

The reasons for farmers not to adopt System of Rice Intensification (SRI) as a sustainable agricultural practice: an explorative study

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Abstract	This study explored perceived attributes of farmers adoption on the System of Rice Intensification (SRI) as a sustainable agricultural practice in Indonesia. Roger's theory of diffusion innovation was used as a conceptual framework for this study. A focus group was conducted with farmers who decided to discontinue the practice of SRI in the Banyumas Regency, Central Java Province. The price and yield were expected to be the most important consideration when adopting the SRI system, followed by the complexity of farming practices. However, environmental benefits such water conservation, agronomic benefits and land fertility were found to be less important considerations for dis-adopter farmers. In conclusion, the price of rice is still the dominant attribute in the adoption of SRI.
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