

KEBERFUNGSIAN DESAIN PENDEKATAN SOSIAL DALAM DISEMINASI TEKNOLOGI AKUAPONIK

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Abstract	<p>Abstract: This research is aimed to know the functioning of the test results and find a social approach design communicative for dissemination process aquaponic technology in the mix environmentally friendly farming. The research method used is a descriptive case study with qualitative and quantitative approaches . Location of the study are set intentionally in District Kutasari , Purbalingga , Central Java . The type of data needed include primary and secondary . Determination of the source of the data is done by purposive sampling technique . All of the data collected was processed and analyzed qualitatively and quantitatively.. Based on the results of the study result revealed that the process of dissemination of technology in the management aquaponic technology in the mix farming of environmentally friendly have significant value in the development of productive livelihood diversification. Dissemination aquaponic technology gives the feasibility of social and economic functions for the villagers in an effort to increase revenue and meet the consumption needs household more independently. Some patterns of social and communicative approach needs to be used effectively to support the dissemination of aquaponic technology the scope of villagers audience wider .</p>
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