





**FARMERS' PERCEPTION OF EBN FARM RADIO PROGRAMME  
IN TAMBOL-SADEJ OF MUANG DISTRICT, LAMPANG PROVINCE,  
THAILAND**

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**FARMERS' PERCEPTION OF EBN FARM RADIO PROGRAMME  
IN TAMBOL-SADEJ OF MUANG DISTRICT, LAMPANG PROVINCE,  
THAILAND**

**BY**

**SANUN KARNKA**

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PERPUSTAKAAN SULTANAH NUR ZAHIRAH

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PERPUSTAKAAN SULTANAH NUR ZAHIRAH



Abstract of the thesis submitted to the Senate of Universiti Pertanian Malaysia in partial fulfillment of the requirements for the Degree of Master of Science.

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December 1989

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: Mrs. Zaharah Susan Ardis Keeney

Faculty : Center for Extension and Continuing Education

The objectives of this study were: (1) to determine the farmers' perception of EBN farm radio programme, (2) to describe the radio listening behaviour of the farmers, (3) to determine the relationship between farmers' perception and some demographic, socio-economic, and communication factors. The study also tried to formulate guidelines for agricultural radio broadcasting.

A total of 183 farmers from eight villages of Tambol-Sadej, Muang district, Lampang Province Thailand were selected by using a simple random sampling method. Data were gathered by personal interviews and analysed by using the Statistical

Package for the Social Sciences (SPSS PC+). Nine hypotheses were tested by Pearson Product-Moment Correlation, while frequencies and percentages were used for other descriptive analyses. The study revealed that, only 51% of the respondents listened to the EBN farm radio programme. In general, the farmers had moderately favoured this programme in terms of usefulness, comprehensibility, credibility and appropriateness in presentation. The perception was analysed with each of the independent variables separately to determine the directional relationship and degree of association. The independent variables such as education, income, farm size, organizational participation, media availability, media exposure, localite and cosmopolite communication were found to be related positively with perception. In contrast, age was found to be related negatively with perception.

The study also found that the farmers chose the radio programme simply by arbitrarily changing channels until they found their favourite programme. They also preferred to listen to AM radio during early morning (5.00-6.00), lunch time (12.00-13.00) and early evening (18.00-19.00) in their houses as well as their farms with the range of time from 30 minutes to 1 hour. Their favourite programme was news, which they listened to in order to keep informed of general events. Local

folk songs and drama were considered as their second favourite programmes that they preferred to listen to while working . The farmers also liked to participate in the programmes that offered lucky prizes and documentary supports by means of letter.

The results of this study also suggested the guideline to improve further the farm radio broadcasting. The farm radio programme should be broadcasted through AM system at the suitable time such as early morning (5.00-6.00), lunch time (12.00-13.00) and early evening (18.00-19.00) with the range of time from 30 minutes to 1 hour. The news should be regularly and timely broadcasted. The magazine radio format which include the various styles of presentation such as local folk song, drama and replying farmers' letters should be considered in order to avoid monotony. The EBN Lampang radio station should produce the farm radio programme based on the needs of local farmers in terms of pomology, vegetable growing and livestock rather than pre-set, network programmes. Communication strategies such as lucky prize offering, providing documentary supports, and responding to farmers' letters should be employed in order to provoke the farmers' interest. Public addressing system should be used to broadcast the farm radio programme throughout the village at the suitable times. The target audience should be divided into

certain groups according to their age so that the certain programmes could be produced to fit the needs of a certain group.

PERPUSTAKAAN SULTANAH NUR ZAHIRAH

Abstrak tesis yang dikemukakan kepada Senat Universiti Pertanian Malaysia sebagai memenuhi sebahagian daripada keperluan untuk mendapatkan Ijazah Master Sains.

