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Communication Effectiveness Of Rice Farmer Groups In Waihatu Village, West Kairatu Sub-District, West Seram District

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Abstract

Communication is a daily activity that can never be separated from human life. Communication activities are exchanging messages with people we want to give messages to. So no wonder communication is also very important in the development of the agricultural world. In this study, the formulation of the problem studied is how the process of implementing farmer groups communication in Waihatu village, West Kairatu sub-district. What are the obstacles encountered by farmer group members in communicating with other farmer group members in Waihatu Village, West Kiaratu District. How is the solution to maintain the effectiveness of communication between members of farmer groups and other farmer groups in the village of Waihatu? with other farmer groups in Waihatu village, West Kairatu District. The purpose of this study was to describe the application of communication used by the rice farmer group of Waihatu Village, West Kairatu District. Then Identify the obstacles that are found in carrying out rice farmer group communication in Waihatu Village, Kairatu District.And Explain the strategies that are done to keep farmer group communication effective.The research method used is qualitative and quantitative research. Data collection is done by means of observation, documentation and interviews, and questionnaires then for data analysis techniques using SWOT Analysis Techniques to identify the problems studied. First, the application of communication carried out by the Waihatu Village rice farmer group, on the application of communication effectiveness which includes cognitive, affective, and behavioral aspects. The second obstacles found in the rice farmer group of Waihatu village itself in the form of technical,

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semantic, and psychological barriers.The third strategy in maintaining effective communication in the waihatu village farmer group is to increase meetings and cooperation between groups as well as the city government and the local agricultural office, increased knowledge also applies to farmers so that communication can be even more effective.

Keywords: Communication, Communication Effectiveness, Group Communication, and farmer groups, rice

INTRODUCTION

Communication is one of the traits inherent in humans as creatures who like symbols (homo symbolicum) and humans who always seek and issue meaning (homo significan). In this case, communication is also referred to as a symbolic activity because communication activities use meaningful symbols that are converted into words (verbal) to be written and spoken or non-verbal symbols (non-verbal to be demonstrated) (ali mustofa (21101)pdf n.d.).

Communication is a daily activity that can never be separated from human life. Communication activities are exchanging messages with people we want to give messages to. Harold Lasswell stated that the best way to describe communication is to answer the following questions: "Who Says What In Which Channel To Whom With What Effect?" which means Who Says What In What Channel To Whom With What Effect. In communication, there are three important elements that are always present in every communication, namely, the source of information (receiver), the channel (media), and the recipient of information (audience) (Hariadi, Nuddin, and Sriwahyuningsih 2022).

Agriculture is the driving force for other sectors so that it can support the objectives of agricultural development, farmers' living standards, expanding employment, business opportunities in encouraging economic development, the growth of rural economic dynamics which in turn will provide opportunities for the welfare of more people's lives, especially in rural areas.

The consequence is that if Indonesia does not want to become a country that depends on rice imports, then Indonesia's rice production must continue to be increased to keep up with population growth (Dan n.d.). The results of a dynamic system analysis conducted by Nurmalina (2008) will result in a deficit of national rice availability of 7.15 million tons per year. The World Food Summit FAO in Rome in 1997 also predicted that food production in developing countries must increase 3 times by 2050 to meet food demands in achieving a higher standard of living for the human population which is expected to double (Marhawati and M. 2016).

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Since the development of the green revolution movement, the utilization of various technologies, such as chemical technology and agricultural equipment and machinery technology (Alsintan) has increased agricultural productivity very rapidly. However, on the other hand, there has been damage to the environment and social life in rural areas. The process of adopting new technological innovations in the farmers' environment has occurred thanks to the support of the development communication system developed by the government (Tribowo yuwono, 2011, 3).

Because the approach to agricultural development at that time was very concerned with persuasion and propaganda, the government referred to a linear communication model (one-way) and was vertical from top to bottom (top-down). Since post-food self-sufficiency in 1984, there has been a tendency to slow down the adoption of agricultural technology innovations in increasing production, as can be seen from the symptoms of stagnation or stagnation in the productivity of various agricultural commodity production and income, as well as the welfare of farmers in rural areas. After the one-way linear communication model was considered less than perfect, now people's views are starting to lead to two-way interactive communication between participants (Lestari 2020).

