

Community Development Communication Model And Improving The Role Of Agropolitan Institutions

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Abstract: The objective of research this study is to determine a model for the communication of community empowerment in improving the role of agropolitan institutions. The research follows the qualitative method, involving responses from 56 farmers and considering seven variable communication processes in the development of institutions' role in Tanggamus, Lampung Province, Indonesia. The results showed that the role in the agropolitan area cannot be implemented because of community characteristics, and communication processes have not been effective as measured by farmers' perception, attitudes and actions where these aspects influence the attitudes and actions of farmers in the area. Beside that the results also found the characteristics of farmer respondents consisted of age, education, group membership status, land, land status, farming experience, family size and income, and the communication process is dominated by institutions, because of the communication process in farmers group used a linear communication approach, which all members tend to passively wait for information from the relevant agencies. Hence, the dominant method of communication is lecture, where frequency of communication is low. So that the effectiveness of the communication and implementation of the program cannot be reached.

Index Terms: communication, empowerment, rural, agriculture, and community development

1. INTRODUCTION

AGRICULTURAL development policy seeks to position the community as the primary actor in development [1]. Such development is intended to improve farmers' welfare through the community structures that arise from the peasant farmers' own efforts. Communication is the process of delivering a message by a person/institution to others to inform or change attitudes, opinions or behaviour either directly or indirectly, through the media or through other means [2], for implementation including agricultural development policy programs which is suitable for the aspirations and needs of the community. Development is possible if communication between institutions and farmers is effective; this requires the creation of a shared understanding of changes in farmer behaviour. When communication is ineffective, farmers will not all make coordinated actions, and their behaviour will change. Thus, a change in behaviours an indicator of farmers' perceptions, attitudes and actions farmers towards agropolitan institutions 'successful role in developing an agropolitan area [1,3]. For communication to be effective, the institutions involved should be able to play a role, and if possible, the one indicated by the empowered farmers in the area. In this way, the farmers are not just tenants but also have an active role in managing organizations; in other words, they are not only objects but are also active subjects. The ineffectiveness of communication among farmer communities in the application of various agricultural policies often occurs due to differences in perceptions that affect behaviour from the groups involved in a program. So the purpose of this research is to determine the communication model to empower the community in increasing the role of agropolitan institutions to be more effective.

2 LITERATURE

Empowerment is providing the opportunity to choose freely from various alternatives, to make decisions in accordance with one's level of awareness, ability and desire, and to learn from successes and failures when responding to changes such that one can control his own future [4]. The characteristics of empowerment: 1) Improving job satisfaction,

2) Expanding knowledge and skills to improve the quality of work, 3) Providing freedom to create and develop new things, 4) Monitoring through joint decision, 5) Giving a task detailed and not partial attention to community, 6) Orienting towards the satisfaction of those served and 7) Meeting the needs of the market demand [5,6]. In addition to institutions' meaning in the governing rules of society, where they define the opportunities available and other forms of activities that can be carried by certain parties against others, the privileges and responsibilities of different populations facilitate coordination and cooperation in the use of existing resources by helping members of society to form reasonable expectations for each other in interpersonal relationships [7-9]. The goal of agropolitan development is to increase the income and welfare of the community through accelerated regional development and improved linkages among villages and cities by encouraging the development of business systems and competitive agribusiness in a community-based, sustainable (environmentally sound) and decentralized (the authority is held by the local government and communities) manner [3,10,11].

