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Communication Strategy Of Counseling For Vegetable Farming Group In Waiheru Village, Ambon Baguala Teluk District

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Abstract

The purpose of this research is to Know communication strategy for Vegetable Farmer Groups in Waiheru Village, Teluk Ambon Baguala District and to find out changes in the behavior of Vegetable Farmer Groups in Waiheru Village, Teluk Ambon Baguala District as an effect of the agricultural extension communication strategy. This research was conducted from November 2022 to December 2022. The type of research used is descriptive qualitative. The population in this study were 10 vegetable farmer groups in Waiheru village with a sample of 20 people. The data collected includes primary data and secondary data with the data analysis technique used is descriptive qualitative analysis. The results of the research show that the Counseling Communication Strategy and behavior change are in the adequate category. And based on the results of observations, interviews and documentation, it shows that there is a change in behavior as an effect of the implemented counseling communication strategy.

***Key*words: Agricultural Extension, Extension Communication Strategy, Behavior change**

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INTRODUCTION

Indonesia is a developing country with agriculture as a source of livelihood for the majority of the population, this shows that human resources have the potential if managed properly and utilized for human needs, then society will prosper. (BPS Indonesia, 2017). The agricultural sector is an important sector in developing countries. The agricultural sector is useful for improving the quality of food for its population and for meeting food needs nationally.

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Development goals in Indonesia have long prioritized the improvement of the agricultural sector. Likewise, the vision for agricultural development for 2009-2014 is based on the previous development goals, namely creating resilient agriculture to strengthen food security, increase added value and competitiveness of agricultural products and improve farmers' welfare. This is confirmed in RI Law no. 16 of 2006 stated that the agricultural extension system is a whole series of development of abilities, knowledge, skills and attitudes of the main actors (agricultural activity actors) and business actors through extension.

Future farmers should be progressive and commercial farmers who are able to use market cues carefully to improve resource utilization efficiency. Farmers are characterized by several characteristics such as: (1) production activities using a farming system development approach (agribusiness), (2) having a more rational nature because they are supported by higher education, (3) choosing alternative technologies, entirely on their own decisions based on experience, availability of information. Information needs are very important for today's information age. Information is as important as factors of production such as: land, labor and capital. Information is also an important requirement for agricultural development, because existing resources without the support of information will not produce optimal results.

The use of information in the digital era can be accessed by anyone, including extension workers. Extension officers always need innovation from various agencies where one of the media that can be accessed today is the internet through cyber extension. Utilization of media in this digital era can be used as a communication strategy. Where extension workers have tried to arrange their communication messages as material with various media, both traditional and modern.

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Vegetables are one of the most prospective horticultural commodities to be developed considering the potential of natural resources, human resources, the availability of technology and the potential for market absorption in the domestic and international markets which continues to increase. The general and fundamental constraints faced in vegetable farming are the small scale of business and low human resource capabilities resulting in low ability to utilize information sources.

Vegetable production potential in Ambon City, with a mustard greens harvested area of 130 ha with a production of 1,111 tons, with an average production of (85.49 kw/ha), water spinach has a harvested area of 145 ha with a production of 1,525 tons with the average production is 10.51 kw/ha. This shows that the potential for the development of vegetable crops if managed better will be even better (BPS Kota Ambon, 2016).

The need for information to support the success of vegetable farming is very necessary. For this reason, efforts in providing agricultural information for vegetable farmers in Waiheru Village are urgently needed to enable them to make rational decisions in finding solutions to their problems. Selection of communication channels is important when farmers need various information to run their farming activities better. Farmers who are open to the flow of information will not be enough with just one communication channel but seek other information from other parties or from various existing media.

Based on the description that has been stated above, the researcher is interested in researching the Counseling Communication Strategy for Vegetable Farmer Groups in Waiheru Village, Teluk Ambon Baguala District.

RESEARCH METHODS

Time and Location of Research

Study This was carried out in Waiheru Village , District Ambon Baguala Bay on month August arrived with month September 202 2. Waiheru village was chosen as the research location because Waiheru village is one of the largest vegetable farming centers in Ambon City.

