

Perceptions level of rural leaders towards implementation of agricultural technologies in Malaysia paddy farming

ABSTRACT

Rural leaders in Malaysia have been encouraged to develop themselves with skills and knowledge. To encourage rural people to use agricultural technologies, they must have a good skill towards it. Hence, the study was conducted to determine the perception levels of implementation of rural leaders in area of study towards paddy farming technology. The sample size of this study is (260). The study was conducted in MADA (in a state of Kedah and Perlis). This study used a purposive sampling technique. This research also was done by interview approaches to gain the implementation perception levels of rural leaders of paddy farming technologies in MADA. Using SPSS, descriptive and inferential analyses were performed to fulfill the objectives determined. Based on the results gained, it can be concluded that implementation level of paddy farming technologies among respondents is moderate. Further analysis done have proved that there is a significant relationship between some social, demographic factors and respondents level of implementation of agricultural technologies, the study recommended that rural leaders in area of study access and exposure to agricultural technologies must be strengthened.

Keyword: Rural leaders; Implementation; Agricultural technologies; Paddy; Skills