

Abstrak tesis dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi sebahagian keperluan untuk Ijazah Doktor Falsafah

**ORIENTASI KEPERIBADIAN, SIKAP DAN AMALAN  
PENGUSAHA PADI MAJU  
DI BARAT LAUT SELANGOR**

**Oleh**

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Kajian ini bertujuan mendalami kefahaman terhadap orientasi keperibadian, sikap dan amalan pengusaha padi maju di Barat Laut Selangor. Rekabentuk kajian kualitatif menggunakan kaedah kajian kes telah digunakan. Kajian ini berpandukan kepada soalan-soalan berikut: (1) Apakah ciri-ciri keperibadian pengusaha padi maju di Barat Laut Selangor? (2) Apakah sikap dan amalan pengusaha padi maju di Barat Laut Selangor?

Responden telah dipilih berdasarkan kriteria berikut: i) telah memperoleh purata hasil tidak kurang dari 7.5 mt./ha., sekurang-kurangnya tiga tahun berturut-turut; (ii) mengusahakan sawah sendiri dan/atau menyewa.

Teknik pengumpulan utama data dalam kajian ini adalah melalui temubual berpanduan kepada garis panduan yang telah direkacipta. Seramai tujuh pengusaha padi maju telah ditemubual secara individu. Temubual telah dijalankan dalam Bahasa Melaysia, telah dirakamkan dan kemudian ditranskrip secara verbatim. Analisis data adalah secara manual dengan menggunakan perbandingan kekal (constant comparative) telah berjaya menghasilkan tema-tema berkaitan. Isu etika telah diambilkira. Bagi tujuan kesahihan kajian, teknik pemereksaan rakan, triangulasi dan semakan ahli telah digunakan.

Dapatan kajian mencadangkan tujuh ciri-ciri keperibadian unggul sebagai pengusaha padi maju seperti berikut: (i) sebagai pencari maklumat, (ii) sanggup menanggung risiko, (iii) mempunyai kemampuan menyelesaikan masalah, (iv) sanggup mengeluarkan modal, (v) mempunyai jaringan maklumat yang luas, (vi) berani membuat keputusan dan tegas melaksanakannya, dan (vii) berdisiplin.

Bagi persoalan kedua kajian mendapati pengusaha padi maju di Barat Laut Selangor bersikap positif terhadap pembangunan tanaman padi dan telah membudayakan amalan berikut: (i) mempunyai matlamat yang jelas, (ii)

mengusahakan kawasan sawah secara luas, (iii) membuat sendiri perancangan aktiviti sawah, (iv) melaksana sendiri aktiviti sawah, (v) memantau sendiri pekerja upahan, dan (vi) menilai sendiri keberkesanan teknologi yang telah amalkan. Dapatan kajian juga menunjukkan pengusaha padi maju di Barat Laut Selangor telah mengamalkan teknologi yang mempengaruhi peningkatan hasil.

Kajian telah merumuskan bahawa dengan orientasi keperibadian yang unggul dan fikiran yang positif telah mendorong pengusaha padi maju di Barat Laut Selangor untuk mendapat produktiviti hasil yang tinggi. Ini telah membolehkan mereka mendapat pendapatan yang lumayan. Kajian telah menyumbang informasi yang bernilai untuk stakeholder padi dan pemajuan desa di samping kepada teori pembelajaran.

Abstract of thesis submitted to the Senate of University Putra Malaysia in partial fulfillment of the requirement for the degree of Doctor of Philosophy

**ORIENTATION OF PERSONALITY, ATTITUDE AND PRACTICE OF  
PROGRESSIVE PADDY FARMERS  
IN NORTHWEST SELANGOR**

By

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The objective of this research was to understand in depth the orientation of personality, attitude and practice of progressive paddy farmers in Northwest Selangor. Qualitative research design using case study method was employed. The research questions were: (1) What are the personality traits of progressive paddy farmers in Northwest Selangor? (2) What is the attitude and practice of progressive paddy farmers in Northwest Selangor?

The respondents were chosen based on the following criteria: i) an average yield of not less than 7.5 metric tons per hectare for at least three consecutive years (ii) rent and/or operate his/her own paddy fields. The main data collection

technique in this study was via in depth interviews based on the pre-designed guidelines. Seven progressive paddy farmers were interviewed individually. Interviews were undertaken in Malay Language, recorded and then a verbatim transcription was done.

Manual data analysis using constant comparative method has generated the following themes. An ethical issue was considered. The research validity was attended to through peer review, triangulation and expert review. Findings of the study proposed seven attributes of towering personality characteristic of a progressive farmer namely, (i) as information seeker, (ii) risk taker, (iii) ability to solve problem, (iv) willingness to invest, (v) possess wide information network, (vi) dare to make decision and firm in its implementation, and (vii) highly disciplined.

For the second research question, it was found that progressive paddy farmers in Northwest Selangor show positive attitude towards development of paddy planting and have adopted the following practices: (i) have a clear goal, (ii) operate big scale paddy fields, (iii) plan activities of paddy fields him/herself, (iv) operate activities of paddy fields him/herself, (v) monitor the paid workers him/herself, and (vi) evaluate the effectiveness of adopted technologies him/herself. It was also found that the progressive paddy farmers in Northwest Selangor have adopted technologies capable of generating higher yield.

The conclusion of the study was that the orientation of towering personality and positive thinking has attributed to the adoption of high yield determinants amongst progressive farmers in Northwest Selangor. A higher yield productivity and thereby income was achieved. The study has contributed valuable information for the paddy planting stakeholders and to the rural advancement as well as learning theory.