The Waihatu village rice farmer group itself has 14 farmer groups, 10 of which are rice farmer groups consisting of the Makmur Jaya group, Tani Tani Jaya Farmer Group, Harapan Jaya Farmer Group, Prosperous Farmer Group, Rukun Tani Farmer Group, Maju Bersama Farmer Group, and so on. The Waihatu village rice farmer group itself has considerable potential with a land area of 232.4 ha and rice production of 766.92 tons/year since 2021, allowing for more growth in the years ahead (Suryadi and Hindarti 2021).

This research aims in general to be able to know and analyze and describe the application of communication used by rice farmer groups. identify obstacles that are found in carrying out rice farmer group communication. Explain the strategies that are done in order to keep the communication of farmer groups remain effective.

RESEARCH METHODS

This research took place in Waihatu village, West Kairatu sub-district, West Seram district. The village was taken with various logical considerations such as active farmer groups, BPP, and others. However, the most urgent consideration to look at is the commodity of agriculture which there are very diverse types and also such as rice, and horticulture, this research was carried out from October to November 2023.

Population is the total number of research objects or individuals to be studied. In this

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case the population of the research carried out in Waihatu Village, West Kairatu District, is 12 farmer groups, each of which consists of 20-50 farmers.

Sempel is part of the number and characteristics possessed by the population. The sampling technique uses a systematic sampling technique, namely a technique that uses sequential numbers from the population either based on the number assigned by the researcher or a certain identity number. Therefore, the determination of the research sample is 24 correspondents consisting of 2 members from each farmer group.

The types of data used in this research are qualitative and quantitative data types. The quality of data collection concerns the accuracy of the methods used to collect data. According to Sugiyono (2014), "data collection can be done in various sources and ways of collecting the data. When viewed from the data source, data collection can use primary data sources and secondary data".

According to Bungin (2011), "data collection methods are part of the instrument that determines the results or not of a study" therefore the data collection techniques used must be in accordance with the nature and characteristics of the research being conducted or based on the approach method used, the data collection method is divided into two:

Primary data is: "Primary data is a source of research data obtained directly from original sources (not through intermediary media)" such as;

1. Questionnaire (questionnaire)
2. Structured interview
3. Field observation

Secondary data is: "Secondary data is a source of research data obtained by researchers indirectly through intermediary media (obtained and recorded by other parties)" in the form of;

1. literature review
2. local village office records and documentation

The data analysis technique must be based on the research objectives, the theoretical model developed and the hypotheses proposed, so for the purposes of descriptive analysis categorical data is used, and also uses the SWOT Analysis Technique.

RESULTS AND DISCUSSION

Waihatu Village is a village in West Kairatu Sub-district, West Seram Regency, Maluku Province. This village is one of the transmigration villages established by the Indonesian government in 1973.

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The residents of Waihatu Village originally came from 7 districts in Central Java, namely Banyumas, Banjarnegara, Cilacap, Kebumen, Purworejo, Wonosobo, and Magelang. They were farmers who were displaced by the construction of the Sempor Dam project in Central Java.

At first, these transmigrants had difficulty adapting to their new environment. They had to learn to adapt to a different climate and culture. However, over time, they managed to adjust and began to develop their lives in Waihatu Village.

Table 1 Respondent Characteristics

Kategori		The number of respondents	Prentase (%)
education :	Tidak sekolah	5	18%
	SD/Sederajat	7	25%
	SMP/Sederajat	10	36%
	SMA/Sederajat	5	18%
	S1	1	4%
total		28	100%
long :	< 10 years	3	11%
	10-20 years	7	25%
	20-35 years	12	43%
	35-40 years	6	21%
Total		28	100%
Age :	< 30	7	25%
	30-40	9	32%
	40-50	8	29%
	> 50	4	14%
Total		28	100%

1. Implementation of farmer group communication

The application of rice farmer group communication in Waihatu village itself aims to increase the knowledge and skills of farmers and also maintain coordination and cooperation

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between farmers. As expressed by Mr. Sultoni: "It is mandatory to do so that farmers can work together and avoid conflicts between farmers."

