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Effectiveness Of Farmer Group Communication In Farming In Karanjang Hamlet, Wayame Village

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Abstract

To find out the communication between farmer groups carried out by farmers in farming in Kranjang Hamlet. To find out the effectiveness of farmer group communication in managing farming in Kranjang Hamlet. To find out the effectiveness of farmer group communication in managing farming. farming in Kranjang Hamlet. This research has two types of data, namely quantitative data and qualitative data which will be processed and analyzed. The instruments used are questionnaires, in-depth interview guides and field observations. Agricultural extension seeks to change the behavior (knowledge, attitudes and skills) of farmers so that they are willing and able to apply human agricultural technology innovations to overcome the problems they face. Communication plays an important role in life Effective communication is important and is a necessity for everyone, including in the activities of members of the Kranjang Hamlet farmer group, the quality of leadership, dynamic discussions and high group cohesion indicate successful communication within the farmer group. Effective communication is important to create individual empowerment in the group. Overall, communication in all farmer groups is in the high category both in terms of understanding, enjoyment, influencing attitudes, building better relationships, and positive actions that are effective and contribute to the success of group activities in Kranjang Hamlet.

Keywords: Effectiveness, Communication, Farmer Groups, Farming

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INTRODUCTION

Farmer groups in Maluku Province function as a teaching and learning forum for their members to improve knowledge, skills and attitudes as well as grow and develop independence in farming with increased productivity, increased income and a more prosperous life. The development of farmer groups in Maluku Province is going well, especially in Ambon City. Ambon City as the provincial capital has many vegetable farming groups in villages or countries which are suppliers of vegetables for markets in Ambon City.

According to Hayanti (2019) Increasing farming productivity requires efficient management so that changes in behavior are needed to be able to farm well and make farming more profitable.

The success of agricultural development is largely determined by farmer participation, so the new paradigm of agricultural extension in the future prioritizes the active participation of farmer groups and farmers and farmers are also part of the planning of agricultural extension cooperation. Activities will be more effectively and efficiently carried out within a farmer group. Farmer groups are a very important forum for development, because of the role of farmer groups as a test of agricultural knowledge and success of group members.

Kranjang Hamlet is one of the hamlets in Wayame Village, Teluk Ambon District, Ambon City. This village is located on a plateau with uneven topography. To reach this hamlet, you need courage to traverse winding roads with many ups and downs. This hamlet has great agricultural potential with large natural capital in the form of extensive land. Unfortunately, there is still a lot of land in Kranjang Hamlet that has not been utilized for various reasons. Some considerations for land clearing in Kranjang Hamlet are due to the uneven topography of the land, rocky soil structure, quite far from settlements, and not easy access to water.

Farmers in Basket Hamlet have not been able to solve agricultural problems due to limited capacity and agricultural support facilities . For this reason, farmers can develop themselves through groups by communicating within the group. Farmer groups are a forum for community members in Basket Village, the majority of whom earn their living in the agricultural sector. The effectiveness of communication in groups can help farmers improve farming behavior. Based on this, research into the effectiveness of group communication is important.

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RESEARCH METHODS

Research Period

This study was conducted from Maret to April 2024.

Research Location

The research was carried out in Morella Village, Leihitu Subdistrict. The selection of Morella Village as the research location was based on several factors, namely, Morella Village is one of the villages that has a Village Unit Cooperative, namely Tomasiwa Village Unit Cooperative (KUD Tomasiwa).

Population and Sample

The population in this study were 2 farmer groups in Karanjang Hamlet with a total of 11 people from each farmer group. Where this population is non-probability sampling and is assumed to be a diverse population that is not homogeneous so that the sampling technique is census

Data collection technique

In this research, several data collection techniques were used, namely observation, which was used to obtain primary data information about the role of farmer groups in increasing farmer income, both at home and directly in the field.

Interview

Interviews are a process of interaction and communication in collecting data by asking respondents directly, where in this research it is used to obtain information data about age level, education, family responsibilities, land area, farming experience, role of farmer groups and others by using questionnaire.

Documentation

Documentation, namely data collection in the form of notes, transcripts, books, agendas and so on, this technique is used to obtain data regarding the things needed in this research.