Types and Types of Research

The type of research used is descriptive qualitative research. Where this type of research describes a research rule that uses descriptive data such as written and spoken words from the object under study and behavior that can be observed. The type of

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research used by researchers is phenomenology with a qualitative approach which is considered the most appropriate for describing the problem or research objectives.

Research Methods

According to Sugiyono (2019), explains that the population is a generalized area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to study and then draw conclusions. in study This population is all farmer groups in Waiheru village. Sample is part from amount existing population _ For researched . Sample Also interpreted as taking elected members _ in population For made research . Usually sample used For interesting that conclusion will generalized to population . research is determined intentionally namely farmer groups as many as 10 groups with a total of 20 respondents with using purposive sampling technique .

Research Data Sources

1. Primary data is data that is collected or obtained from the first party, without going through intermediaries.
2. Secondary data is data obtained from second, third and so on. For example, data from an agency or organization concerned, or individuals from someone who has collected and transferred it, such as documentation data, community interview data, photographs, books relevant to research.

Data Collection Techniques

1. Observation
   This process is a direct perception of an object of exploration in the form of data, information, and the right reality that is identified with the object to be studied.
2. Interview
   Interview is a conversation with a specific purpose. The interaction was carried out by both parties, between the interviewer *(interviewer)* who asked questions and the interviewee *(interviewee)* who provided answers to the questions asked.
3. Document
   This method is applied to obtain supporting information (optional information) from various kinds of writings such as books, articles, theories, important exploration results, papers and other structured notes as references identified with the object of research.

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Data Analysis Techniques

In this study using the concept of Hubburman and Milles in Sugiyono (2015), namely the activity in analyzing qualitative research data is done interactively and continuously until it is complete so that the data is saturated.

Activities carried out by researchers in data analysis are:

1. Data *Reduction*
   Data reduction is summarizing or selecting the main things which are focused on the important things only, looking for themes and patterns and getting rid of the unimportant ones.
2. Data Display *(Data Dispaly)*
   After the data has been reduced by the researcher, the next step that the researcher must take is to present the data in a simpler form such as brief descriptions, charts and relationships between indicators, tables of informants, drawings of frameworks.
3. Drawing Conclusions *(Verification)*
   After the data is presented and then processed by the researcher, tentative, rigid and doubtful conclusions will be obtained by the researcher so that the conclusion needs to be verified.

Operational Definition

Communication Strategy	All planning in conveying messages through combinations carried out by research subjects.
Extension	Research subjects and sources of information who prepare, assist research objects and researchers as well as carry out, develop, evaluate, and report extension activities during the time of research.
Farmers	a group of farmers formed on the basis of similarities in environmental conditions and familiarity while being the object of research.

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Changes in behavior	is every response or reaction of the research object to the stimulus from the giver of change. (external stimulation).
Agricultural Extension	efforts or efforts to change the behavior of farmers and their families so that they know and have the will and are able to solve their own problems in businesses and activities in increasing their business results.

DISCUSSION

Characteristics of Farmers

Age is very factor _ important in activity try farming And Also is possible factor _ influence farmer to absorption And taking decision in apply technology new nor innovation new on his farm . According to Body Center Statistics (2009), age (0-14 years) not yet productive , (15-64 years) productive And Age >64 years is age No productive . The table below shows that the age of the farmers in Waiheru village as a whole is in the productive age range between 26-55 years.

Table 2. Age of Waiheru Village Farmers

No	Group Age (year)	Amount (Person)	Presentation %
25	35	7	**35.00%**
36	45	10	**50.00%**
46	56	3	**15.00%**
	Amount	20	100.00%

Source: Primary Data 2022

Characteristics of Farmers Based on Education Level

Activity perceived farmer _ not enough effective And efficient become base importance education and knowledge for para farmer. The table below shows the highest level of formal education in Waiheru village is the high school level (45.00%), while the junior high school level (35.00%) and elementary school level (20.00%). Even with a fairly high level of formal education, the views of the farmers in Waiheru village are still mostly fixated on farming experience and the ways passed down from their farmer ancestors.