2. Barriers to farmer group communication

- Technical obstacles

Technical disturbances are obstacles that occur due to non-human factors such as noise, technical equipment interference, or long distances. In the case of rice farmers in Waihatu village itself, the technical disturbance experienced by farmers is the loss of telecommunications networks when there is a power outage in the area. This is in line with the statement of Pak Mulyono (chairman of Gapoktan) during the interview session: "yo often it's like a disturbance when calling the heads of farmer groups to inform related to the meeting agenda then the telefonya died when checked it turned out that the network was lost due to a power outage."

- Semantic barriers

Semantic interference is a communication barrier that occurs due to differences in meaning or interpretation of the messages conveyed, in communication between farmers in Waihatu village, semantic interference is seen in the form of errors in language use or sentence errors that change the meaning of words and end the message that is delivered deviates from the actual purpose of the message.

- Psychological obstacles

Psychological disorders or human barriers are obstacles that occur in communication due to psychological factors or human behavior. Psychological disorders that occur in Waihatu village farmers themselves in the form of prejudice or emotions owned by one farmer to another. An example of a case is in the form of a dislike of farmer A who is less pleased / less connected with farmer B on the grounds that farmer B is already prosperous so that it generates envy from farmer A.

3. Strategies to keep farmer group communication effective

The effect of communication is a situation caused by the communicator's message in the communicator, this communication effect is a psychological effect consisting of three, namely Cognitive, Affective, Behavioral with communication. A person becomes aware of something means that communication aims to provide information.The effect of

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communication is a situation that is caused by the communicator's message message in the communicator, this communication effect is a psychological effect consisting of three namely Cognitive, Affective, Behavioral with communication. Someone becomes aware of something means communication aims to provide information.

The results of the SWOT Analysis itself are listed below:

based on extracting information from informants in obtaining observations and facts, the information is mapped using SWOT Analysis. The results of the mapping are contained in table 5. In table 5 there are Strengths (S), Weaknesses (W), Opportunities (O), and Threats (T) that exist in the Waihatu Village farmer groups, the identification process is continued with an intersection/matrix to determine strategies in increasing rice yields in each farmer group in Waihatu Village.

Strategies that can be applied to each farmer group in Waihatu Village are:

- Increasing government support in the form of infrastructure provision.
- The village government and BPP can collaborate with the Education office (campus) in conducting training and counseling. Each farmer in the group shares problems and solutions experienced.
- The government conducts training related to pest and disease control to each farmer group.

CONCLUSION

conclusions

1. The application of communication carried out by the Waihatu Village rice farmer group, on the application of communication effectiveness which includes cognitive, affective, and bihavioral aspects. In the cognitive aspect, the Waihatu village farmer group advances individually and in groups in terms of managing agriculture. In terms of affective aspects, the Waihatu village farmer group always conducts meetings and deliberations in determining important and urgent matters so that communication between farmers and groups is maintained and effective, while in the bivaioral aspect refers to farmers going to training in terms of the use of agricultural machinery.
2. The obstacles found in the rice farmer group of Waihatu village itself in the form of technical barriers where the telecommunications network can be paralyzed if there is an electricity outage in Waihatu village which results in the delay of farmers from each group getting information. Then semantic barriers refer to the inability of farmers who are in charge of conveying information to farmers in other groups to use and compose

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sentences properly and correctly due to the lack of education level that farmers have. Then this psychological barrier refers to the emergence of social jealousy that can present conflicts in farmer groups.

3. The strategy in maintaining effective communication in the Waihatu village farmer group is to conduct meetings at least every month in order to see how the development of each farmer group and resolve internal conflicts that occur between farmers. However, group meetings are also a place for deliberation in an effort to make decisions regarding urgent or important matters such as the time of simultaneous planting of rice etc. And in this case the contribution of the district city government and the agriculture office also has an important role in terms of maintaining effective communication between farmers and groups such as the provision of infrastructure to the provision of agricultural extension services for farmers.

Suggestions

1. increase the contribution of field extension workers to the waihatu village farmer group
2. create a field school for farmers so that farmer education in Waihatu village can increase.
3. Increase farmer empowerment in the sense that farmers must be facilitated in getting subsidized fertilizer from the government.

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