Data Types and Sources

Types of Data and Data Sources Types of data used in research include:

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Qualitative data is data that cannot be calculated or is not in the form of numbers obtained from interviews with farmers as well as information obtained from other parties related to the problem being discussed. The type of data in this research is qualitative data. Qualitative data is data in the form of words or statements. The data sources in this research consist of:

Primary data

Primary data is data obtained directly through interviews and filling out questionnaires by farmer groups and also direct observations in the field.

Secondary data

Secondary data was taken to complement and support this primary data obtained from literature studies of various relevant books, articles, previous theses, related agencies or also by using literature related to this research.

Data Analysis

This research has two types of data, namely quantitative data and qualitative data which will be processed and analyzed. The instruments used were questionnaires, in-depth interview guides and field observations. Quantitative data obtained through the questionnaire was then processed using the Microsoft Excel 2016 application by adding up, percentageing and standardizing the results of the answers to the questionnaire.

Qualitative data was obtained from in-depth interviews with informants and field observations. Qualitative data was analyzed through three stages, namely data reduction, data presentation, and data verification. The data reduction stage is the process of selecting and simplifying data from in-depth interviews, namely field notes, observations and document studies. The purpose of data reduction is to sharpen, classify, direct data according to research variables and remove data that is not needed. The second stage is presenting the data by compiling all the information and data that has been obtained into complete sentences that can be understood in a report in the form of quotes, narratives, matrices or diagrams. The final stage is data verification. This stage is the drawing of conclusions from the results that have been processed in the previous stages and then used to support quantitative data. Finally, the researcher draws conclusions in accordance with the problem formulation and research objectives.

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RESULTS AND DISCUSSION

The individual characteristics in this study were age, gender, formal education and farming experience for the 20 respondents.

Characteristics of Respondents Based on Age

Respondents from this study were then categorized based on age. Respondents are divided into ages 37-46 years, 47-56 years and 57-64 years old. The following table of characteristics of respondents based on age can be seen in the table

Table 1. Characteristics of Respondents Based on Age

Age Group	Number of people)	Percentage (%)
37 - 46 year	9	45
47 - 56 year	8	40
57 - 65 years old	3	15
Total	**20**	100

Source: Processed primary data, 2024

Based on table 1 above, it shows that the most respondents were in the 37-46 year age category, 9 people or 45.02%. Meanwhile, the fewest respondents were in the 47-56 year age category, 8 people or 40.0% and 57-65 year olds or 15.0%. Thus, the majority of vegetable farmers in Keranjang Hamlet are still at a productive age, so they are able to carry out vegetable farming activities.

Table 2. Characteristics of respondents based on gender.

Gender	Number of people)	Percentage (%)
Man	15	75
Woman	5	25
Total	20	100

Source: processed primary data, 2024

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The research results in table 2 show that the majority of respondents were female, namely 15 respondents with a percentage of 75 percent. This is because men do more work because they are the heads of the family.

Table 3. Characteristics of respondents based on formal education

Formal education	Number of people)	Percentage (%)
Low (Primary/Equivalent)	2	10
Medium (Junior High School/Equivalent	12	60
High (high school/equivalent)	6	30
Total	20	100

Source: processed primary data. 2024

Based on Table 3 above, it can be seen that the education of farmer group members in Basket Hamlet. The majority of the group members were in the medium category, namely completing their education level up to graduating from junior high school/equivalent, namely 60 percent or 12 people. Meanwhile, the education level in the high category, namely SMA/equivalent, is 30 percent or as many as 6 people. From the analysis in the field, the level of education is in the medium category, this is because the level of awareness to improve human quality is not possessed by farmers in Basket Hamlet.

Table 4. Characteristics of respondents based on farming experience

Farming experience	Number of people)	Percentage (%)
Low (< 10 years)	3	0
Medium (11-20 years)	13	60
High (> 21 years old)	4	30
Total	20	100

Source: processed primary data. 2024

In general, farming is a hereditary business in Basket Village. The most dominant conventional vegetable farmers have 11 to 20 years of experience, amounting to 60 percent or 13 people. The length of experience that farmers have shows that

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conventional vegetable farmers already have sufficient experience in both cultivation and marketing.

Extension Intensity.

