



## The Role of Communication and Farmer Institutional Urgency to the Agriculture Development Program

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### **Abstract**

The agricultural development program is the Government's effort to grow participation in the development of an independent and welfare society. The success of the development program is inseparable from the role of farmer institutions in rural areas. The Form of farmer institutions that are often found is farmer groups, United Farmer's Group, cooperatives, and KUD. The aims of this article was to examine the urgency of farmer institutions as a support for success in the development programs by a qualitative descriptive approach and NVivo analysis. The existing farmer institutions tend to be less active and participatory so that they do not function optimally. Therefore it is necessary to make some efforts to change the behavior of farmers through training, advocacy, group meetings, technology adoption, and comparative studies. Communication has an important role in the formation and implementation of an agricultural institution in the form of bonding, bridging, and linking so as to create synergy inside and outside the institution. The results of the word cloud analysis show the words "farmer", "agriculture" and "institutional" as the words that appear most often. The role of the institution and its development is very important for farmers so that they can be more independent in running businesses in sustainable agriculture.

**Keywords:** *Agriculture; Communication; Development; The Role of Institutions*

### **Introduction**

The development of agriculture is continuously develops by the government, it aims to support agrarian field in Indonesia that has big potential to grow up. Government is giving much attentions to the farmer who becomes the subject of development by making some programs of agriculture development

(Zainal & et al, Community Development Communication Model and Improving the Role of Agropolitan Institutions., 2019). The successful of deveopment program based on the role of farmer institution. Farmer institution that mostly found in village are farmers, cooperative and Gapoktan. Government will always gives a help to farmer, but it is not for individual. It refers to farmer group, woman farmer group (KWT) and farmer group collaboration (Gapoktan). So that there is an effect to the amount of farmer group, it improves more and more but mostly will be unactive if the government program is over. It happens because mostly the farmer group is created just for temporary function such as for getting a help from government program only (Makini & et al, 2013).

Soekanto (1990) uses such a term to describe an institutional, which can be defined as a behavior system and a connection that centered to the activity of specific and complex needs in society (Syahyuti, 2003). Institutional is often called as social institution that has its own characteristic to maintain the abstract, norm and specific rule. It is a place to grow local collective action, so that it could create the change of economic structure in rural (sub-system becomes an industry of economy). Institutional performance is the ability of institution to use available resource efficiently and can produce corresponding *output* that has a goal and relevan to the user's needs (Syahyuti, 2003). Development concept is usually based on the context of study. Development defines as a change that planned by people or specific group who set the goal for better life or even perfect that compared to previous situation, there must be a good planning in order to gain this expectation.

Planned development is perceived by unevolve (Mulema & Mazur, 2016) or new evolve society development as an effort which can be received more rational and regular (Subandi, 2011). Meanwhile, according to Rogers development is a change that useful for social and economy system which decided as a nation will (Rochajat & Ardianto, 2011). Development program defines as a set of activity made by Government from related agency then spreading to the society or farmer (Zainal & Hilmi, 2019). Human interaction is the basic of social change. Social interaction involves the process of communication as individual (Oktarina, Hakim, & Zainal, 2019), group and entirety. Through communication, a communicator or farmer instructor can influence and change receiver behavior (Schut & et al, 2018) or farmer as the people who decide the decision for their agriculture. Communication and agriculture counseling are bring through innovation or spreading agriculture technology and mean by farmer in a society (Alif, 2017). Institutional is all of ideal pattern, organization, and activity which centered to the basic needs such as family feeds (Okuokenye & Okoedo-Okojie, 2014), country, religion and getting food, clothes, enjoyment also safe place. Those are the functions of an institutional in a country for society (Enwelu, Enwereuzor, & et al, 2017). An institution is created will always has function to fulfill some human needs, that is how an institution works (Roucek & Warren, 1984). In this case, the farmer institutional is a farmer institution in form of membership organization or cooperatives; farmers who joined in cooperative group (Uphoff, 1986). State that communication is important and urgent to make an institutional work out well (Siregar & Arlena, 2017).

There are farmer institutionals in rural with relative small scale. All these times, the performance that owe by farmer institution is not optimal yet (Adamu & Mohammed, 2009) and tend to sectoral or in other words, one program is not continuous to the others. Therefore, farmer institution performance tend impressed to the project only. Reffering to this phenomenon, so that the writer is interested in studying the urgency of farmer institution as supporting development successful program.

