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Komitmen Penyuluhan Pertanian Pada Tanaman Padi Organik di Dinas Pertanian Kabupaten Bandung (Studi Kasus di Kabupaten Ciparay)

*Commitment Of Agricultural Extension To Organic Rice Crops In Agriculture Services
Bandung Regency
(Case Study In Ciparay District)*

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ABSTRACT

The commitment of agricultural extension to organic rice crops (*oryza sativa*) in Ciparay sub-district still has not contributed to the development /progress of organic rice farmers. This research is intended to know and analyze information about the situation and conditions about the effect of agricultural extension commitment on organic rice crops (*oryza sativa*) in the Agriculture Services Bandung Regency. This research method used a qualitative approach with descriptive analysis methods because they wanted to clearly describe and interpret the data or symptoms obtained during the research. The data collection techniques in this research used observations, interviews, library studies and other data sources that support the research.

The results showed that the commitment of agricultural extension to organic rice crops (*oryza sativa*) in Agriculture Services Bandung Regency is quite high despite some constraints, this is due to factors that have not been optimal to effectiveness, both in terms of ability to adjust, job satisfaction and resource achievement.

The success of organic rice farming can be seen from the high commitment aspect of the implementation of organic cultivation counseling in rice fields, namely: continuous commitment, understanding, feeling and obeying the regulations of the implementation of counseling programs, communication and implementation precisely on targets and objectives as corrective action materials in order to minimize the irregularities that will occur in future extension programs.

Keywords: Commitment, Extension, Organic Rice

JEL Classifications: Q16

ABSTRAK

Komitmen penyuluhan pertanian tanaman padi organik (*oryza sativa*) di Kecamatan Ciparay masih belum memberikan kontribusi bagi perkembangan / kemajuan petani padi organik. Penelitian ini bertujuan untuk mengetahui dan menganalisis informasi tentang situasi dan kondisi tentang pengaruh komitmen penyuluh pertanian terhadap tanaman padi organik (*oryza sativa*) di Dinas Pertanian Kabupaten Bandung. Metode penelitian ini menggunakan pendekatan kualitatif dengan metode analisis deskriptif karena ingin mendeskripsikan dan menginterpretasikan secara jelas data atau gejala yang diperoleh

selama penelitian. Teknik pengumpulan data dalam penelitian ini menggunakan observasi, wawancara, studi pustaka dan sumber data lain yang mendukung penelitian.

Hasil penelitian menunjukkan bahwa komitmen penyuluh pertanian tanaman padi organik (*oryza sativa*) di Dinas Pertanian Kabupaten Bandung cukup tinggi walaupun terdapat beberapa kendala, hal ini disebabkan oleh faktor efektivitas yang belum optimal, baik dari segi kemampuan menyesuaikan, kepuasan kerja dan pencapaian sumber daya.

Keberhasilan usahatani padi organik dapat dilihat dari aspek komitmen yang tinggi dalam pelaksanaan penyuluhan budidaya organik di sawah yaitu: komitmen berkelanjutan, memahami, merasakan dan menaati peraturan pelaksanaan program penyuluhan, komunikasi dan pelaksanaan tepat sasaran. dan tujuan sebagai bahan tindakan korektif guna meminimalisir penyimpangan yang akan terjadi pada program penyuluhan di masa mendatang.

Kata Kunci: Komitmen, Penyuluhan, Beras Organik
JEL Classifications: Q16

INTRODUCTION

The agricultural sector is a sector that has a wide scope and can be classified into several sub sectors based on the characteristics of the agricultural business. Farmers realize optimal agricultural products so that it is necessary the role of agricultural extension to provide insight and guidance to farmers so that farmers are able to work on land and produce satisfactory agricultural products so that farmers can succeed in their efforts. Agricultural counseling is carried out to increase the capacity of farmers in their efforts to obtain products that can fulfill their wishes. The purpose of agricultural counseling is to change the behavior of farmers, so that they can improve the way they grow, are luckier to farm and more worthy of life, or that is often said by farming families to be advanced and prosperous.