3 METHOD

This research uses qualitative approach, with case study method. The case study is a description and a comprehensive explanation of various aspects an individual, a group, an organization (community), a program or a social situation [12]. Study case are used when phenomena to be studied regarding the question how, and or why [12]. Case studies are used if few opportunities to control those events investigated and focused his research on phenomena contemporary [13]. The subject of the study in this study is primarily addressed to 56 respondents from 93 populations (using purposive sampling method) in the agropolitan village in Tanggamus that is directly involved in the activity empowerment of farming communities in Tanggamus district. The sampling technique is based on the criteria of age > 40 years old, has an area of agriculture > 1 ha, becomes a group member > 2 years, and is active in institutions in the past 1 year (starting in 2016). The subject the research was taken purposively, i.e. the informant seen to understand, able to give explanation who are involved

in community empowerment activities farmer groups in agropolitan in Tanggamus district related to the problems to be solved in this research. Another informant that writers need is related to development approaches and empowerment policies community, among others, officials or officers related at several levels (district, sub-district) and villages) that can be seen to provide an explanation related to the concept of community empowerment. The informants such as: Head of Agriculture Department of Tanggamus, Head of BAPEDDA Tanggamus, Team of Structuring Coastal Areas in Tanggamus (especially in Sub-district Gisting, Ulu Belu and Talang Padang) figures of local communities and institutions of Tanggamus agropolitan arrangement (college academics, environmentalists and so on). The research also used reviews of previous studies and theories as a basis for understanding problems. The location of this research is an agropolitan area in Tanggamus, in the regional districts of Gisting and Talang Padang in Lampung Province, Indonesia. In this research will be built two models, one for professional and another for communication with democratic assistance (Morris, 2003), and the formation of the two models shows that empowerment in the communication process of the farmers in the agropolitan district of Tanggamus relies on only the method of communication. After discussing some definitions of community development and important bodies of literature associated with this concept, the next step is to design a framework for a communication system designed to promote community empowerment, then we classified two criteria:

1. According to the content-oriented criterion, we will classify the basis of the framework we have developed, which will be explained in the discussion section. Our content analysis of the literature enables us to address the characteristics of empowerment and the agropolitan.
2. According to the methodology-oriented criterion, using Effendi and Morris' framework, which classifies studies as primarily descriptive or prescriptive and empirically or conceptually based on the primary framework (Effendi, 2004; Morris, 2003; and Bartels, 2010), we will develop model of empowerment as a democratic communication model (Morris, 2003; Baldwin et.al, 2002), where the professional assistance and democratic system can reduce ineffective communications. This criterion was helpful not only in developing a literature review with a critical perspective but also in assessing gaps in current theories, methods and empirical findings in the analysed field of study.

4 RESULT

Institutional empowerment on Agricultural Society

Society in Tanggamus district have an important role because as object and subject in the process of development of the area Agropolitan. As implementation, Tanggamus community empowerment can be functional and structural institutions, such as farmers' groups, cooperatives, NGOs and other Institutions. Farmer Association in Tanggamus have contributed to agropolitan development, the functional and structural such as: farmer association, cooperation, NGO and other organization. As, the results of survey data some information from Farmer Association in Ulu Belu District where the association divided by three groups based on three district i.e: a) Ulu Belu, Talang Padang, and Gisting. There are 41 farmer groups in Ulu Belu with 1.669 members spread over in eight villages and regions.

The Extensive land ownership is divided into three parts: land with 016 hectares, 999 hectares Tegal area, and 219.5 hectares of courtyard area ; b) Talang Padang Farmers Group, where the farmer groups in Talang Padang District in 1985 to 2001, there were 48 groups of farmers with a total of 3,139 members, divided in 8 village or region. Extensive land ownership is divided into three parts, namely: the fields with an area of 803 hectares, Tegal area of 3,073 Ha and yard area of 857 hectares; and c) Gisting Farmers Group, the farmers group in Gisting have least members compared to other, which is 19 groups with a total of 1,689 members, divided into 7 village or region. The extensive land ownership has divided into three parts: 1,127 hectares field area, 335.7 hectares Tegal area, and 349.6 hectares courtyard area.

