

Title	Appropriate Media for Production Extension According to Opinions of Industrial Oil Palm Farmers in Chumphon Province
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ABSTRACT

The purposes of this research were to study the socio-economic characteristics of the farmers producing industrial oil palm in Chumphon province and the needs and suggestions on media using of the farmers, and also study problems and obstacles in information perception and communication with agricultural extension staff. Data collection was conducted by using 394 interview forms distributed to the farmer respondents producing industrial oil palm in Chumphon province. Obtained data were analyzed by using descriptive statistics to calculate the frequency, percentage, standard deviation, t-test and F-test.

The study found that almost two-thirds of the respondents were male, of 49 years on average. Almost two-thirds of the respondents finished elementary school. Almost all of them were married, and were owners of the industrial oil palm firm. Most of their income was from the production of industrial oil palm with an average monthly income of 25,451.01 baht. Aside from producing industrial oil palm, some of the respondents had other agricultural careers including orcharding and animal rearing. Some other respondents were merchants, hired-workers and government officials having an average monthly income of 15,666.67 baht. They had experience on oil palm growing for 9 years on average. One-half of the respondents used 2 family labour forces on average. Almost all of them had their own oil palm plantation land with an average size of 24.35 rais. More than four-fifth of the respondents agreed that the most appropriate form of media for the promotion of industrial oil palm production was mass media. About two-thirds of the respondents needed to perceive information from agricultural extension staff visiting them most and followed by television.

Based on opinions of industrial oil palm farmers on an appropriateness of types of media for the promotion industrial oil palm production, the study found that the respondents agreed at moderate level on the appropriateness of various types of media promoting the production of industrial oil palm. Agricultural extension staff visiting and television were the most appropriate media on the promotion of industrial oil palm production.

As for the problems and obstacles in perceiving information and communication between agricultural extension staff and the farmers producing industrial oil palm, the respondents had a low level of problems and obstacles in information perception and communication with agricultural extension staff ($\bar{X} = 1.54$). They were confronted with lack of intention from agricultural extension staff on their industrial oil palm production.

Results of the study also revealed that the difference of age, educational attainment, oil palm plantation experience of the respondents and types of media on information perception reflected a statistically significant difference ($p < 0.05$) of the different opinions on an appropriateness of media promoting industrial oil palm production. Besides, there was a statistically significant difference ($p < 0.05$) on the difference of respondents' sex, sources of income, oil palm plantation experience, and types of oil palm plantation bed.