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| Jenis Ciptaan | : | Buku/Karya Tulis (Penelitian)/Artikel/Tesis/Disertasi\* |
| Judul Ciptaan | : | Society Willingness on Maintaining Rice Irrigated Area in Sidoarjo Regency, East Java Province of (Indonesia) |
| Pertamakali karya jadi |
| Kota  | : | Malang |
| Tanggal/Bulan/Tahun | : | 12 September 2013 |

Results showed as follow: 1) the knowledge or understanding of society to the multi function of rice irrigated area in research location was low; 2) variables of education, age, researcher respondent, instructor respondent, and bureaucratic respondent were significantly influenced to the knowledge on multi function of irrigated rice area; but farmer respondent and respondent sex were not significantly influenced; 3) variables of income level, age, education level, the distance from residence to the river, the value of flood loss were significantlt influenced to the society willingness on paying environmental service of irrigated rice area; 4) variables of cultivation irrigated rice area, age, education level, income level, the number of family life were significantly influenced to the fa [2]rmer willingness for accepting the payment of irrigated rice area environment, but farmer variable that presented the the farming was profitable was not significantly influenced; and 5) the dimension of society willingness on paying (WTP) the environmental service of irrigated rice area was in average of Rp. 3,433.-/ha, but the society willingness on accepting (WTA) was Rp. 4,727.272/ha. The lower of WTP and WTA were caused by the lower society understanding to the multi function of rice irrigated area.