Identification of society characteristics, role of agents of change, effectiveness of guidance, and public attention

By identifying the aspects to be indicators of the trend toward change, then do the mapping change agents of influence in encouraging community participation. Referring to the theory Propensity by Change Lerner [14,15], there are several indicators of a tendency toward changes that can serve as the basis for identifying the characteristics of the communicators, namely: 1) aspects of education, including indicators of the level of formal and informal education; 2) the aspect of mobility, including indicators of workplace and how frequently out of town; 3) aspects of media access, including indicators of mass media ownership, type of cargo the preferred media, interest in the development of information; 4) organizational aspects, judging from indicators of participation in community organizations; and 5) as seen from the aspect of revenue income indicators on average each month. According to Lerner, mobility is regarded as the main factors of urbanization [14,16,17]. Urbanization in this context is understood as a person's mental attitude toward the urban orientation, which makes urban conditions as a reference for change and development in the village [18]. The mobility of people can be seen from the indicators work and how frequently travel outside the area. The aspect of actual media participation of community leaders are more likely to be able to make changes in the appeal of average people, so that in the process of their development communication has been duly placed as agents of change in their environment. However, it is unfortunate; exposure information on rural development that can be used as a reference in conducting innovative measures for development in the village is very little they receive. Thus the channels of communication that is interpersonal (face to face) as a communication forum / forum of local residents become the foundation in order to obtain information about rural development. Civil society is a media interaction and communication of innovative ideas in order to perform various steps of change for the environment [14,19], so the engagement of a person in the institution or community organizations is one indicator of a tendency towards change. Liveliness informal leaders in political activities on the one hand can be used as a channel to promote the aspirations of the community; but on the other hand is very strong bonding appeal paternalistic average people, so that in the process of their development communication has been duly placed as agents of change in their environment. However, it is unfortunate; exposure information on rural development that can be used as a reference in conducting innovative measures

for development in the village is very little they receive. Thus the channels of communication that are interpersonal (face to face) as a communication forum / forum of local residents become the foundation in order to obtain information about rural development. The effectiveness of counseling are described based on the preferences of respondents about the role of community leaders in communication activities, usage patterns in the message affects / give advice, feedback, and patterns of counseling related to decision-making [5]. Differences in the effectiveness of counseling sufficient contrast between rural communication infrastructure supply non-religious communication infrastructure providing religious. Most of the respondents from 56 respondents used (82 percent) stated that outreach activities carried out by the government in the provision of non-religious rural infrastructure did not involve many leaders in their environment that they would respect it. It was seen that the role of opinion leaders as conditions for monitors, disseminators of messages, conveying aspirations/spokespersons for the community and encouraging relatively low public participation. On the other hand, the role of local leaders in the infrastructure of religious education is very high; and analysis of the role of the previous change agent. The results show that 88 percent of respondents stated that it was necessary to increase the provision of infrastructure for religious activities that could support the dissemination of information. This means that from the results of questionnaires, it can be drawn the conclusion that most farmer groups want the involvement and role of religious leaders in the dissemination of information. This means that these groups want the application of an extension of communication patterns with a two-stage communication model [20,21] by placing local leaders as mediators and communicators at the local level, namely by asking for help from local / religious leaders to disseminate information (role spreader) and mobilize community participation (driving role). The local figures even actively involved in any discussion of religious infrastructure, so that they can deliver and connect the various desires and citizen initiatives (spokesman role, linker). When these roles are given, then by itself local luminaries will actively observe the condition of the environment (monitor role). So there is a ripple effect in spreading the message of development. A model such as the extension is very effective in giving confidence and encouraging community participation, for several advantages: 1) local figures who have strong understanding of the community concept [22]. Social interactions that occur almost every day in an intimate atmosphere between local informal leaders with the people in the neighborhood are the situational factors that make high levels of closeness (proximity) both physically and psychologically between the two; 2) The current horizontal communication exists between local figures with less people to cause distortion due to the nature of the relationship that "homophilous" (equality characters), where they have a frame of reference and scope of experience (field of experience) were relatively similar [2]. The equation is what often puts rural informal leaders more effective in communicating with the public on the environment. A communication technique to demonstrate the benefits of infrastructure development is one persuasive communication techniques. This technique should be part of a way of communicating the government in encouraging the participation of the community, because the community

