

## AGRICULTURAL EXTENSION COMMUNICATION PATTERNS IN INCREASING KNOWLEDGE OF VEGETABLE FARMERS (QUALITATIVE DESCRIPTIVE STUDY OF THE FOOD CROP AGRICULTURE SERVICE, SOUTH LAMPUNG REGENCY)

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**Abstract k.** A instructor agriculture need pattern effective communication to use make it easier delivery message or information about agriculture to public or group farmer. Research objectives is know pattern communication counseling agriculture For increase knowledge farmer vegetables and tofu obstacles pattern communication counseling agriculture For increase knowledge farmer vegetables. Type of research is qualitative, the subject of research This instructor agriculture Department of Agriculture Food Crops, Horticulture and Plantation, South Lampung Regency and representatives farmer vegetables in South Lampung Regency. Data analysis was carried out with use technique qualitative data analysis. Based on results study is known that pattern communication instructor agriculture field plant vegetables use pattern communication chain, where results counseling carried out by officers Counselor Field (PPL) carries change knowledge public Good in activity everyday in environment work nor in environment society. Officer Counselor Field (PPL) considers counseling walk effective with use pattern two- way communication, because There is reciprocal flow between instructors and the community happen with good.

**Keywords:** Communication Patterns, Extension, Agriculture, Vegetable Farmers.

### I. INTRODUCTION

#### 1.1 Background

Agriculture is an important sector because the increasing population in Indonesia means the greater the need for food. Farmers' welfare depends on farmer empowerment and support from the farmers themselves. Farmer empowerment is an effort to increase the knowledge and abilities of farmers in carrying out better farming activities, through training, counseling, mentoring, and development of systems and facilities for marketing agricultural products, consolidation and

guarantee of agricultural land area, easy access to knowledge and technology. and information, as well as strengthening farmer institutions through farmer groups.

Efforts to increase regional income in the agricultural sector are tasked with helping the government to educate farmers to adopt agricultural technology to increase the productivity of their farming businesses. Extension agents only have the obligation to convey information, motivation and innovation as well as provide counseling influence to farmer groups using predetermined techniques and methods. So that the ability and awareness of farmers

arises to adopt the innovations that have been conveyed in extension.

Good communication skills will provide knowledge for each individual, but the communication message used must have a structured pattern, because otherwise the message will not be conveyed well. An extension agent should use an interpersonal communication approach so that he not only changes farmer behavior in his cognitive area but can also change attitudes in managing his farming business.

An agricultural instructor needs an effective communication pattern to make it easier to convey messages or information about agriculture to the community or farmer groups. For this reason, the language used by agricultural instructors must be precise and easy to understand because language is a form of creativity in achieving effective communication patterns. Communication patterns can be said to be effective if an individual, both the communicant and the communicator, can reach the same understanding, encouraging them to take action with a new mindset. In Regulation of the Minister of Agriculture Number: 01/Permentan/OT.140/1/2018, a policy is issued that one extension worker only works in one village in order to accelerate agricultural development and farmer welfare.

## 1.2. Literature review

Based on the results of a pre-survey conducted by researchers on agricultural extension workers at the South Lampung Regency Food Crops, Horticulture and Plantation Department, it was discovered that there were agricultural extension officers who supervised two villages who complained about difficulties in collecting monthly evaluation reports at the Regency Food Crop, Horticulture and Plantation

Department. South Lampung, this is due to the ineffectiveness of instructors' time in implementing the program so that extension officers experience delays in collecting program evaluation reports.

In accordance with government policy, one instructor is only given the task of developing one village because if one instructor is tasked with developing two villages, this will certainly mean that assistance will not be effective and optimal. This happens because it is influenced by several factors, one of which is the distance from one village to another, which means that the instructors are not always at the extension site, making it impossible for the instructors to carry out visiting training activities at one time.

As a result, this can cause agricultural production to not be optimal and farmers' welfare will not be achieved.

Communication between extension workers and farmers should be more intensive so that it can increase farmers' knowledge and increase existing vegetable production.

Based on the descriptions above, there is one interesting thing for researchers to discuss in more depth regarding the communication patterns carried out by agricultural instructors to farmers in order to increase motivation to build the achievements of agricultural instructors to encourage and move farmers to make their farming more productive.

## 1.3. Method

The type of research is qualitative, the subjects in this research are agricultural instructors from the Food Crops, Horticulture and Plantation Department of South Lampung Regency and representatives of vegetable farmers in South Lampung Regency. Data analysis

was carried out using qualitative data analysis techniques.

