FACTORS INFLUENCING FARMER’S INTENTION TO JOIN VIRTUAL COMMUNITIES IN SOME AREAS OF WEST JAVA, INDONESIA

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Abstract

Objectives To determine are there are relation between demographic issues to and technological, motivational, task, system, and legal factor to the intention to join Virtual Communities that are adapted from AgIVC Development Model by Whitaker and Parker. This research are aim for the development of Virtual Communities in agriculture as a basis to build and implement effective Virtual Communities. Furthermore, this also will state the recommendation and for future research. In addition, this research could be the reference to future research in developing Virtual Communities in agriculture.

Method The methodology of this research will gather respondent's data and their opinion about the items in each factor being question later on the questionnaire. The research is done by distributing 100 questionnaires in selected areas in Indonesia as