Basically organizing counseling becomes the duty and responsibility of the government. In to conduct effective and efficient counseling, adequate financing is required, among others, financing the implementation of counseling consisting of institutional operating costs of counseling; asn extension operating expenses; procurement and maintenance costs of facilities and infrastructure; and professional benefits costs for counselors who have qualified competencies and counseling. The Government conducts counseling supervision organized by the Local Government, private, and non-governmental organizations, the power of implementation, facilities, infrastructure, and financing through supervision of the implementation of criteria, norms and standards, guidelines and procedures. The government also facilitates the establishment of professional organizations and the drafting of a code of conduct for counselors. Professional organizations conduct coaching and supervision of their members by giving consideration to their members in the event of a violation of the code of conduct. Based on the consideration of professional organizations, the Government imposes administrative sanctions in accordance with the provisions of the legislation.

Agricultural counseling is currently stipulated in Law No. 16/2006 on Agricultural, Fisheries, and Forestry Extension Systems. Government Regulation Number: 43 Year 2009 on Financing, Construction, Supervision of Agricultural Counseling, Fisheries and Forestry. Presidential Regulation Number: 154 year 2014 on Institutional Counseling of Agriculture, Fisheries, and Forestry and Regulation of the Minister of Agriculture Number: 03/Permentan/SM.200/1/2018 on Guidelines for The Implementation of Agricultural Counseling. Counseling includes several aspects, namely counseling programs, mechanisms of action and methods, counseling materials and roles and cooperation. The counseling program is intended to provide direction, guidance, and control tools to achieve the purpose of counseling, consisting of village/village counseling programs or field work units, sub-district counseling programs, District/City counseling programs, Provincial counseling programs, and National counseling programs.

Counseling programs are organized with the integrated and synergistic counseling programs at every level. The preparation must be measured, realistic, useful, and implementable and carried out participatoryly, integratedly, transparently, democratically, and responsibly.

Agriculture Services Bandung Regency plays a role and is authorized in the development of the agricultural sector in Bandung Regency. The authority and role of the office is to ensure the sustainability of the growth of the sector, as well as as a sector that is expected to be an alternative motor of regional economic growth.

The Department of Agriculture underlines the targets in meeting the food needs of domestic production and targets to protect and prosper farmers as the main players of food farming business, including Food Crops, Horticulture, Plantation, Livestock, Animal Health and Infrastructure and Counseling Areas supported by several Regional Technical Implementation Units. Based on that potential, it is expected to be able to control and develop the potential of the agricultural sector from upstream to downstream so as to produce agricultural products that have competitiveness:

1. Utilizing the potential of local resources, which characterize the region's superior agricultural products;
2. Able to be competitive globally; and
3. Green Products.

Agriculture Services Bandung Regency provides counseling as a way or technique so that farmers can develop their farms. Counseling conducted by the Department of Agriculture to farmers is one of the counseling on organic rice. Organic rice farming is an environmentally friendly agricultural system that uses only natural ingredients without the use of synthetic chemicals. Thus producing products that are healthy, nutritious and also safe to consume.

Ciparay district of Bandung Regency emphasizes the role of agricultural extension in each village with the aim that rice field production can be maximized. Ciparay district is one of the districts in Bandung Regency that has a promising agricultural sector. The economic potential in this sub-district lies largely in its agricultural production. The role of agricultural counselors in Ciparay District of Bandung Regency is more focused on the approach of rice farmers, especially the development of rice (organic rice).

The problem of agricultural counseling in organic rice crops (*oryza sativa*) by the Agriculture Services Bandung Regency (especially in Ciparay District) is seen the following symptoms:

1. Agricultural counseling still lacks mastery of organic rice cultivation technology, so the implementation is not fast and ineffective.
2. Lack of motivation of counselors to encourage the community to build networks.
3. Agricultural Extension has not cooperated, proactively and inten with rice research center and the findings /research is not delivered /not socialized, not introduced, not used as bimtek or training and no workshop to be used as an activity, so it has not contributed to the development / progress of agriculture in Bandung Regency.
4. Ineffective counseling time, less precise time, so farmers are disrupted by their activities and many do not participate in counseling.

