

## CHANGES IN THE PERFORMANCE LEVEL OF EXTENSION OFFICERS IN UTILIZING INTERNET MEDIA IN PIDIE DISTRICT

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### ABSTRACT

Utilization of agricultural extension information requires the delivery of technological information and extension materials is a challenge for agricultural extension workers in order to master computer skills and use the internet. This research was conducted in March 2021 until completion. The population of this research is all agricultural extension workers in 4 BPP Pidie Regency, totaling 53 respondents. The sample of this study was 22 respondents with civil servant status consisting of 4 sub-districts. This research was conducted by distributing questionnaires and direct interviews. The method used in this research is quantitative analysis method. Linear regression analysis in this study using simple linear. The use of internet media has an effect on the performance of agricultural extension workers in Pidie Regency. The more often the extension workers use the internet in compiling reports, making materials, programming and designing extension methods, the better the performance of agricultural extension workers will be.

**Keywords:** Change, Extension Performance, use of internet media

### INTRODUCTION

Internet media is a wide network of computers that can be connected to each other, to disseminate and share all information, and to shorten the distance between each other and the State. The increasingly widespread technology at this time, the development of science in technology has resulted in many communication media that can be used to share all information. With the many communication media that are available, it requires consideration and planning in determining a plan and the use of appropriate communication media to help apply / disseminate all the information that has been determined. One of the communication media that can be used to apply to agricultural development is virtual media communication or internet media. (Ozturk MC. 2015).

The presence of information technology is a challenge for agricultural extension workers to master computer skills and use the internet. In line with the era of the use of information technology, it is necessary for the delivery of technology information and the latest extension materials quickly to agricultural extension workers throughout Indonesia without being limited by space and time. The use of information as a new media for extension is currently more effective and efficient in the implementation of extension in order to increase access to information for extension workers so that the process of transforming knowledge to the main actors of farmers is updated.

The performance of the agricultural instructor will be good if the agricultural instructor has implemented elements consisting of high loyalty and commitment to the task of preparing extension activities, discipline and creativity in carrying out extension activities, cooperation with farmers and related parties in farming development, leadership that becomes a role model. , good personality, honest and objective in fostering farmers, as well as responsibility for the task.

However, in Indonesia in general, in Aceh Province in particular, the role of agricultural extension workers, which is expected to be the spearhead of the renewal of agricultural production technology, still does not deserve to be called the spearhead of renewal. The presence of agricultural extension workers is expected to be able to overcome the problems of agricultural technology and production management of farmers, but in reality they still have internal problems that do not support the noble role assigned to them. One of them is the level of utilization of technological media in the form of internet media that is not yet in accordance with the needs in improving the performance of agricultural extension workers in Indonesia in Pidie Regency which has not been maximized in utilizing internet media.

To see the condition of the performance of agricultural extension workers and various operational problems in the implementation of agricultural extension in Indonesia, especially in Pidie District, a more in-depth research and assessment is needed, as well as knowing the description of the performance of agricultural extension workers in Pidie District in using the internet..

## **LITERATURE REVIEW**

According to Davis and Adam et.al (2018) define usefulness as the degree to which a person believes that the use of a particular technology will improve that person's achievement. The measurement of the benefits is based on the frequency and diversity of the technology used used. Benefit can be in the form of one factor such as easier, more useful work, increasing productivity, effectiveness, and improving job performance.

According to Mangkunegara and Prabu, (2013), "performance (work achievement) is the quality and quantity of work achieved by an employee in carrying out his duties in accordance with the responsibilities given to him. According to Ahira (2011), "a person's performance is a combination of abilities, efforts and opportunities that are assessed from the results of their work."

Ahira (2011) explains that performance is a record of outcomes resulting from certain employee functions or activities carried out over a certain period of time. Gibson et al., (2013) stated that performance is the desired outcome of behavior, and individual performance is the basis of organizational performance. According to John Whitmore (Wibowo, 2014), "performance is the implementation of the functions required of a person, performance is an act, an achievement, a general exhibition of skills."

According to Mardikanto (2018), the term extensionist can be interpreted as someone who on behalf of the government or extension agency is obliged to influence the decision-making process carried out by the extension target to adopt the innovation of the extension material delivered. The extension agent or agent of change is a field officer from an agency/institution who has been given training with certain abilities in accordance with the counseling activities he provides.

## **METHODS**

### **Data analysis**

The data analysis method used in this research is quantitative data analysis. Quantitative analysis is a scientific approach to managerial and economic decision making which is then processed and becomes useful information (Kunoco, 2004).

The analytical tool used to test the hypotheses that have been put forward regarding the effect of the use of internet media on the performance of agricultural extension workers in Pidie Regency is a simple linear regression equation using the 21.0 for windows software tool, which is a statistical program that is able to process statistical data quickly and precisely into various the output desired by decision makers without reducing the accuracy of the output results (Ghozali, 2006).