Agricultural extension seeks to change the behavior (knowledge, attitudes and skills) of farmers so that they are willing and able to implement recommended agricultural technology innovations to overcome the problems they face. Agricultural extension is hampered by the conditions of farming communities whose basic education is weak, their economic conditions are weak and their production technical capabilities are weak. Judging from the function of agricultural extension on changes in farmer behavior, it would be ideal that the more agricultural extension programs carried out, the higher the change in behavior of farmer groups in carrying out their agricultural profession.

Table 5. Number and percentage of extension intensity

Extension Intensity	Number of people)	Percentage (%)
Low (1-3 Times)	0	0
Medium (4-6 times)	16	70
High (> 7 times)	4	30
Total	20	100

Source: processed primary data. 2024

The intensity of counseling in Kranjang Hamlet is still in good condition. This can be seen from the medium category of 70 percent or 16 people and the high category of 30 percent or 3 people. This shows that extension activities in Basket Hamlet are taking place effectively in accordance with the duties and functions of agricultural extension workers. The data shows that the intensity of counseling in the majority of Basket hamlets is in the medium category. This means that the number of extension activities in the Basket Village is running well in accordance with the duties and functions of agricultural extension workers. The running of extension activities in this district is not only assessed by the number of agricultural extension officers in the field, but also assessed by the variety of activities carried out, their usefulness and no less important is the involvement of farmers in extension activities. Things like this are what make the assessment of extension activities categorized as good.

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Communication in Farmer Groups.

Communication plays an important role in human life. Almost all the time we act and learn with and through communication. Most of the communication we do takes place in interpersonal communication situations. We can encounter this interpersonal communication situation in the context of the lives of two people, families, groups or organizations. The communication carried out by members of the farmer group in Karanjang Hamlet is very good so that the members feel helped when they face problems in farming. The following is a table of communication in farmer groups in Karanjang Hamlet:

Table 6. Group communication in farmer groups.

No.	Communication in farmer groups	Number of people)	Percentage (%)
1.	Leader qualities		
	Low	0	0
	Currently	6	30
	Tall	14	70
	Total	20	100
2.	Dynamic discussion		
	Low	0	0
	Currently	7	35
	Tall	13	65
	Total	20	100
3.	The content of the message communicated	20	100
	Low	0	0
	Currently	8	40
	Tall	12	60
	Total	20	100
4.	Group cohesiveness		
	Low	0	0
	Currently	6	30
	Tall	14	70

Source: processed primary data. 2024

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Leader Qualities

Table 6 shows that in general the leader quality indicators are in the high category at 70 percent or 14 people and in the medium category at 30 percent or 6 people. leader quality is not in the low category. This means that the level of quality of leaders in Karanjang hamlet, Regency is good.

Dynamics of Discussion

Table 6 shows that the dynamics of discussions in farmer groups are in the high category at 65 percent or 13 people and in the medium category at 35 percent or 7 people. There is no low category. Dynamic discussions can be said to be successful if the dynamics occur naturally. This dynamism can be characterized by the activity of group members, such as members responding when other members speak, responding quickly to group problems, often providing suggestions and ideas in the group. Communication in a group can be said to be successful if dynamism occurs.

Content of the Communicated Message

The content of the message is very important in communication, especially in group communication activities. In group communication, if the content of the message being discussed is still irregular, then the possibility of mutual understanding between members of the group will be meaningless. Table 6 explains the content of messages communicated in Karanjang hamlet in the high category at 60 percent or 12 people and in the medium category at 40 percent or 8 people. There is no low category. The high category score in the farmer group indicates that each group member has the ability to understand the content of the message communicated in the group meeting and the medium category means that not all members can understand what is being said for every message conveyed in the group meeting.

Group Cohesiveness

Table 6 explains that group cohesiveness in Karanjang hamlet is in the high category at 70 percent or 14 people and in the medium category at 30 percent or 6 people. There is no low category. Members in a cohesive group provide a high sense of togetherness to the group, and they are aware that there are similarities between members of the group. Individuals in cohesive groups - where cohesiveness is defined as a strong feeling of the existence of an integrated community - will be more effective in the group, more enthusiastic, in dealing with social and interpersonal problems.

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Effectiveness of Farmer Group Communication

Effective communication is important and a necessity for everyone, including the activities of farmer group members. Effective communication will occur if there is a similarity in meaning between the communicator and the communicant. Therefore, consciously or unconsciously, the role of communication is very important in farmer activities.

