



Abstract.

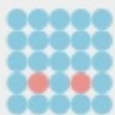
The Relation of Social-Economic Status Level and Entrepreneurship characteristic to The Acceptance and Interest on Hydroponics cultivation (Case Study on partnership pattern PT. saung Mirwan Bogor)

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This study uses descriptive method through on field survey. There are 85 respondents taken through stratified random sampling. The data, then analyzed, using several analyses tools : Correlation product moment, plural correlation and determinat coefficient (KP). From the result of calculation by means of correlation product moment formula that testing the relation between social-economic status level and the acceptance and interest on hydroponics cultivation and the test on relation between entrepreneurship and acceptance and interest on hydroponics cultivation indicated a postive findings. The result of calculation by means of plural correlation that tasted the relation between social-economic status level and acceptance of hydroponics as cultivation technology innovation and interest on hydroponics agribusiness abridged by variable of information acceptance level and readiness to prepare its technological instruments, the result was 0.65, while the correlation between level of entrepreneurship and hydroponics acceptance as cultivation technology innovation and interests on agribusiness by means of hydroponics abridged by funding accessibility level variable the result was 0.78. In so doing, its can be found that the characteristics of entrepreneurship and funding have greater impact on the acceptance and interest on hydroponics cultivation caompared to the level of social-economic status and information acceptance.

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