification was made using the interval formula (Sudjana, 2001)

$$\text{Interval Skor} = \frac{\text{Nilai Skor Maksimum} - \text{Nilai Skor Minimum}}{\text{Kategori}} \quad (1)$$

The indicators of satisfaction with the performance of extension workers in Dusun Baru Village are: satisfied (3), fairly satisfied (2), and dissatisfied (1). To interpret the respondents' responses, frequency distribution and mean values are used. The calculation results are presented in intervals, namely  $1.00 - 1.66 =$  Dissatisfied,  $1.67 - 2.33 =$  Moderately Satisfied, and  $2.34 - 3.00 =$  Satisfied.

This analysis was conducted on 37 statement items covering aspects of extension worker performance and farmer expectations, to comprehensively determine the level of satisfaction of the rice farmer group.

## **RESULTS AND DISCUSSION**

### **Level of Satisfaction of Rice Farmers' Groups with the Performance of Field Agricultural Extension Workers**

Agricultural extension performance is one of the factors influencing rice farmers' satisfaction with agricultural extension services in Tabir District, Merangin Regency. The state and the government system are the foundation of public services that guarantee citizens' rights; therefore, improving *service quality* is increasingly important.

To facilitate and accelerate access to services, the government requires service providers to improve their performance in service delivery, ensuring that the results, speed, and timeliness of their work meet community expectations. With good service performance, the community can obtain better public services, including the services provided by Agricultural Extension Workers at the Tabir Subdistrict BPP, who are directly involved in providing extension services and resolving field problems. In addition, this will be one of the indicators of the Regional Government's success in fulfilling its functions as a servant of the state and the community. This is clarified in Law No. 16 Article 29 concerning Participation and Cooperation, which states that the government and local

governments shall facilitate and encourage the participation of key actors and business actors in the implementation of extension services.

Table 2. Rice farmers' responses to extension workers' performance

Farmers' Responses to Extension Workers' Performance	Average	Description
Social Action	2.00	Quite Satisfied
Planning and Implementing Outreach Programs	2.06	Satisfactory
Conducting Extension Programs	1.96	Fairly Satisfied
Applying Technical Expertise	2.02	Satisfactory
Recapitulation of Extension Workers' Performance	2.02	Fairly Satisfied

Table 2. Rice Farmers' Responses to Extension Workers' Performance shows that the average overall response score is 2.02, indicating that rice farmers in Dusun Baru Village are reasonably satisfied with extension workers' performance. This score was obtained from several categories in extension services, including social action, program planning, implementation of extension services, application of technical expertise, and recapitulation of extension worker performance, with each category showing a relatively similar level of satisfaction.

Social action, which includes coordinated activities aimed at changing society, was given a score of 2.06. This shows that farmers appreciate the efforts of extension workers in establishing partnerships with farmer groups and other parties in supporting extension programs. Social action is defined as an effort to bring about change in social situations through education and effective communication (Puryantoro et al., 2023). In this context, socialization is considered an important element in building better relationships between farmers and extension workers, where effective communication is essential to support the program's success (Windiari et al., 2022).

Furthermore, planning and implementing extension programs also received a score of 2.06, reflecting farmers' satisfaction with extension workers' commitment and seriousness in attending meetings and providing relevant training materials. This is in line with the opinion that agricultural extension programs must be developed in collaboration between extension workers and farmers to ensure relevance and effectiveness (Anwarudin et al., 2020); (Sasmita et al., 2023). Farmers also reported higher satisfaction with regular extension services (score of 1.96), although they expected extension services to be provided more frequently with better facilities (M).

The application of technical expertise by extension workers, rated at 2.02, indicates that farmers feel sufficiently educated in agricultural theory and practice through activities guided by extension workers. The interaction between farmers and extension workers, and the ability of extension workers to answer technical questions, appear to be the key to the success of extension services in better responding to farmers' needs (Sari & Al-Hafiz, 2024). Farmers also expressed high satisfaction with the performance of extension workers who guided the learning process, so they felt confident in the knowledge provided.

A recapitulation of extension workers' performance, with an average score of 2.02, shows that extension workers have created a learning environment that supports farmers' active participation in extension programs. With positive feedback from farmers, a stronger sense of trust and satisfaction with the presence of extension workers among them has been built (Maulana et al., 2024).

Overall, the positive follow-up from farmers has implications for the sustainability of extension services, and by integrating learning and the application of relevant new technologies, it is hoped that agricultural productivity can be further improved and existing challenges in the field can be addressed. The results of this survey are crucial as input for improving and developing extension programs in the future, as well as for efforts to improve farmers' welfare sustainably (Muljani et al., 2022)(Wicaksono & Audinasari, 2023).