Table 7. Effectiveness of group communication in farmer groups.

No.	Effectiveness of farmer group communication	Number of people)	Percentage (%)
1.	Understanding		
	Low	0	0
	Currently	6	30
	Tall	14	70
	Total	20	100
2.	Pleasure		
	Low	0	0
	Currently	7	35
	Tall	13	65
	Total	20	100
3.	Influence attitudes		
	Low	0	0
	Currently	6	30
	Tall	14	70
	Total	20	100
4.	Improved Relationships		
	Low	0	0
	Currently	5	25
	Tall	15	75
	Total	20	100
5.	Positive action		
	Low	0	0
	Currently	6	30
	Tall	14	70
	Total	20	100

Source: processed primary data. 2024

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Understanding.

Understanding in this research is the sample farmers' knowledge of the messages conveyed in discussions or meetings in farmer groups. Looking at Table 7, the dimensions of understanding show that 70 percent or 14 people are in the high category and 30 percent or 6 people are in the medium category. There is no low category. This illustrates that the level of understanding of farmers in farmer groups is relatively good.

From several interviews in the field with group members, it was explained that every time they held a discussion or meeting on the topic discussed, there were some farmer members who understood quickly and some whose level of understanding was slow. This slow understanding is experienced by farmers when they hear foreign words or new languages. These foreign words will be understood if they are given further explanation about their meaning, after that only farmers who don't understand will understand.

Pleasure.

Looking at Table 7, the pleasure dimension shows that 65 percent or 13 people are in the high category and 35 percent or 7 people are in the medium category. There is no low category. This illustrates that the level of understanding of farmers in farmer groups is relatively good. Direct interviews with farmers show that farmers are happy when discussing with other group members when discussing matters related to farming activities, such as fertilization, selecting superior seeds, harvesting and business capital.

This level of enjoyment is due to a sense of mutual need for each other among group members.

Influence attitudes

Influencing attitudes in this case are the actions of farmer members in the group in influencing other members in group discussion activities. Looking at Table 7, the dimension influencing attitudes shows that 70 percent or 14 people are in the high category and 30 percent or 6 people are in the medium category. There is no low category. This illustrates that the level of understanding of farmers in farmer groups is relatively good.

To influence the attitudes of other members, the communicator must be able to package the message as best as possible, such as first grabbing the other person's attention, then arousing his needs, giving instructions on how to satisfy those needs, describing in his mind the advantages and disadvantages that he will gain if he

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implements them or not. implementing the ideas of the communicator, and finally encouraging the communicator to act.

The relationship is getting better

Looking at Table 7, the dimensions of relationships that are getting better show that 75 percent or 15 people are in the high category and 25 percent or 5 people are in the medium category. There is no low category. This means that the interactions built within farmer groups create increasingly better relationships in each group in Basket Hamlet. The creation of better relationships was revealed when researchers interviewed sample farmers, who said that when discussions or similar activities were carried out in groups, each member tried to avoid an atmosphere of conflict and prioritize an atmosphere of closeness.

Field data explains that the majority of relationships between farmers run harmoniously. This indicates that the interactions that occur in group communication are going well, creating a sense of familiarity and better relationships between members.

Positive action

Looking at Table 7, the positive action dimension shows that 70 percent or 14 people are in the high category and 30 percent or 6 people are in the medium category. There is no low category. This illustrates that the communication process that occurs during discussions or meetings in farmer groups is very good.

The results of interviews in the field with sample farmers showed that each farmer member in the group always implemented a decision from the group, but there were also several other farmers who did not participate in group activities. Farmers who often participate or often implement decisions from this group are always based on a spirit of togetherness and interdependence.

CLOSING

Conclusion

1. Effective communication plays an important role in the success of agricultural group activities, including discussions and meetings. In Kranjang Hamlet, the quality of leadership, dynamic discussions and high group cohesion indicate successful communication within farmer groups. Effective communication is essential to creating shared meaning and achieving individual empowerment within a group

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2. Overall, communication in all farmer groups is in the high category in terms of understanding, enjoyment, influencing attitudes, fostering better relationships, and effective positive actions and contributing to the success of group activities in Kranjang Hamlet.

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