### **Research Method**

The method of this research was content analysis by using Nvivo 12 *software*. It was a method of research that was aimed to get an overview about communication message content of mass which was done objectively and sistematically. According to (Jumroni, 2006), content analysis is a research where the researcher does the research about message content in the process of communication. Source primary

data was got from some news related to the farmer institutional. This research used scientific descriptive content analysis. There were 10 *online* news that was used in this research. The research procedure were: 1) compiled scrapbook data, 2) coded the data, 3) made causality diagram and 4) made a narration. *Online* coding is done in order to get the data code and create main category based on data source (Bandur, 2016). The analysis by using Nvivo 12 *software* was applied to describe how important a farmer institutional in the farmer development program. *Node* in the process of *coding* was in form of *project mapping*.

## **Report and Discussion**

### **Farmer Institutional Regulation**

Government has a regulation in form of Indonesian Ministry Agriculture rules No. 67/PERMENTAN/SM.050/12/2016 about farmer institutional, coaching involves a farmer group and farmer group collaboration (Gapoktan). Referring to this regulation, a farmer institutional grows from, by and for farmers where they have same chance one to another to gain their goal. It is quite pity that many farmer institutionals were created because of program needs only and it was used as a tool to implement a sectoral project. It is related to the research which was conducted by (Oktarina, Hakim, & Junaidi, The Level of Farmer Self Reliance and Institutional Strengthness Strategy in Empowerment of Lowland Rice in Ogan Ilir Regency South Sumatera Indonesia. In: Environment, Energy and Biotechnology. International Confer, 2012), they stated that the government program is politically, intervention, and farmer institution is still just for formality. Beside, farmer group condition is left by its name because the government program is done (Oktarina, Sumardjo, & Rustiadi, 2008), so there is no more routine activities that created instantaneously when the program is running. This condition has effect to the farmer resource, it becomes weak, tend to pass and resulting program dependency. Therefore, farmer institutional affect to the function of increasing farmer level and farmer competitiveness. The farmer level improvement becomes not optimal and yet farmer competitiveness cannot be good.

It resulting the lack of farmers spirit and they had no activity after the program is finished. Therefore, there must be a coaching for the available group in order to motivate and grow them up. Another regulation was the limitation of creating new farmer institutional, it is better to make available group to become optimal rather than making new group. One of regulation that preferred by authority agency food (BOP) was a discussion.

Based on Indonesian Law No.19 of 2013 about protection and farmer empowerment. There must be a protection and farmer empowerment beside coaching, it is where the protection can help farmers to face their problem both in case of facilities and infrastructure such as price risk, harvest failure, etc. Farmer empowerment is the part of effort to develop farmer ability to do some farmer businesses through education, training, coaching and accompaniment so that it could strengthen the farmer institutional.

Jokowi as a president declares a program namely Nawacita on government work program. Nawacita defines as nine hopes, one focus of this program is to increase the quality level of people and creating independent economy in agriculture sector that is self-sufficiency food. The role of local farmer institutional has effect to the successful of self-sufficiency food development program in order to make farmers to become independent and prosperous.

An active farmer groups to gain their goal can be seen by the interaction among members. The more they have interaction among others, the more these groups easier to gain their goal. The leader of group is responsible to keep the harmony and solidarity, so there will be no problem among members (Alif, 2017).

The existence of farmer institutional makes government and other staff can facilitate and give a strengthening to the farmer (Anantayu, 2011) . Based on the result of agriculture census, there was 30% farmer who joined the farmer group. It meant that there were still many farmers who were not join the farmer group or farmer group collaboration (Gapoktan).

It happened because farmer did not interested to join in a government program. The reality that happened in the field was development program shares by a companion and ofcourse a farmer becomes farmer group member who involved in that program. There were many farmer groups in Indonesia but still in small scale.

Farmer institutional that mostly found in rural were farmer group and farmer group collaboration (Gapoktan), but there were others institutions such as cooperative, services unit, and KUD. Most of all institution were unactive and there was no routine activity. The farmer was depended on cooperative and KUD, it served a services such as loaning, buy-sell, they also could loan money and promote their agriculture yield. The role of these institutions could actually help farmers to avoid problem from loan sharks or middleman when they had economy trouble. Beside, the institution could help farmers to do the activity that had been planned, consistently and helping them to solve another problem. Therefore, member participation was needed and important in order to strengthen the basic of institutional.