## II. RESEARCH RESULTS AND DISCUSSION

### A. Agricultural Extension Communication Patterns to Increase Vegetable Farmers' Knowledge

The chain communication pattern is a communication pattern which directs someone to communicate to another person, then to another person and then to another person and so on, which is known as an upward and downward communication system. In this communication there are five levels in the hierarchy and this model adheres to a direct line (command) communication system without any intersections occurring. Referring to the definition of the chain communication pattern explained above, the following are the communication elements formed in the chain communication pattern in the central/regional extension program for BPP extension workers in Kalianda District regarding vegetable farming in Sukatani Village, Kalianda District, South Lampung Regency, namely:

#### 1. Communicator

In communication theory, a communicator is a person or party whose job is to convey a message. Soekartawi (2019) states that the communicator is the party whose job is to convey the message, whether it is a development message, in the sense that it is more directed towards a general message or agricultural development message, to the recipient of the message so that the message they receive can be applied by the communicant in carrying out their daily duties. The

communicators in this central/regional extension program are the same as in routine extension programs, namely the researchers themselves.

#### 2. Target/Communication

The communicant is the individual who receives the message. In agricultural communication activities, the communicants in particular are farmers. In this central/regional program, the communicants are farmers, because based on observations and interviews, before this program is implemented, there must be a determination of prospective farmers on the land. So the target is farmers.

#### 3. Material/Message

In agricultural communication, the material/message is all information related to the agricultural sector. The messages conveyed in this central / regional extension are messages that are based on the program being implemented. So the message or material conveyed is related to the existing assistance and also the program being implemented. If the observation data obtained by the researcher is that the assistance they received was from vegetables, then there the researcher was seen providing input and also material related to planting vegetables and also providing the correct fertilizer.

#### 4. Media

Media is a means used by the giver of a message or idea (communicator) to channel messages targeted at the recipient of the message (communicant). Media takes various forms; based on the five senses, communication channels (telephone, letter, e-mail), social media and so on. In this case, based on the research results obtained by researchers, the central/regional extension that is used



is direct face-to-face, because it is to directly check the existing plants.

5. Time

This time is included in the communication element in counseling because it is related to opportunity. Based on observation data in this program, the time used to carry out counselling is from the time the assistance is provided until the harvest of the plants obtained from assistance from the government is finished.

6. Place

The element of place is almost the same as the element of time. Whether an extension process can run or not can be influenced by several elements, one of which in this case is place. Based on existing observation data, counseling on this central/regional program is carried out at the location where the program is carried out.

7. Effect

Effects are the final result of a communication process, namely people's attitudes and behavior according to or not according to what we want. If the other person's attitudes and behavior are appropriate, it means the communication was successful (Widjaja, 2018).

The effects that can be caused in a communication process are cognitive, affective and behavioral which determine whether a communication is successful or not is determined by the effects. In this case, based on the research results obtained by the researcher, the effects resulting from the central/regional extension process by the Kalianda District BPP extension workers contain the 3 effects (cognitive, affective and behavioral) that the author has

mentioned above. The cognitive and behavioral effects generated in central / regional counseling are the same as those in routine counseling.

Because in central / regional extension, farmers can also learn about planting methods related to the assistance provided and also make beds and plant spacing when planting the assistance provided. Meanwhile, regarding the affective effect itself, farmers feel helped by the assistance provided because it can help increase the farmer's income.

In this research, a chain communication pattern was formed during regional / central program outreach. As in previous data, the Kalianda District BPP extension programs consist of 7 programs, namely: Demplot, Demfarm, Demarea, Demunit, Field School, Gapoktan and Solid. The seven programs above are different from routine counseling. Routine extension is an extension. Counseling is provided every day according to farmers' needs. This extension program is extension that is carried out in accordance with existing programs and is carried out when there is assistance from the District and Provincial Agriculture Services. Assistance from the District and Provincial Agriculture Services is usually in the form of seeds; chili seeds, vegetables, garlic, corn and so on. The seven programs above are different from routine counseling. Routine extension is counseling that is given every day in accordance with farmers' needs. This extension program is extension that is carried out in accordance with existing programs and is carried out when there is assistance from the District and Provincial Agriculture Services. Assistance from the District and Provincial Agriculture Services is usually in the form of seeds; chili seeds, vegetables, garlic, corn and so on.



Before the program is implemented, there are procedures that must be fulfilled, namely determining who will be the prospective farmer and where the prospective land is.

Then, after finding prospective land and prospective farmers, a farmer consultation will be held to discuss matters related to the program that will be implemented. Once the farmers know what program will be implemented with assistance from the Department and with the guidance of extension workers, technical guidance will be carried out to prepare things and what is needed before starting the program. After BIMTEK, then enter the process stage.

Based on the author's observations in the field, this process starts with the instructor and farmer preparing the land by making beds, after the bed is finished, the instructor and farmer measure the planting distance according to the type of plant being planted, then start placing seeds at each mark on the bed. Then after that the plants are routinely checked and given fertilizer according to the dosage by the extension workers and farmers. Then the final stage is evaluation, the evaluation carried out by the instructor is related to the progress and success of the program being implemented. If it is related to communication patterns, the communication carried out by Kalianda District BPP extension workers in central/regional program extension is relevant to what is called a chain communication pattern. This chain communication pattern is a communication pattern that adheres to a command system without any intersections.