LIBRARY OVERVIEW

Agricultural Extension

The large number of Indonesians who hang their lives from the agricultural sector shows so much of the role of the agricultural sector in propping up the economy and has important implications in future economic development. To build agriculture, quality human resources are needed. More than that, the availability of quality human resources is the main capital for the region to become actors, drivers of development in the region. Therefore to build agriculture, we must build human resources, so that the ability and competence of the work of the agricultural community can be improved, because they are the one who directly carry out all agricultural business activities on his business land. This can only be built through the learning and teaching process by developing a non-formal education system outside of school effectively and efficiently among which is through Agricultural Counseling.

Through agricultural counseling, the agricultural community is equipped with science, knowledge, skills, introduction of technology packages and new innovations in the field of agriculture with *sapta usahanya*, planting agribusiness values or principles, creating human resources with basic concepts of diligent, cooperative, innovative, and creative philosophy. Agricultural Counselors need to use effective communication techniques as long as the goal of agricultural counseling can be achieved.

The attitude and behavior of the agricultural community in applying the recommended information submitted by agricultural counselors, but the reality is still found in the community that agricultural counseling activities are still not successful.

According to The Law of the Republic of Indonesia Number: 16 year 2006 counseling is:

"The Agricultural Extension System is a whole series of development capabilities, knowledge, skills and attitudes of the main actors (agricultural actors) and businesses through counseling. It is also mentioned that Agricultural Counseling is a learning process for the main actors and businesses so that they want and are able to help and organize themselves in accessing market information, technology, capital and other resources, in an effort to increase productivity, business efficiency, income, and welfare, as well as raise awareness in the preservation of environmental functions."

According to the Ministry of Agriculture (2009) Agricultural Counseling is:

"A living view or basis of thought that is sourced on moral policy about everything that will and should be applied in the behavior or practice of daily life. Agricultural Counseling should be based on the development of community, national and state individuals. Therefore, Agricultural Counseling as an effort to help the community so that they can help themselves and increase their dignity as human beings".

Agricultural Extension Facilitator/Facilitator

According to The Law of the Republic of Indonesia Number: 16 year 2006 The Perpetrator/Facilitator of Agricultural Counseling is the main perpetrator in agricultural counseling activities is an Agricultural Counselor or also often called Field Agricultural Counselor (PPL). Agricultural Counselors are basically officials or agents who build agriculture, educators/advisors who serve for the benefit of farmers, fishermen and their families by providing motivation, guidance and encouraging farmers to develop self-help and self-reliance in trying to make farmers more profitable towards a happier and more prosperous life, for which an Agricultural Counselor is required to be able to develop his

programs and materials in carrying out counseling in order to commit and perform more maximum counseling.

The implementation of agricultural counseling shall be in accordance with the agricultural extension program. The agricultural counseling program is intended to provide direction, guidance, and as a means of controlling the achievement of the objectives of agricultural counseling, the Agricultural Extension Program consists of the Village Agricultural Extension Program, the District Agricultural Extension Program, the District/City Agricultural Extension Program, the Provincial Agricultural Extension Program and the National Agricultural Extension Program.

Agricultural Counselor in performing field tasks in addition to counseling, providing motivation and technological innovation needed by farmers and their families which include:

1. Counsel as an initiator, who always gives new ideas.
2. Counsel as a facilitator, who always provides a way out / facilities, both in the teaching learning process, and facilities in advancing his business. In terms of bribing facilitating counselors in terms of: business partnerships, access to markets, capital and so on.
3. Counselors as motivators, counselors always make farmers know, want and be able. Extension as a liaison is the delivery of the aspirations of the farming community and the government.

Beneficiaries of Agricultural Counseling Activities

Targeted counseling under Law No. 16/2006, Chapter III, Article 5 as follows:

1. The parties most entitled to counseling benefits include the main objectives and targets between;
2. The main targets of counseling are the main actors and businesses;
3. The targets among counseling are other stakeholders, which include groups or institutions of agricultural observers, fisheries and forestry as well as the younger generation and community leaders.

The implementation of agricultural counseling will go well if there is an equation of perception between the counselor and the farmer and the interested parties. Agricultural counseling conducted jointly by the Provincial and Regency/City Governments, must clearly have harmony and equality of objectives between the structures of the government so as to solve all the problems faced by farmers during this time. Counseling that takes place regularly, directed, and sustainably, is certainly expected to help expand the horizon for farmers to be able to adopt knowledge and information as part of income raising efforts.