It is better if a farmer institutional was built in larger scale, it could overcome some farmer problems in agriculture and create performance more effective. An effective performance can be done through relation among institutions (*stakeholder*), so that it could be received universally. This statement is supported by a theory stated by an expert as follows:

“Farmer institutional design must be built in larger scale, through the relation among institutions but still make the position of village as autonomy unit and farmer institutional must be universal, it must be different from one of the ministry/institution so that it can receive by all ministry and institution. (Putra, Saleh, & Purnaningsih, 2016)

## **Farmer Institution Development**

The process of farmer institutional implementation is often face so much problems started in the case of production facilities provision (saprodi), cultivation after harvest and promotion. There are so much problems in farmer institutions, so that farmers cannot solve it by their own. In other words, they need a help from others such as agriculture instructor or related agency. The following are some methods that can be used to solve farmer institutional problems:

### **1. Training**

It is an effort to transfer knowledge and practice the activity do by an agency or agriculture instructor as companion in order to develop farmer ability. Based on the research conducted by (Ramdhani, Nulhaqim, & Fedryansyah, 2015), a training is aim to strengthen the institutional in order to develop administrator and member resource capacity of a group.

### **2. Advocacy**

It is a planned communication process which aims to support the decision, so that the problem can be solved. Based on the result conducted by (Listyati, Wahyudi, & Hasibuan, 2014), farmer institutional has role to advocated farmer to do fermentation process of Kakao seed by giving worth deviation price.

### 3. Group Meeting

It is a farmer routine discussion schedule with companion to discuss and find solution of problem that faced by farmer or group. The schedule is often scheduled based on the deal between farmer and agriculture instructor. In line to this explanation, states that the routine meeting with agriculture instructor is a media that often accessed by farmer in order to find and get information related to the agriculture activity (Andriaty, Bambang, & Setyorini, 2011).

### 4. Technology Adoption

It is an effort to apply a technology innovation of diffusion, so that farmers can adopt the technology. If farmers are adopting the technology for their agriculture activity, it means there is behavior change (psychomotor) on them.

### 5. Comparative Study

It is the activity to explore a place. In this case, farmer group in local area or even in another regional are considered successful and can be used as example for the other group farmers. It related to a theory stated by (Euriga, Amanah, & Fatchiya, 2018), effective way to gain the goal of horticulture sustainable is a training that follows by the field demonstration and comparative study to the other farmer group who is more advanced.

By the existance of finishing method problem, it is hoped that the problem that faced by farmer can be solved. It describes on the news as follows:

“The problem solving do not directly to the main problem, because it relates to the aspect of macro policy. In long term, it might can be done through advocacy policy. But, in short time it focuses on problem solving of technical micro agriculture. The main target of this program is implemented consistently and well-planned routine and incidental through the technical activity in the field such as training, weekly group meeting, introduction and healthy technology adoption, strengthen the capital farmer bussiness non-interest, and other technical forms.(Olujenyo, 2006).”

The statement above it supported by a theory as follows:

“Training by using tematic method are problem solving, readiness training of program implementation, and farmer location education" (Juliyanto, 2017)

Problem solving in case of developing farmer institutional is also supported by research conducted by Oktarina et al, strategy to develop farmer institutional can be built by increasing the access, human resource quality, making institutional rule, and doing training intensively and sustainability (Oktarina, Hakim, & Junaidi, 2012). The successful of a program is surely based on the program implementation by farmers. Program implementation is expected can be well-planned and consistent. So that the planned program can be implemented well, based on farmer *real need*, and farmer *felt need*. It can be in form of routine scheduled activity or even the incidental activity. The implementation of activity cannot work out well if there is no farmer participation. Farmer is expected can be as a subject of development to do the activity that initiated from farmer, and for farmer. If this activity is consistent, it could become a process of learning and habituation for farmer to do some activities. Beside, farmers are expected to become independent, which means they can do activity by their own. If the farmers are getting problem, they can solve it directly by helding discussion, trying to solve problem and asking an overview or opinion from agriculture instuctor. Therefore, the implementation of activity must be planned well and consistent, so that it could strengthen the basic of farmer institutional. This explanation is supported by a theory as follows:

“The development of agriculture sector can do by an effort to improve the farmer participation and social economy condition by increasing the access of technology, capital and market” (Sutika, 2016)

It shows that farmer participation is needed in order to make the development program which is running by government could work out well. Participation can be in form of material, services, etc. Through this participation, the institutional will grow up with the available innovation.