development communication activities are likely to receive a message indicating the benefits of development. In line with these techniques is a way to express extension 'reward', i.e. better conditions when the infrastructure met (technical acceptance device). Another persuasive techniques that should be done by the government is showing a result when the rural infrastructure development are not sealed. The survey results show that 78 percent of respondents want an effort to increase the role of agropolitan institutions in Tanggamus District, a communication model for community empowerment forms two models: one professional communication and one for communication with democratic assistance [23]. The formation of two models shows that empowerment in the communication process of farmers in the Tanggamus agropolitan district depends only on communication methods. Information Application on Agropolitan Society Implementation of development with community empowerment approach must be done immediately coordinated by the competent authorities, and it slowly to give a correct understanding and perceptions of the people or parties involved about the meaning of the empowerment of the community itself [24]. Among the members of the group or with the board and the chairman of the group with caution must give a correct understanding and perceptions of the people or parties involved about the meaning of the empowerment of the community itself. Among the members of the group or with the board and the chairman of the group are carefully should get the same knowledge at the level of theory and also have the same perception also in translating such knowledge in their implementation of various activities in the field. Socialization of a comprehensive understanding of community empowerment must be done slowly and carefully, especially when it concerns the improvement of leadership style during this run. Harmony and good relations between the various parties, both internal farmers with the chairman of the group and the relationship with the companion must be kept [5]. Intervention from the outside, the companion role is crucial in helping perform dynamic group toward new things are better, but keep a balance of the good relations that had been running among the members, administrators and farmer groups in agropolitan region. Professional mentoring in directing various group activities is highly demanded for the success of this model. Several groups of communication that occur leads to various objects in activities that should exist within a group, beside that communications group is not only focused on the cultivation of vegetables, but also the balance of other objects such as communication in decision, communication planning, implementation and evaluation, communication in the procurement of raw materials, communication, financial management, communication in the manufacture of good administration, communication in manufacturing activity report and so on. Through projects existing activities, which is usually also accompanied by implementation guidelines or technical guidance, the technical implementation guidelines or instructions are directed at the realization of the various objects that the group's activities have been disclosed earlier. Thus is formed the norms or rules of the new group are more focused. Farmer group activities in agropolitan region refer to the rules of the existing ones. New rules that came up with the project activities with a number of rules in the form of guidelines and technical guidance will be more easily accepted by all members of the group, especially for the head

of a group that tends to dominate and authoritarian. The emphasis of the model with professional assistance are, how competent companion function to actually get to closely oversee the various activities that exist from the beginning to the end in accordance with the provisions and rules [12,18]. The most important thing that must be done by the mentor is how to apply the concept of empowerment as an option in order to align the development approaches ranging from the conceptual level to the level of praxis. Practices in the field, especially welcome in the farming region are managed in groups should be in accordance with the substance of the concept of empowerment. Professional mentoring should be able to act as a guard, so that there is unity of language between concepts and practice in the field. With the assistance of the competent authorities in the various activities of existing groups, then the success of community empowerment efforts will be more focused. Professional mentoring is also necessary for the maintenance or even directed at individual values (positive). So the emphasis of the model (figure 1) with professional assistance is the lack of regulations or the establishment of rules in accordance with the demands of the project with community empowerment approach and attempts to steer various group activities toward the goal [20]. The reason for using the model with an empowerment approach is based on the results of the survey (84 per cent of 56 respondents) wanted involvement and the role of the community in the activities of rural programs directly. Thus, success in the long term, the success of all members' lives will be more focused and easier to achieve. This model is more oriented to solving problems in

existing groups that tend to be authoritarian leaders and dominate in various group activities. Hence, a group leader must have the power and ability that is much higher than its members, both from the economic, social, cosmopolitan, access to information sources, access to funding sources, has strong business networks from upstream to downstream, and so on will make it as the sole regulator in the group. Indeed, the main problem is not with him, but rather to the members who have many limitations. Various strengths and capabilities that exist in the chairman of the group is very less owned by members of farmer groups. In fact, the conditions of members who have disabilities to think or less willing to think hard to be more independent, with economic limitations, members prefer to obtain a small income from the home routine and think big step forward with the revenue that has not been clear to him. Perhaps the members have not had entrepreneurship evolving soul. This is what needs to be considered by a companion to hone and develop the entrepreneurial spirit of the members as a team work in agropolitan groups.