Ideally agricultural counselors are able to be motivators, dynamators, facilitators and consultants for farmers. Agricultural counselors should also be able to diagnose the problems faced by the service (farmers), build and maintain relationships with the service system, strengthen adoption, and prevent the cessation of adoption.

The role of agricultural extension is defined as an extension effort to achieve maximum results by utilizing existing resources. Agricultural extension is carried out to increase the capacity of farmers in their efforts to obtain products that can fulfill their wishes. Being a extension of the goal is a change in the behavior of farmers, so that they can improve the way they grow, are luckier to farm and more worthy of their lives, or that is often said by farming families to be advanced and prosperous. The role of extension is very important to change the behavior of farmers towards something (new innovations), as well as skilled to carry out various activities that are beneficial for the improvement of productivity, income or profit, as well as the welfare of farmers.

Counseling conducted by bandung district agriculture officials to farmers to develop agriculture on rice crops because it brings many benefits to the whole

community. The government's counseling of farmers is urgently needed so that farmers can develop their work. In addition to expanding the potential of farmers counseling conducted by the Department of Agriculture aims to increase income and change the economy of the community, especially farmers by developing new prodak or new innovations and greater profits because it does not use pesticides and fertilizers made of chemicals / synthetics that are quite expensive because it only utilizes the use of waste as fertilizer and also uses natural pesticides that are easy to obtain and cheap accompanied by the high price of organic agricultural products in the market makes a greater profit than non-organic agriculture.

The success of a program, especially counseling conducted by the Department of Agriculture, is aimed at reducing the problems that occur in a program, whereas if it is improved then it needs to be reviewed about the counseling that has been rolled out or that has been implemented whether or not it gets support from the community or is not in line and contrary to previous government programs, thereby causing problems, obstacles and constraints in its implementation.

Basic Concept of Commitment to Organization

To understand the basic concept of organizational commitment, there will first be presented some expert opinions. Luthans (2002:235) defines the organization's commitment in three senses, namely as a force of attitude as well as a decision that is part of the organization, a desire or will to realize high performance as a part that must be developed in the organization and as a belief accepted as value as well as a goal that must be achieved by the organization.

As for Porter, Mowday, and Steers (in Miner, 1992:124) states that organizational commitment is "a relative strength of an individual's identification with and involvement in a particular organization" (the organization's commitment as a relative force of the individual in identifying its involvement into the organization). This attitude is characterized by three things, namely:

1. Strong trust and acceptance of the organization's values and objectives
2. willingness to strive earnestly on behalf of the organization
3. Strong desire to maintain membership within the organization.

Robbins (in Sjabadhyni, et al., 2001:456) views organizational commitment as one of the attitudes of work because it reflects a person's feelings (like or dislike) towards the organization in which he or she works. Robbins defines it as an individual orientation toward an organization that includes loyalty, identification, and engagement. So the commitment of the organization is the orientation of the active relationship between the individual and the organization. The orientation of the relationship results in the individual (employee), of his own will, being willing to provide something where something is given that illustrates support for the achievement of the organization's goals.

Organizational commitment can be interpreted as an attitude that every worker must have to show their loyalty to the organization in which they work.

In essence, some of the above definitions of organizational commitment place almost the same emphasis on the process in which an individual (employee) identifies himself or herself by the organization's values, rules, and objectives. In addition, the organization's commitment contains a sense of what is more than passive loyalty to the organization, in other words the organization's commitment implies an employee's relationship with the organization or company actively. This is based on the reason that employees who demonstrate a higher commitment have a desire to provide more energy and responsibility in supporting the well-being and success of the organization in which it works.

To develop personal loyalty and high commitment is appropriate if from the beginning of entering a new organizational environment, an employee is introduced

vision, mission, objectives, rules, and policies and commitments of the company or organization.

