

## **Abstract**

*Increasingly world populations especially in South East Asia nations want the existence of accomplishment of requirement of food materials one of them is rice. Increasingly of requirement of this rice earn the superior variety, pesticide production and chemical manure, mechanizing agriculture and counseling of agriculture massy.*

*Organic agriculture tries the negative impact minimization to environment. Especially characteristic of organic agriculture is usage of local variety which relative still experience of, to be followed with usage of organic manure and organic pesticide. For the success of organic agriculture specially development of organic paddy hence government apply System Rice Intensification of (SRI) which actually can improve paddy crop productivity, and also added with pattern Study Of Ecology Land (PET) which can improve land and ecology balance.*

*Target in general is to develop industrial agro of modern agriculture without having to use chemicals which exactly can harm environment and health of human being. Target peculiarly is an effort of increasingly of prosperity all organic farmer without spending fund to buy chemical manure and pesticide, so that advantage all farmers is undiminished. Generated impact it can hearten all farmers to plant organic paddy, which the existence of support of local government (On duty Agriculture). In the end result of from organic rice or this organic semi rice accommodated by an company of partner in charge of in transportation, packaging and also observation of standard quality of and also sale to market.*

*In scheme of this business, the writer use technique intake of sample by Non-Probability Sampling, that is sampling technique which does not give opportunity in each population member to be made by member of sample.*

*Result of scheme of this business show, On Duty Agriculture of Sub-Province of Tasikmalaya not yet applied by totally method of System Rice Intensification of to all organic farmers in countryside of Pasirhuni District of Ciawi. While solution which is used in finishing constraint faced in course of this partner in fact represent Responsibility Company of partner. Because farmer more focused from starting election of local varieties harvest.*

*In specifying policy of price sell organic rice product represent responsibility company of partner, farmer do not have authority in pricing to except to marketing of time agreement of price sell from organic farmer to company of partner.*