

Abstract

A study of Arabica Coffee Extension Pattern and Process in Royal Project and Expansion Royal Project Area Highland Development using Royal Project system aim to 1) Status of Arabica Coffee extension and development in the highland area 2) Analyze the best practice of extension development that appropriate for Royal Project (Pattern and Process). This research had done in the Royal Project and Highland Development Project using Royal Project system (Expansion of Royal Project Areas) which including 12 development centers and other 3 Arabica Coffee Extension development areas.

Population and sample was selected by purposive sampling in the areas mention for 209 farmers and 30 extension personal.

Research instrument for information and data gathering included questionnaire for farmers who grow coffee under the Pattern and Process of extension was interviewed and discussed and the questionnaire for the extension personal who responsible for coffee production extension and development and also the focus group discussion of the Pattern the Process. Data analyzes was done with the primary and secondary information which shown the coffee extension pattern and process. The Good Agricultural Extension Practice (GAEP) and the description statistics analyses are included. More detail will included the data analyses of the farmer's background of socio-economic information and data analyses of the farmer and extension personal who was interviewed and also participated in focus group meeting had done for the discussion to confirm extension and development Pattern and Process.

Research included from data analysis of the coffee extension development pattern and process in Royal Project areas and Highland Development using the Royal Project system (Expansion Royal Project Area). Farmers show their knowledge and opinions for the extension process with the extension personal guidelines 45% of the high level of knowledge of coffee growing from the Royal Project Development Center and Highland Development using Royal Project system (Expansion Royal Project Area).

For the technical support with the knowledge from training and advisement was stated of high land (50.2 %) Marketing management system expectedly buying with the good and appropriate price and accepted at (38.8%) and Coffee quality development is high level (29.7%).

Farmers demand for the coffee production development in the farmer's area by visiting and experience are highly needed (72.2%) and less problem in the pest and disease control by famer and technical extension for controlling in high at (60.8%)

Analysis of coffee extension process, main elements is the academic knowledge from the researcher and extension personal with the high level (56.9%). For the coffee extension process, the first stage in awareness and interest come from Royal Project and Highland Development using Royal Project system (Expansion Areas) with high level (72.2%). For the cultivation and production development of the farmers mainly so to the marketing management high level (73.2%). And for the advisement, recommendation and supervise for the total development for coffee quality production was also high (53.1%).

For condition and factor that highly affected on increasing the effective was of extension activities are included Royal Project and Highland Research and Development intuition with 80.9%. Coffee extension pattern, the suitable for highland was the natural resource conservation 70.3%.

From extension officer interviewed, the opinion of coffee cultivation pattern in natural resource conservation and The Good Agriculture Practice (GAP) were 80.0% For coffee extension process, the research found that source of technical knowledge from manual of this coffee cultivation technical advice by researches and extension personal are accepted 46.7%. Advisement from Royal Project and Highland Development using Royal Project system are highly need with 80%. For the cultivation and production development with post-harvest management with 93.3%. And for the test coffee extension process highly need of the advisement and supervise by

extension and researchers from Royal Project and Highland Development using Royal Project for the quality coffee production is 90%.

Key Word: Pattern and Process of Arabica Coffee, Coffee in highland Area, Royal Project and Highland Development using Royal Project system (Expansion Royal Project Area)