The econometric model that will be used in this research is a simple linear regression which is informed as follows:  $Y = \alpha + \beta X + e$

Keterangan:

Y = Agricultural Extension Performance

X = Utilization of Internet Media

$\alpha$  = Constant

$\beta$  1 = Variable regression coefficient

e = Interrupt (error)..(Ghazali, 2015).

The basis for decision making in a simple regression test can refer to comparing the significance value with a probability value of 0.05 with the following conditions:

1. If the significance value is not more than the probability value of 0.05, it means that the independent variable has a significant effect on the dependent variable.
2. If the significance value is more than the probability value of 0.05, it means that the independent variable has no significant effect on the dependent variable.

## **RESULTS AND DISCUSSION**

Overview of the Department of Agriculture and Food

Pidie Regency is included in Aceh Province which is bordered by the Malacca Strait to the north, by Pidie Jaya Regency and Bener Meriah Regency, to the south by West Aceh Regency and to the west by Aceh Besar and Aceh Jaya Regencies. Geographically, Pidie Regency is located at coordinates 04.30° 04.60° North Latitude (North Latitude) and 95.75-96.20 (East Longitude). big is the highlands. Administratively, Pidie Regency consists of 23 sub-districts covering 94 Mukim 727 villages with a total population of 443,718 people consisting of 220,917 males (49.78%) + 222.801 females (50.22%) = 443,718 inhabitants; 117,592 families and has a density of 144 people/Km2, and is one of Aceh's food barns.

### 1) Coefficient of Determination

The coefficient of determination in a simple linear test is used to determine the percentage of the simultaneous influence of independent variables on the related variables. How to determine the coefficient of determination by looking at the simple linear regression analysis in the R Square column from the results of SPSS analysis.

Table 1. Model Tabel

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.764 <sup>a</sup>	.584	.563	1.171

Table 1, Bali R Square is 0.584 or 58.4%. These results indicate that the variable of internet media utilization (X) on the performance of the instructor (Y) has a contribution of 58.4%. and the remaining 41.6%. explained by other factors outside the independent variables of this study. This shows that the variable can be explained by the independent variable with high accuracy criteria.

### 2)F Test/Model Test

The F test in this study used the ANOVA test. This test can be used to determine the joint (simultaneous) effect of the independent variable Utilization of internet media (X) on the performance of agricultural extension workers (Y) as the dependent variable. The basis for decision making is as follows:

Tabel 2. Hasil Uji F (Anova)

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	38.445	1	38.445	28.042	.000 <sup>b</sup>
1 Residual	27.419	20	1.371		
Total	65.864	21			

Based on the results of the simultaneous test from the table above, it is shown that the significance value of 0.000 is smaller than 0.05, because the significance value is less than 0.05, the regression model can be used to predict the use of internet media or it can be said that the independent variable (X), simultaneously (simultaneously) affect the performance of agricultural instructors (Y).

### 3) Hypothesis test

To analyze what influences the use of internet media on the performance of agricultural extension workers in Pidie Regency, this is done using the SPSS program. The results can be seen in the following table:

Tabel 3. Hasil analisis regresi

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1(Constant)	7.548	3.451		2.187	.041
Pemanfaatan Media Internet	.732	.138	.764	5.296	.000

The regression equation obtained from the table is as follows:

$$Y = 7.548 + 0.732X$$

The positive constant value indicates that if the variable of internet media utilization increases or has an effect in 1 unit, then the agricultural instructor's performance variable will also increase. The regression coefficient value for the variable using internet media is 0.732, meaning that if the use of internet media has increased by 1 unit, then the performance of agricultural extension workers will increase by 0.732.

The variable coefficient of internet media utilization has a positive influence on the performance of agricultural extension workers with a coefficient of 0.732. From table 17, it is known that the t-count value of the internet media utilization variable (X) is 5.296 with a significance value of  $0.000 < 0.05$ . This shows that the variable of the use of internet media has an effect on the performance of agricultural extension workers.

## CONCLUSION

The variable coefficient of internet media utilization has a positive influence on the performance of agricultural extension workers with a coefficient of 0.732. From table 17, it is known that the t-count value of the internet media utilization variable (X) is 5.296 with a significance value of  $0.000 < 0.05$ . This shows that the variable of the use of internet media has an effect on the performance of agricultural extension workers.

The use of internet media has an effect on the performance of agricultural extension workers in Pidie Regency. The better the use of internet media, the higher the performance of agricultural extension workers. The more often the extension workers use the internet in compiling reports, making materials, programming and designing extension methods, the better the performance of agricultural extension workers will be. This is in accordance with the results of research showing that the use of internet media has an effect on the performance of agricultural extension workers. Agricultural instructor performance is the ability or work result based on work status, working conditions and organizational policies in implementing extension programs.

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