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**Strategy analysis of extension of performance in transfer of livestock technology innovation for farmer empowerment**

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**Abstract**. The impact of the Covid-19 pandemic is still widespread and needs to be watched out for. In government policies that implement the new normal in several places, agricultural extension workers play a very important strategic role in responding to the pandemic, especially in rural areas. This study aims to analyze the performance strategy of extension workers in assisting farmers during the pandemic in disseminating information on livestock technology innovations. The research was conducted in Barru Regency, with the sub-district location being the sample. Sources of data in this study were collected using surveys/interviews with extension workers, farmers, stakeholders, and in-depth interviews with informants. The results show that the performance strategy that can be taken in improving the performance of the extension worker in the transfer of livestock technology innovation is by increasing the competence of the instructor in the guidance carried out to overcome various problems during the implementation of the extension program and improve innovation, communication and extension methods according to the needs of farmers and support from government agencies. Therefore, it is expected to improve the performance of agricultural extension workers by increasing the extension budget and improving extension facilities and infrastructure so that farmers can adopt agricultural/livestock technology innovations provided by extension workers to increase livestock productivity, increase farmer income and welfare.

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