

3636737 ENAT/M : MAJOR : APPROPRIATE TECHNOLOGY FOR RESOURCE DEVELOPMENT

: M.Sc. (APPROPRIATE TECHNOLOGY FOR RESOURCE DEVELOPMENT)

KEY WORD : PROMOTION AND EXTENSION / SUSTAINABLE AGRICULTURE / COMIC BOOK

SANTIPAP SIRIWATTANAPAIBOON : THE PROMOTION AND EXTENSION OF SUSTAINABLE AGRICULTURE BY A COMIC BOOK. THESIS ADVISOR : SOMPONG THONGCHAI.M.Sc. PONGPIT PIYAPONGSE, M.Sc. CHANOUN RATANAWARAHHA,M.Sc. CHAWALIT SOMMANO,M.Sc. 343p. ISBN 974-589-466-4

Sustainable agriculture is an agricultural system that conserves environment as well as manages the utilization of resources to maximise profitability and sustainability. This concept should be extended to farmers. At present most of farmers are poor and have less opportunity to access the knowledge of sustainable agriculture so that the objectives of this research were: 1) to create a comic book on sustainable agriculture, and 2) to test its efficiency upon the farmers at Burerum Province.

The purposive random sampling method was administered to the population in order to select the sample group. The pre-post test design was used in the study. The sample group was divided into two groups, each group have 30 persons. One group read the text only book, the other read the comic book. Knowledge was then tested using a test paper, and t-test pairs were used for analysis. Analysis of covariance (ANCOVA) was used in statistical analysis of determining factors which had effect on score increase. The factors considered were sex, age, activities of agriculture, education and type of media.

The results revealed that both the sample groups had score increasing significantly at 0.05 after reading either the book or comic book. The comparison of score after reading between both the sample groups revealed that the sample group who read the comic book had more score increase than the sample group who read the text only book significantly at 0.05. The study of factors which had effect on score increase of the sample groups revealed that sex and age had no effect while activities, education and type of media had effect as follows ; (a) the farmers who use integrated farming had more score increase than the farmers who only rice farm and only cattle farm ; (b) the farmers who posses higher education had more score increase than those with lower education ; (c) the farmers who read the comic book had more score increase than the farmers who read the text only book . In conclusion the results indicated that the comic book had more efficiency than the text only book in enhancing the sustainable agriculture knowledge.