Purpose of Commitment to Organization

The dimensions of organizational commitment according to Meyer and Allen as written by Luthans, Sweeney and McFarlin (2002: 237) have three main components, namely:

1. Affective Commitment, including employees' emotional relationships with organizations or companies where a person works and self-involvement in the organization.
2. Continuance commitment, including those that underse employee loyalty to the organization. The component is based on an employee's perception of the costs he or she will face if he leaves the organization.
3. Normative commitment, i.e. the employee's feelings about the obligations he or she must give to the organization.

O'Reilly and Chapman (in Laka-Mathebula, 2004:15) define organizational commitment based on three criteria:

1. Compliance, which demonstrates instrumental attachment to certain extrinsic awards.
2. Identification, indicates an attachment based on a dising set to be affiliated with the organization.
3. Internalization, indicates engagement due to the suitability between individual values and organization.

In contrast to the theory put forward by Jaros (in Laka-Mathebula, 2004:15) that distinguishes organizational commitment in three dimensions, namely:

1. Affective, i.e. the level of psychological attachment of the individual to become an employee in the organization based on feelings such as loyalty, afection, warmth, sense of possessment, pleasure, etc.
2. Continuance, which is the level of feeling "locked in place" that individuals feel because of the high risk that will be faced when leaving the organization.
3. Moral, that is, the level at which individuals are psychologically bound for the purpose of being employees in the organization through intenalization of goals, values, and missions.

According to Siagian (2013: 24) Factors that can affect the effectiveness of work that can affect employees' commitment to the organization as follows:

- "1. Work interests
2. Work discipline
3. Responsibility
4. Cooperation
5. Implementation of organizational systems
6. Motivation
7. Organizational functions
8. Delegation
9. Ability"

Duncan in Steers (1985:53) says the measure of effectiveness can show that employee commitment is seen from several aspects as follows:

1. Achieving Goals
2. Integration
3. Adaptation

The achievement of the organization's objectives through the above aspects is focused with affective commitment, namely feeling responsible for oraganization activities, continuously commitment i.e. the ability to continuously carry out

organizational activities and normative commitment that is to obey the organization's determined activities in carrying out organizational programs.

RESEARCH METHODS

The method of research that the authors used in this study is a qualitative research method with a descriptive analysis method. Qualitative approach is used to express comprehensively, deeply, naturally and as is about the commitment of agricultural extension to organic rice crops in Bandung Regency. Descriptive methods are used to look at conditions in the field and find facts by interpreting and explaining precisely the phenomena that exist in the field.

Methodically, the qualitative approach used in this study is in accordance with the problems to be studied, which seeks to express in depth the reality of social phenomena regarding the commitment of agricultural extension to organic rice crops in Bandung Regency (Case study in Kecamatan Ciparay).

RESULTS OF RESEARCH AND DISCUSSION

Research Results

Capacity building (capability) conducted by the Department of Agriculture is carried out through tiered training, through thematic capability training, as well as training for promotion. Training in collaboration with BPP (Agricultural Training Center) Lembang under the Ministry of Agriculture, Bapeltan (Agricultural Training Center) under the Department of Agriculture Food Crops and Horticulture of West Java Province. In addition, training is also carried out through cooperation with other Research Centers.

For the training capacity that is already running concludes that the training carried out by the counselor is quite effective. In its policy stated by the Department of Agriculture that the capacity of counseling is carried out with assistance, technical guidance, training that has been carried out as needed and previously carried out by IKL (Identification of Training Needs) or carried out training conducted first surveys and interviews.

But in the field there are some things that have not been effective from the counseling capacity that counseling is carried out on average 1 (one) month 2 (two) times training, in the implementation sometimes the training is not carried out according to capacity, sometimes the meeting is only limited to communication. Second, the lack of extension that is done leads to a lack of material that is understood, there must be adjustment of the material delivered due to various characters and limited knowledge of the farmers. Third, add more knowledge and experience in counseling so that farmers get information and knowledge according to capacity and adapted to increasingly advanced technology.

Furthermore, the efforts made by the Agriculture Services Bandung Regency in the effectiveness of organic rice counseling is through Innovation. Counseling innovation is tailored to today's needs but the most important thing is to first introduce it with the System of Rice Intensification (SRI). Rice farming with SRI system is a farming business that can save the use of inputs such as seeds, water use, chemical fertilizers and chemical pesticides through the empowerment of farmers and local wisdom.