### **Rice Farmers' Expectations of the Agricultural Extension Program**

Expectations are a form of fundamental belief that something desired will be obtained or that something good will happen in the future. In general, expectations are abstract and invisible, but sometimes they are believed in, internalized, and used as suggestions to make them come true. However, sometimes expectations are focused on a person or something.

In the agricultural sector, the future government is expected to improve all areas, including agricultural extension workers, as they play a strategic role in supporting national food security. PPL carries out the role of extension workers in the Dusun Baru sub-district in the development of farming businesses. The duties of PPL include several activities, namely assisting agricultural extension

workers in organizing farmer meetings. The presence of agricultural extension workers at meetings or deliberations should guide farmer administrators and members.

Table 3. Rice Farmers' Expectations of the Agricultural Extension Program

Farmers' Expectations Regarding the Agricultural Extension Program	Average	Description
Building Interpersonal Relationships	2.17	Fairly Satisfied
Organizational Management and Development	2.07	Fairly Satisfied
Summary of Farmers' Expectations	2.12	Fairly Satisfied

Based on Table 3 regarding Rice Farmers' Expectations of the Agricultural Extension Program, it appears that, in general, farmers in Dusun Baru Village show a reasonably good level of satisfaction with various aspects of the extension program, with an overall average of 2.12. The two main categories of concern are interpersonal relationships and organizational management, with average scores of 2.17 and 2.07, respectively.

Interpersonal relationships are an important factor in extension work, supporting effective communication between extension workers and farmers. With an average score of 2.17, farmers are quite satisfied with the efforts of extension workers to establish good communication and respond to their needs. Two-way, dialogical, and interpersonal communication creates a sense of familiarity, enabling extension workers to understand better the problems farmers face (Pawlak & Kołodziejczak, 2020). Farmers expressed satisfaction with the provision of facilities and infrastructure that support agricultural activities, including access to agricultural machinery that optimizes rice farming productivity, with a score of 2.24. This indicates that the existence of these facilities is very important and appreciated, thereby increasing farmers' opportunities to achieve better results (Hameed et al., 2024).

Furthermore, farmers also responded positively to the extension workers' support in farmer group administration, which scored 2.21. This shows the importance of administrative activities supported by extension workers, especially for farmers who may have difficulty with management. In addition, farmers were satisfied with the extension workers' ability to respond to complaints and provide solutions to the problems they faced, although not all extension workers were able to immediately provide solutions to all problems that arose in the field, with a score of 2.14 for this aspect (Veronice et al., 2022).

In the organizational management category, which received an average score of 2.07, it appears that extension, as an organization, plays a strategic role in building farmer capacity. Farmers are quite satisfied with the direct field practices carried out by extension workers (score of 2.19) and with regular training activities, which help strengthen their knowledge and skills in farming. However, there is a need to improve access to market information and business/capital opportunities, which scored 1.83 and 1.95, respectively. This shows that although extension workers actively provide information, there is still a lack of in-depth knowledge about the market that needs to be addressed (Shivamurthy et al., 2023); (Ramdwar et al., 2015).

In addition, extension workers provide information related to the latest technology, which received a score of 2.26, indicating the effectiveness of extension services in passing on agricultural innovations to farmers. This plays an important role in encouraging farmers to adopt new farming methods, which in turn can increase yields (Maulu et al., 2021). The availability of extension workers who are easy to contact adds to farmer satisfaction, with a score of 2.17, indicating the effective use of communication technology by extension workers (Eryanto et al., 2024).

All these findings indicate that although farmers have benefited from extension programs, there is still room for improvement in access to information, organizational management, and extension workers' responses to farmers' problems. By understanding the needs and expectations of farmers, extension workers are expected to be able to design more effective strategies in providing extension services that are not only informative but also support increased productivity and welfare of farmers (Irawan, 2023); (Agustine et al., 2023).

## CONCLUSION

Based on the research results, it can be concluded that the performance of agricultural extension workers in Dusun Baru Village, Tabir District, Merangin Regency, was considered quite satisfactory by the rice farmers group, with an average score of 2.02. The aspects of social action, program planning, the application of technical expertise, and extension implementation made positive contributions, although they did not reach the very satisfactory category. Farmers' expectations of the

extension program are also relatively reasonable (average 2.12), with an emphasis on the importance of interpersonal relationships and strengthening the management of farmer groups. These findings indicate that farmers have benefited from the extension workers' role, but there is still a need to improve the quality of extension services, particularly in terms of the intensity of meetings, the provision of supporting facilities, access to market information, and agricultural technology innovation. By optimizing the function of extension workers, it is hoped that future extension programs will be more effective in increasing the productivity, independence, and welfare of paddy farmers in Merangin Regency.

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