The successful of farmer institutional means the institution could make the farmer who involves in the program to become independent, so that they will not depend their life to the government. One of successful farmer institutional example is Economy Society Institution (LEM) in Southeast Sulawesi. They always receive an assist from their government in form of production facilities. Therefore, this place becomes role model that must be adopted by the other farmer institutional. The analysis result of farmer institutional urgency by using NVivo that describes with causality diagram can be seen on the Figure 1 as follows:

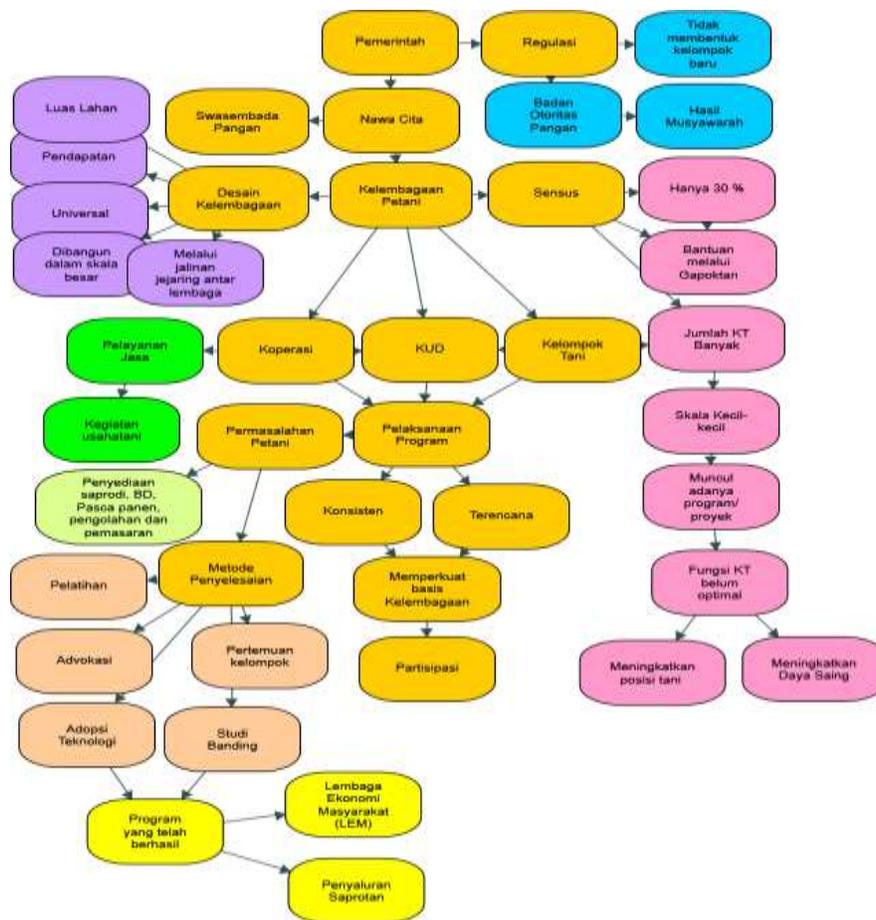


Figure 1. Causality Model of Farmer Institutional Urgency

### The Role of Communication to Develop Farmer Institution

The role of communication to empower the farmer is important in case of transferring knowledge to change behavior. This can be done through inter-personal communication such as counseling, dialogue,

and make use of another media. Digital era gives new media to the farmer institutional in getting relation and communication intensively. The information among farmers can be shared faster, so that some things could be responded fastly. It supported by (Hapsari, 2015) that role of communication media aims to share the information widely, besides it has role to deliver information in some implementation performance programs. Some farmer institutionals that created by government are often failed because of communication problem (Wahyuni & Yulianti, 2017).

The importance of communication in farmer institutional is started by planning stage created by government for farmer until implementation and evaluation stage. If there is no communication in the process of implementation between *stakeholders*, especially the ones who gives program and the ones who implements program so that the failure chance on this program is higher. Structured and systematical communication between *stakeholder* can give overview systematically related to the institutional program about whether or not it could be gained. In the implementation process, communication has important role to coordinate some planned programs. State that communication in institutional can be in form of *bonding*, *linking*, and *bridging*. *Bonding* communication means an institutional can involve farmer in the program. Intensive communication can facilitate the farmer to do some needs programs and planned activities (Wahyono, Kolopaking, Sumarti, & Hubeis, 2019). One of characteristic of a good farmer institutional is intensive communication among farmer institutional members (*bonding*). Intensive communication among institutional members can make the program easier to run. Communication must do by all of group members. *Bridging* in farmer institutional needs a good role of communication. *Bridging* means a relation between farmer institutional member with some *stakeholders* out of institutional. A good cooperation and collaboration can increase the quality of an institutional. There should be a good relation with the ones out of institutional to create good communication in equal social level. Meanwhile, *linking* farmer institutional is important to create relation to others who have higher social level. It needs a good and intensive communication among some *stakeholders* in order to do some complex relations.

