

## **Sociotechnical Conditions for Introducing New Variety of Pineapple: Study of Area Development Program in Kediri District**

パイナップル新品種を導入するための社会・技術条件：  
クディリ地区の地域開発プログラムの検討から

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### **【Objective】**

In order to expand pineapple market, the government tried to develop it through new variety introduction in Kediri District since 2011. Besides free seed delivery, market expansion assistance was also conducted. As the result, the pineapple market in this area has been expanded. However, the big demand which could not be fulfilled by supply shows that the production of this new variety is still low. The low adoption of new variety by the farmers could be the answer to address this problem. Therefore, this study tried to describe sociotechnical condition of the new variety introduction, including the economic benefit of new variety and the factors determine the farmers to try and adopt it.

### **【Method】**

The data was collected in two villages in Ngancar Sub District, Kediri District to analyze 86 samples of pineapple farmer households.

### **【Results】**

From the result, almost all farmers aware about new variety of pineapple, however limited trial households and high discontinuance of new variety adoption can lead to the delay of new variety development. The seed access limitation and high price become some reasons that prevent the farmers to try and adopt it. Even though the farmers think that the new variety has higher risk than the old variety, in fact it brings more economic benefit. From the analysis, the owning of livestock, more family labor, *gapoktan* membership, sell produce by themselves and initiative consultation to cooperative influence adoption decision positively. In contrary, initiative consultation to extension personnel influences negatively.

### **【Conclusion】**

To address the seed problem, the role of government to develop the access to cheaper seed is important either through developing local breeder or improving the local community roles to fulfill their needs of new variety seed. The roles of extension personnel and other party especially cooperative are important for supporting the further development.