

## Perceived attributes driving the adoption of system of rice intensification: The Indonesian farmers' view

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<b>Abstract</b>	<p>This article argues that the System of Rice Intensification (SRI) future promotion should be based on the potential users' good understanding of sustainable agriculture. A qualitative approach was used to examine the perceptions of SRI attributes among Indonesian rice farmers, which is built upon the developing theory of diffusion of innovation. Through focus group discussions in three Indonesian provinces, compatibility, complexity, and relative advantage were identified as essential factors for SRI adoption. SRI was seen as incompatible with current farming practices, labour capacity, budget, and time available for additional labour inputs. SRI was seen as relatively complicated in terms of compost processing and application as well as mechanised agricultural technologies. As a result of the economic surplus provided by SRI rice, organised farmers may be able to obtain a higher price for SRI rice than non-organised farmers. Environmental and agronomic benefits were thought to have a long-term payoff. Such results demonstrate the subjective evaluation of SRI by farmers, which is important to its implementation.</p>
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