Furthermore, the effort is the creation of biological agencies in the control of OPT on organic rice crops. The manufacture of POC from cow urine. Create counseling content in the form of videos and then upload them to youtube. In addition, create counseling materials that are loaded on the website and make extension tools in the form of folders, leaflets.

The implementation of organic rice plant counseling is necessary materials used, already done addition or assistance from the government, but it has been effective. The farmers still lack in terms of materials and equipment used. Farmers prepare their own or own business with their own capital in meeting all needs in organic rice planting.

Counseling about organic rice crops, the government must create human resources that have commitment and high performance in carrying out their duties. Counseling is done to assist farmers in organic rice programs. The role of extension can influence the actions and decisions of farmers in doing rice farming so that productivity is high. Agricultural extension has a role in guiding farmers, assisting farmers in solving problems (consultants), monitoring farmer activities, valuation of actions and activities of farmers, assisting farmers in the introduction of new technologies srta communication with organizations.

Counseling in the field according to farmers is not effective enough, this is because the ability in carrying out counseling has not been optimal, not yet synergistic enough in conveying materials, information and socialization carried out unsustainable, has not performed its role effectively, has not been effective in guiding farmers, helped farmers in solving problems (consultants), monitors farmer activities, evaluates actions and activities of farmers, helps farmers in the introduction of new technologies, as organizers and dynamicators , as well as being a connecting bridge.

The role of extension is very important for farmers, especially in the application of organic rice cultivation Bumiwangi village, Ciparay District is still needed to increase human resources (farmers) so as to be able to manage existing natural resources intensively in order to achieve productivity and income improvement activities. However, the research received a response in the field that the extension has not been effective enough in performing its functions and roles. It is felt by farmers also with a lack of commitment of counselors in carrying out their work, there are farmers who feel less impact from the results of counseling that causes many farmers who want to return to conventional rice.

Regarding the motivation for the effectiveness of extension to agriculture on organic rice crops (*Oryza sativa*) is quite effective. The Department of Agriculture is providing infrastructure for activities in the form of transportation equipment, laptops and financial allowances in the form of adequate performance allowances.

One of the motivations carried out by the Indonesian Agricultural Extension Association (PERHIPTANI) is the role of PERHIPTANI as an organization that displays the role of Counselors given facilities including member cards, held seminars for Counselors, Workshops, if counselors have problems perhiptani directly respond to it, adopt information, facilitate the activities of counselors, hold an extension jambothee whose contents hold competitions, familiarize the counselors, share knowledge and technology technology competitions held for 3 days in 1 year. Continue to support, accompany, actively contest exhibitions.

Environmental characteristics and human resources in the environment can determine the success of organic rice plant programs. If the characteristics of the environment and the farmers and all relevant parties support and cooperate in the development of organic rice, then the results obtained will also be in accordance with expectations. Job satisfaction will also be obtained. Job satisfaction of all sectors will have an impact on each sector by interconnectedness. In the field of government, the existence of civil servant agricultural extension in 2018 until now the number has been reduced, with only 1 (one) extension in one region / sub-district does not meet capacity.

Characteristics of the region (especially in ciparay sub-district) and resources, land ownership, because most farmers are farmers who do not necessarily agree with the landowner in carrying out organic rice, Changing the mindset of farmers, that organic rice is very much a benefit. support from the government.

Some of the problems and problems in the field as well as the rapid and high-tech changes of the times, then all parties related to the implementation of organic rice counseling need to be innovation and adaptation with the changes that occur. Innovation has been done gradually by all parties related to the implementation of organic rice in Bandung Regency, it still takes time to convince farmers, so that it can adapt to new developments. Coaching is done regularly every 2 weeks. Then face obstacles or problems, namely the implementation of less effective monitoring with work in the District globally. The number of counselors in Bandung regency as of March 2020 is 167 people and must innovate because with that number less in counseling for several regions. Central, Provincial and District programs need mentoring to succeed, the spearhead of agriculture is in counseling as the key to the success of the program. A high commitment will be formed if the leaders are able to distribute their power so that it can be accepted and seen as something that can encourage the creation of high commitment from all employees.