The communication pattern used when regional/central programs are

implemented is a chain communication pattern, where the communication pattern is structured and in accordance with existing procedures starting from determining the CPCL, holding farmer consultations, then technical guidance then implementation and evaluation.

Everything runs according to existing procedures and is structured in the same way as a chain communication pattern where the communication pattern is structured in both upward and downward directions. However, here the current used is downward where the instructor provides direct direction to farmers according to existing procedures. If related to the existing data findings, in carrying out the regional / central Program, the Kalianda District BPP extension agent has the function of implementing and being responsible for the program after receiving direction from the District Agriculture Service and Provincial Service. Kalianda Subdistrict BPP extension workers receive directions and then carry out their duties in accordance with the procedures previously explained in a chain and organized manner to farmers until the program runs through to evaluation. This communication pattern involving upward and downward communication is relevant to the chain communication pattern.

## **B. Barriers to Agricultural Extension Communication Patterns to Increase Vegetable Farmers' Knowledge**

All the social activities carried out by humans in their lives prove that humans have natural instincts that cannot live alone and always need other people. Therefore, humans engage in communication interactions with others to fulfill their life needs as social creatures. The counseling carried out by Kalianda District BPP extension workers is a process of conveying



messages in an effort to increase agricultural production and also trying to help farmers to solve the problems they face and this counseling is carried out in order to change mindsets and improve the lives of farmers in the future.

The communication process is the process of conveying messages or information from the communicator to the communicant with the presence or absence of feedback in it. In every communication process there are of course obstacles that influence the process of conveying the message, which in communication terms is called noise. Like the counseling carried out by the Kalianda District BPP extension workers.

Several factors that influence the course of counseling are; unfavorable weather, for example rain and so on, can cause extensions to be delayed so that instructors are less than optimal in delivering material because they cannot directly visit and check the condition of farmers' plants. Apart from that, another factor is the apathetic attitude of farmers. Apathy here means that farmers sometimes feel they know better and tend not to follow technological recommendations given by extension workers in the field. However, factors such as apathy can be overcome by extension workers by visiting farmers directly and seeing their land directly. If there is something wrong with the plants, for example the planting distance is too close or too much fertilizer has been applied, the instructor will immediately provide direct direction to the farmer.

According to the instructor, apathy, which is one of the inhibiting factors in extension, will also have an impact on plant yields or the harvest itself. For example, vegetable crops with small seeds, chili

crops that rot quickly and there are also plants that are damaged or attacked by pests and diseases before harvest arrives. Things like that are the impact of the apathetic attitude of farmers. Therefore, to avoid things like that from happening, the instructor always re-checks the farmer's land after being given the counseling.

This check, like the instructor's explanation, is useful for correcting errors or mistakes made by farmers regarding their plants. Apart from apathetic farmers, another factor that influences the extension process is the farmer's background. The farmer's background is a factor that can influence extension. Therefore, it is important to understand the background of farmers as recipients of extension services. Apart from understanding the farmer's background, the instructor said that using language that is familiar and appropriate to the farmer's background is a way to minimize the occurrence of existing inhibiting factors.

### III. CONCLUSIONS AND RECOMMENDATIONS

#### 3.1 Conclusion

1. The communication pattern for vegetable agricultural field agricultural instructors uses a chain communication pattern, where the results of the counseling carried out by Field Extension Officers (PPL) bring changes in community knowledge both in their daily activities in the work environment and in the community environment. Field Extension Officers (PPL) consider this extension to be effective by using a two-way communication pattern, because there is a good reciprocal flow between the extension agents and the community.



2. Barriers to Agricultural Extension Communication Patterns to Increase Knowledge of Vegetable Farmers are unfavorable weather, for example rain and so on, which causes extension to be delayed so that instructors are lacking maximum in delivery material Because No Can in a way direct come And check direct circumstances plant farmer.

Besides That Also Another factor is the farmer's attitude Which apathetic. Apathetic here in meaning farmer sometimes feel more know and tend not to follow recommendation technology Which given by instructor in field.

### 3.2.Suggestion

Based on the conclusions above, the suggestions that researchers can give are:

1. Field Extension Officers (PPL) are expected to be able to explain and make vegetable farmers understand so that they can utilize the chain communication pattern because the more understanding farmers gain, the higher the level of success in planting vegetables. Chain communication pattern Field Extension Officers (PPL) implement chain communication by forming a group headed by one person as the person responsible with a schedule adjusted to the number of groups, so the extension is carried out once a month.
2. Field Extension Officers (PPL) are expected to be able to overcome obstacles that occur in agricultural extension communication patterns in order to further increase the knowledge of vegetable farmers and increase vegetable harvests to the maximum.

Apart from that, it is hoped that Field Extension Officers (PPL) can be very serious in providing information according to farmers' problems.

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