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Table 3. Waiheru Village Formal Education Level

No	Education Level	Amount (Person)	Percentage (%)
1	SD	4	**20.00%**
2	JUNIOR HIGH SCHOOL	7	**35.00%**
3	SENIOR HIGH SCHOOL	9	**45.00%**
		AMOUNT	**100.00%**

Source: Primary Data 2022

Counseling Communication Strategy for Vegetable Farmer Groups

It can be said that the Extension Communication Strategy is a activity or process is said succeed if that communication done fluent naturally with use strategy before . Election strategy is necessary steps _ handling in a manner Be careful in planning communication . strategy communication is the best combination from all element communication start from communicator , message , channel (media), receiver until on influence (effect).

From this study, the results obtained were carried out by researchers who were then mixed and analyzed so that several questions arose by conducting interviews with several informants determined by the researcher who then carried out direct observations at the research location. The following is a detailed explanation of the research focus.

Source

Oemar Hamalik (1994). The source is the party that conveys or sends the message to the recipient. The source is often called the communicator, sender, source, sender, or encoder. In the extension communication strategy, the role of a source, message giver or communicator is agricultural extension.

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Table 4. Percentage of Source Indicators

Amount	Percentage (%)
12	**6 0.00%**
4	**20.00 %**
4	**20.00%**
20	**100.00%**

Source: Primary Data 2022.

From the results of interviews and field observations, it was found that 60% of farmers received and understood well the communication process from agricultural extension workers, namely 12 people and 20% of farmers were at the moderate level and the remaining 20% were at a low level in understanding communication from extension workers. as a source of information and knowledge.

Order

The message is the whole of what is conveyed by a communicator. The core message of communication will always lead to the ultimate goal of communication. The essence of the message actually has the goal of changing the attitude and behavior of the communicant.

Table 5. Percentage of Message Indicators.

amount	Percentage
1	**5.00%**
13	**65.00%**
6	**30.00%**
20	**100.00%**

Source: Primary Data 2022

The total percentage of the Message indicator in the extension communication strategy in Waiheru village is 65.00% with a total of 13 farmers. And as much as 30.00% with a number of 6 and the smallest is 5.00% as much as 1 farmer.

From the results of interviews conducted by researchers, measured by the Messaging indicator as one of the elements of the Extension Communication Strategy, it

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can be explained that the communication strategy through messages has a considerable influence on farmer groups or individuals in the village of Waiheru.

Channels

Communication media is an important part of ongoing communication, because it is closely related to the messages conveyed. The results of the research that has been done are related to communication channels, including through interpersonal channels or media.

Table 6. Percentage of Channel Indicators

Amount	Percentage
5	**25.00%**
13	**65.00%**
2	**10.00%**
20	**100.00%**

Source: Primary Data 2022

The percentage of communication channel indicators from interviews and field observations was 65.00% who understood and understood and were able to implement information channels in farming in groups and individually. With a total of 13 farmers. As for there are 25.00% as many as 5 people and 10.00% as many as 2 farmers.

In the Channel indicator, the Counseling Communication Strategy in Waiheru Village already meets the criteria of good communication. Both communication channels using mass communication media or direct communication.

Message Recipients

Communicate is receiving party _ message , communicate Can individual nor group , organization or other . Communicate in counseling agriculture is Group farmer Waiheru Village Vegetables , good chairman group farmer nor from its members from group farmer .

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Table 7. Percentage of Message Recipient Indicators.

amount	Percent (%)
11	**55.00%**
3	**15.00%**
6	**30.00%**
20	**100.00%**

Source: Primary Data 2022

The percentage of Message Recipients indicators in the Waiheru Village Agricultural Extension Communication Strategy was 55.00% totaling 11 people and followed by 30.00% totaling 6 people and 15.00% totaling 6 farmers.