### Coded Analysis on *Online* News Media

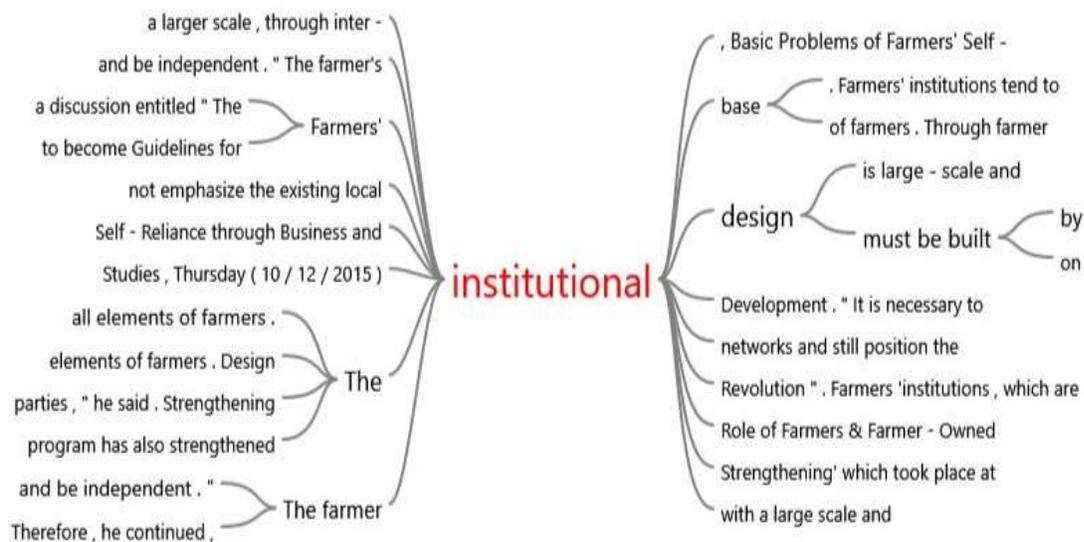
*Online* coded news was conducted by using 10 data from some related sources of farmer institution in the farmer development program, they were as follows:

1. Farmer institutional function has not optimal yet.
2. There was 30% farmer who became the member of farmer group.
3. Farmer management based on empowerment.
4. Farmer and independence farming bussiness.
5. BAMUSTANI recommendation to the government about farmer, food, agriculture, and rural.
6. Observer said that farmer development was lack of serious attention.
7. Farmer institutional was not optimal.
8. Institutional, basic problem of farmer self-reliance.
9. Two programs from KEMENTAN to improve agriculture human resource.
10. Farmer poverty was still exist.

The analysis of ten *online* news displayed in form of *word cloud*, it helps observer to identify the keywords. The font of words that usually show up is bigger than the other words, it describes the main theme. A view that showing on *word cloud* analysis are “farmer”, “agriculture”, and “institutional” as the words that often appear. The word “farmer” is the most often appears word and it means that farmer role is important in institutional and for the successful of farmer development program. Then, the word “agriculture” is a word that often appears after “farmer”, it means that the agriculture sector needs an institutional and farmer to run the program and make it sustainable. Meanwhile, the word “institutional” relates to the importance of institutional role and its development for farmer and agriculture bussiness, so



independent by involving all of farmer elements also do the cooperation program with the government. Analysis of *word tree* can be seen on the Figure 3 as follows:



**Figure 3. Word Tree Analysis**

### Conclusion

Communication is important to create and implement a farmer institutional. Communication in the process of *bonding*, *bridging* and *linking* can be applied through intensive communication. They have role as a bridge to connect with some units, increase the relation with *stakeholder*, also can create good synergy inside and outside of the institutional. Ideal farmer institutional is expected can be a role model to show that farmer institutional is an institution from farmer, by farmer, and for farmer. Beside, it is as a place for protection and empowerment which aims to make farmer to become more independent, increase life level or become prosperous in agricultural sustainable business.

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