

Influence of Culture and Life Style on Technology Acceptance and Innovation Diffusion: Study Fermentation of Livestock Feed in Gunungkidul

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Abstract

The purpose of this study is to identify factors that determine the effectiveness of the process of technological acceptance and diffusion innovation in community breeders, especially in Gunungkidul, DIY. This research is important to conduct because the process of technology transfer has been done several times but many breeders in Gunungkidul have not yet implemented the technology of fermentation of livestock feed. We employ field experimental design to collect data. There are 22 breeders are treated sequentially. First, they are introduced with the concept of livestock feed fermentation and sustainable environment and secondly they are involved to learn the practice of making fermented livestock feed. Before and after every steps of treatment, they are required to fill out a questionnaire to gauge the level of knowledge, involvement, dependencies against the leader, a belief to be able to apply new technologies, and the intention and the will to change. Surprisingly it is found out that from five variables, only Knowledge and Level of Education which are statistically significant determined the level of Believe. Furthermore it is confirmed that the level of Believe strongly determines the level of Attitude, and finally the level of Attitude confirmedly determines the change in Behavior.

Keywords: Field Experiment, Believe, Attitude, Behavior, Livestock feed, Fermentation

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