From the results of interviews on the indicator of Message Receiver or Receiver being an assessment that is quite influential in changing behavior, the feedback or responses given from farmers is an illustration of the success of the Extension Strategy. farmer groups who are recipients of messages in this case farmer groups give positive responses as long as researchers are together in research.

Changes in the Behavior of Waiheru Village Farmer Groups as an Effect of Agricultural Extension Communication Strategy

Changes in behavior are also related to effects where effects are reactions, responses or responses given by the communicator when the communicator conveys a message in the communication process. Effects can be verbal, non-verbal, or both. Effects can be cognitive, affective, and conative. In communication, the effect given by the communicator can be known or not known directly by the communicator. If the effect is known directly by the communicator, then this effect serves as feedback.

Skinner (1938) in book Soekidjo , N said that behavior is results connection between stimulus (stimulus) with response .Most of the farmers or groups have a good assessment of extension agents who come to accompany and provide morning knowledge to farmer groups and individuals. In recent years, farmers have experienced a change from the counseling process by extension workers, including the expansion of the vegetable distribution market which is quite extensive to the nearest district of Ambon

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city with a large number of distributions. There is an increase of 40% of total revenue. Extension agents as a source of information enable farmers or groups of farmers to collectively face the Covid-19 pandemic which is endemic from 2019 to 2020.

It can be seen from the results of the interviews that the Counseling Communication Strategy for Farmer Groups in Waiheru Village already exists and is being carried out by the Maluku Province Agriculture Service and then sent down to each regency city and up to the BPP (Agricultural Extension Center) Teluk Ambon Baguala District where Waiheru village is included in its working area. As for strategy applied communication _ on in the nas that implemented this program is through great use of media easy to access _ When And wherever .

The messages conveyed by extension workers are also often constructed through joint discussions that make group farmers feel valued. Groups that were initially reluctant and did not even accept the opinion and input of the companion extension agents, in the end were able to carry out new innovations both in terms of cultivation, maintenance and finance from groups and individuals who had good governance.

Changes in behavior that are quite significant and improve from year to year are the use and utilization of Hybrid media including the WhatsApp, Facebook and Youtube applications. The advantages of Hybrid media that can be accessed by anyone and any group make this extension information channel sufficient to help individual and group farmers in Waiheru Village. The direct communication channels that exist from the extension communication strategy provided by the companion extension agents in Waiheru village are in the form of direct discussions and conversations which are always built at every extension visit to the agricultural location of the farmer group.

farmer groups who are recipients of messages in this case farmer groups give positive responses as long as researchers are together in research. Changes in behavior arising from communication strategies are classified into several assessments such as understanding the meaning of the message given and arriving at the impetus formed to carry out technical and emotional innovations. The results of the work and the level of good behavior change are the results of the work of the communicant which also marks the success of the Agricultural Extension Communication Strategy process in Waiheru Village.

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CONCLUSION

Based on the results of research conducted by the author with the title Counseling Communication Strategy for Vegetable Farmer Groups in Waiheru Village, Teluk Ambon Baguala District. Then the conclusions that can be drawn are:

1. Counseling Communication Strategy for Vegetable Farmer Groups in Waiheru Village, Teluk Ambon Baguala Sub-District, has implemented indicators of Source, Message, Channel, Message Recipient and Behavior Change that have been running according to the objectives related to providing extension services by facilitating farmers both from conveying messages carried out with grammar and ways of delivery that are easily understood by individual and group farmers, communication channels that are developed both directly and through electronic media and hybrid media that are well managed by extension workers, building cooperation in mentoring, helping farmers in cultivation, distribution of planting products and assistance in constraints experienced by farmers.
2. Changes in the Behavior of the Waiheru Village Vegetable Farmer Group are also in good development in terms of responding to every knowledge obtained from extension workers through all aspects needed by farmers. The innovations and positive paradigm shifts that arise from the Extension Communication Strategy that have actually been carried out have led to the expected developments and goals of a Communication Strategy process.

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