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LOCAL FIGURES AS AGENTS OF CHANGE IN IMPLEMENTATION OF INTERNAL CONTROL SYSTEM ON ECONOMIC INSTITUTION OF ORGANIC FARMERS

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ABSTRACT

The study aims to analyze: (1) The role of prominent local figures in the application of Internal Control System (ICS) in the development of organic farming. (2) the benefits for the farmer in applying the organic farming. (3) challenges and obstacles in developing organic farming. The location of the research is determined purposively in Organic Rice Farmer Alliance in Boyolali Regency. This research uses qualitative approach. The technique which is used in analyzing data is Miles and Huberman Interactive Analysis Model. The conclusions drawn from the research are: (1) The prominent local figures as the agents of change have been able to work as: a. an organizer, b. a communicator, c. an educator, d. a catalyst, e. an advisor, f. a motivator. (2) The personalization of the prominent local figures as the agents of change are in the productive age range, have high formal or non formal education level, tend to have high agent of change cosmopolitan level, and have high social status. 3. There is an efficiency of plotting prominent local figures as the agent of change in applying ICS to grow organic rice.

Keywords : *Prominent local figures, agents of change, ICS, organic farming*