Discussion

Organic rice is a new thing for farmers, in the implementation of it farmers need training and guidance that is continuously carried out by counselors and the full support of the trustees. Agricultural Counseling includes preparation, formulation, preparation, implementation, monitoring and evaluation of the Agricultural Extension Program. The duties and functions of extension are fostering, guiding and facilitating the main actors and businesses. Especially in ciparay area which is very potential in the planting of organic rice. The location of rice farmers who belong to the farmer group is located in Blok Kanduruan Bumiwangi Village, Ciparay District, Bandung Regency. The location of the business is very strategic, thanks to the support of natural resources, especially irrigation which is very guaranteed.

Environmental characteristics and compensation can affect the commitment of counselors. But in reality the counselor in charge of the apangan dil apangan is not in line with expectations. Counseling activities that are expected to foster, guide and evaluate while helping to solve problems that occur in the field seem less optimal.

Counselors who jump directly into the field, come face-to-face with farmers. The socialization of the counselor is to hold meetings, The School of Field Observation of Pests and Plant Diseases (SLPHT) organically. Sri Field School (System of Rice Intensification), inputs such as seeds, water use, chemical fertilizers and chemical pesticides through farmer empowerment and local wisdom. The fact that there are some that are not suitable, farmers expect communication to be done according to the situation and conditions of the farmers. Socialization is well done, according to the culture in the region, ethics and good manners. There are some farmers who do not attend high school, so the message should match the frame of reference. The timing of socialization sometimes does not suit the conditions, so the extension comes at a time when the farmers are working, thus disrupting the farmers in their activities. Lack of socialization and information related to organic rice planting programs, there are some obstacles in the region.

In the field of government, the existence of civil servant agricultural extension in 2018 until now the number has been reduced, with only 1 (one) extension in one region / sub-district does not meet capacity.

Characteristics of the region (especially in ciparay sub-district) and resources, land ownership, because most farmers are farmers who do not necessarily agree with the landowner in carrying out organic rice, so it is necessary to change the mindset of farmers, that organic rice is very big benefit.

Some things related to farmers are, communication, socialization for farmers are less effective, poorly understood and less cooperative. There are some materials and tools

needed still lacking, so that the program is made to be sustainable, so that the farmers better understand the policies and implementation of the program that is being carried out.

CONCLUSIONS AND SUGGESTIONS

Conclusions

1. The commitment of agricultural extension to organic rice crops (*oryza sativa*) in the Bandung District Agriculture Office is quite high although there are some constraints, this is due to factors that are not optimal for effectiveness, both in terms of ability to adjust, job satisfaction and resource achievement.
2. The high commitment of the counselor is demonstrated by a sense of responsibility, continuously conducting counseling activities and obeying the regulations specified for the success of the extension program that will support the performance of the work so that it will be able to increase the productivity of organic rice.
3. Counseling of organic rice farming in Bandung regency, especially Ciparay District, needs to be built harmonious cooperation between the government, especially the Agriculture Services Bandung Regency and farmers so that organic rice planting is effective. To increase the human resources of counselors so as not to be deficient in each region, motivation and compensation should be provided in accordance with the needs of the counselor so that the counselor has a high commitment. Communication and socialization conducted by counselors must be improved and carried out in accordance with the state of the region and human resources. Adaptation and innovation of all human resources related to the effectiveness of organic rice harvesting in accordance with the development of the times.

Suggestions

1. Related to the commitment in working and adaptation with the environment and technology is very important for all parties participating in the development of organic rice planting in Bandung Regency area, need to continuously conduct training and human resources development, through tiered training, thematic ability training, and training for promotion, it is expected that counselors can have a high commitment to the organization in which they work.
2. Motivation to farmers needs to be continuously carried out by counselors in order for their duties to be carried out effectively. The government and counselors are expected to always conduct harmonious and effective communication with farmers, in order to continue to develop organic rice crops.

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Presidential Regulation No. 154 of 2014 on Institutional Counseling of Agriculture, Fisheries, and Forestry, the implementation of counseling covers several aspects, namely counseling programs, mechanisms of action and methods, counseling materials, and roles and cooperation.