**PERSEPSI PARA PETANI MENGENAI PROGRAM RADIO LADANG EBN  
DI TAMBOL-SADEJ DARI DAERAH MUANG, PROVINSI LAMPANG,  
THAILAND**

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Penyelidikan yang dijalankan ini bertujuan: (1) menentukan tanggapan para petani terhadap program radio ladang EBN, (2) mengkaji tingkah laku para petani tentang pendengaran radio, (3) mengetahui perhubungan di antara pandangan para petani terhadap beberapa faktor demografik, sosio-ekonomi dan komunikasi. Kajian ini juga adalah untuk membentuk garis panduan mengenai penyiaran radio pertanian.

Sebanyak 183 orang petani dari lapan buah kampung di Tambol-Sadej, Daerah Muang, Negeri Lampang, Thailand telah dipilih dengan menggunakan satu kaedah persampelan rambang. Data-Data telah dikumpulkan hasil daripada temuduga orang perseorangan dan telah dianalisis dengan menggunakan Pakej

Statistik untuk Sains Sosial (SPSS PC+). Sembilan hipotesis telah diuji dengan menggunakan 'Pearson Product-Moment Correlation,' di mana kekerapan dan peratusannya telah digunakan untuk membuat analisis diskriptif. Kajian ini mendapati bahawa hanya 51% daripada kaum petani pernah mendengar program radio ladang EBN. Secara am, para petani mendapati program ini adalah baik terutamanya dari segi kepentingannya, pengertian, kepercayaan dan kesesuaian penyampaian. Tanggapan ini telah dianalisis dari segi perkaitannya dengan setiap angkuabah bebas seperti pendidikan, pendapatan, saiz ladang, penyertaan dalam organisasi, kedapatan media, pendedahan kepada media, penempatan dan komunikasi persekitaran, didapati mempunyai perkaitan yang positif dengan persepsi. Di sebaliknya umur mempunyai perkaitan negatif dengan persepsi.

Dalam kajian ini juga, didapati para petani memilih program radio ini dengan cara menukar stesyen dengan sewenang-wenangnya sehingga memperolehi program kesukaan mereka. Mereka juga lebih suka mendengar radio AM pada waktu pagi iaitu (5.00-6.00), pada waktu makan tengahari (12.00-13.00) dan pada waktu petang (18.00-19.00) di rumah mereka ataupun di ladang selama 30 minit hingga 1 jam. Program kesukaan mereka adalah warta berita untuk mengetahui tentang peristiwa-peristiwa umum. Lagu-lagu kebudayaan tempatan dan drama juga digemari

sebagai program-program kesukaan mereka yang kedua semasa bekerja. Para petani juga suka menyertai program yang menawarkan hadiah bertuah dan penyebaran maklumat secara persuratan.

Hasil daripada kajian ini, adalah dicadangkan diadakan garis panduan untuk memperbaiki dengan lebih mendalam lagi tentang penyiaran radio ladang. Program radio ladang ini juga sepatutnya disiarkan melalui sistem AM pada masa yang sesuai seperti pada awal pagi (5.00-6.00), waktu makan tergelisah (12.00-13.00) dan waktu petang (18.00-19.00) selama 30 minit hingga 1 jam. Warta Berita sepatutnya kerap diadakan dan tepat pada masa siarannya. Format majalah radio yang mengandungi pelbagai gaya persembahan seperti lagu kebudayaan tempatan, drama, serta menjawab surat-surat petani, harus dipertimbangkan untuk mengelakkan kebosanan. Stesyen radio EBN Lampang juga harus menghasilkan program radio ladang berdasarkan kepada keperluan para petani tempatan dalam persoalan pomologi, penanaman sayur-sayuran dan ternakan daripada 'pre-set', rangkaian program. Strategi komunikasi seperti peraduan hadiah bertuah, sokongan rencana dan balasan surat-surat kepada petani harus diadakan bagi menarik minat para petani. Sistem penyampaian awam harus disiarkan terus-menerus dalam program radio ladang kepada seluruh perkampungan pada masa yang sesuai. Sasaran terhadap para pendengar harus dibahagikan mengikut

kumpulan-kumpulan tertentu mengikut umur masing-masing untuk membolehkan program-program tertentu berhasil, mengikut keperluan kumpulan masing-masing.

PERPUSTAKAAN SULTANAH NUR ZAHIRAH