

**IMPLEMENTASI MODEL AIDDA DALAM DISEMINASI
FERINSAKA DI NAGARI SIALANG GAUNG KECAMATAN
KOTO BARU KABUPATEN DHARMASRAYA**

SKRIPSI

Oleh:

PUTRI AMELIA SAKINAH

2110272007

Pembimbing I : Dr. Sri Wahyuni, S.Pt., M.Si

Pembimbing II : Ferdhinal Asful, S.P., M.Si



**FAKULTAS PERTANIAN
UNIVERSITAS ANDALAS
PADANG
2025**

IMPLEMENTASI MODEL AIDDA DALAM DISEMINASI FERINSAKA DI NAGARI SIALANG GAUNG KECAMATAN KOTO BARU KABUPATEN DHARMASRAYA

ABSTRAK

Penelitian ini memperjelas persepsi petani bahwa Ferinsaka merupakan inovasi pupuk organik cair hasil fermentasi urine sapi dan kambing yang diperkenalkan sebagai solusi atas kelangkaan dan mahalnya pupuk kimia. Penelitian ini bertujuan untuk menganalisis implementasi model AIDDA (*Awareness, Interest, Desire, Decision, Action*) dalam proses diseminasi Ferinsaka kepada anggota Kelompok Wanita Tani (KWT) Seroja di Nagari Sialang Gaung, Kabupaten Dharmasraya. Pendekatan ini digunakan untuk mengidentifikasi tahapan psikologis petani dalam menerima hingga mengadopsi inovasi tersebut. Penelitian menggunakan metode deskriptif kualitatif dengan teknik wawancara mendalam, observasi dan dokumentasi. Informan terdiri dari anggota KWT, penyuluh dan tokoh lokal. Hasil penelitian menunjukkan bahwa seluruh tahapan AIDDA berjalan efektif. Kesadaran petani terbentuk melalui penyuluhan langsung, ketertarikan tumbuh lewat penjelasan manfaat dan praktik, keinginan muncul dari hasil nyata yang mereka lihat dan alami sendiri, keputusan diambil secara sadar berdasarkan keyakinan terhadap manfaat Ferinsaka dan pelaksanaan dilakukan aktif oleh anggota. Para petani tersebut tidak hanya menggunakan Ferinsaka, tetapi juga mengajak petani lain untuk mencobanya.

Kata kunci: Ferinsaka, AIDDA, diseminasi, pupuk organik cair, KWT Seroja



IMPLEMENTATION OF THE AIDDA MODEL IN THE DISSEMINATION OF FERINSAKA IN NAGARI SIALANG GAUNG, KOTO BARU DISTRICT, DHARMASRAYA REGENCY

ABSTRACT

This study clarifies explores farmers' perceptions that Ferinsaka is an organic liquid fertilizer innovation made from fermented cow and goat urine, introduced as a solution to the scarcity and high cost limited availability and rising prices of chemical fertilizers. The study aims to analyze the implementation of the AIDDA model (Awareness, Interest, Desire, Decision, Action) in the dissemination process of Ferinsaka to members of the Women's Farmer Group (KWT) Seroja in Nagari Sialang Gaung, Dharmasraya Regency. This approach is used to identify the psychological stages farmers go through in accepting and adopting the innovation. The research employs uses a descriptive qualitative method, incorporating in-depth interviews, observation, and documentation. Informants consist of included KWT members, agricultural extension workers, and local figures. The results show that all stages of the AIDDA model were effectively implemented. Farmers' awareness was formed through direct extension activities, interest grew through explanations of benefits and practical demonstrations, desire emerged from the tangible results they witnessed and experienced, decisions were made consciously based on confidence in Ferinsaka's benefits, and the implementation stage was actively carried out by the members. These farmers not only used adopted Ferinsaka but also encouraged other farmers to try it.

Keywords: Ferinsaka, AIDDA, dissemination, liquid organic fertilizer, KWT Seroja