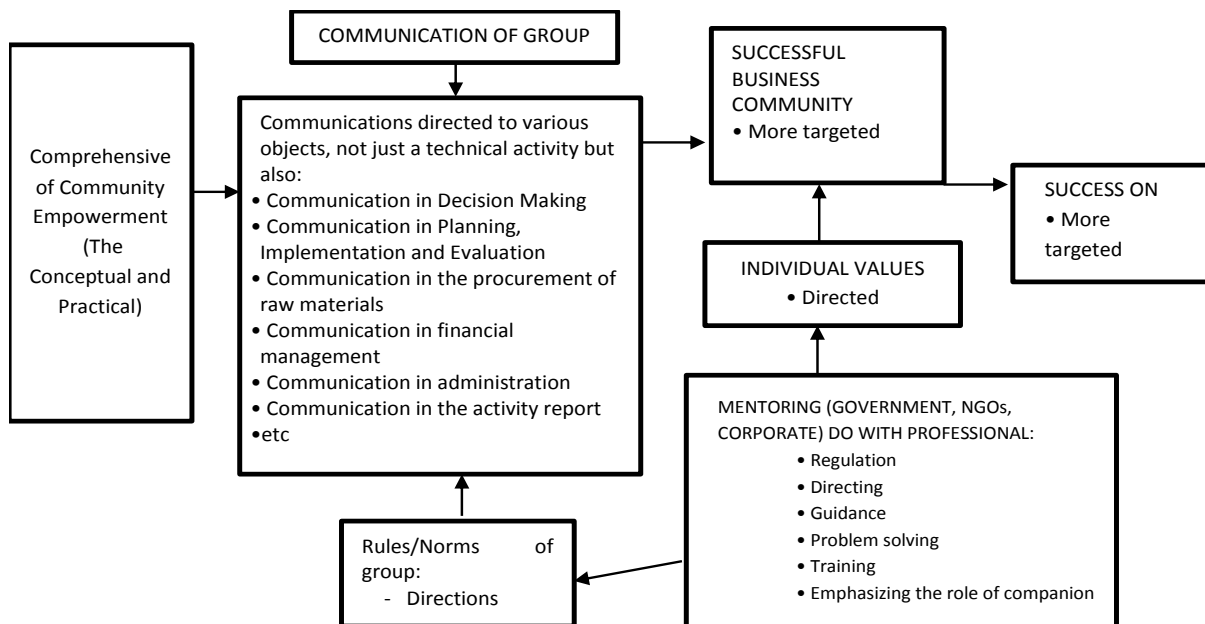


Fig 1. Community Development Communication Model with Professional Assistance [12, 18, 20]

The second model (figure 2) with developing democratic leadership does not mean do not need professional assistance [23]. Professional Mentoring still has an important role as well as a second model. Besides the role and function of a companion as it has done in the second model, the companion has an important role to assist the group in developing a

democratic leadership group. By developing a democratic leadership, then mutual grindstones, mutual compassion and can foster mutual socialized into the collective value of the farmer group in agropolitan region. Assistants should be able to help, especially the team leaders in creating a climate of democratic working in the group. Assistants should be able to

help the group to create awareness for all members of the group without exception the importance of self-reliance and cooperation as well as the entrepreneurial spirit in the attempt [23,24]. Awareness should be developed, eventually becoming a habit of behaving and acting daily in farming or even the broader life. The relationship between the chairman of the board and members more of a functional relationship based on the principles sat together on equal terms. Assistants also must be able to instil the importance of understanding that all of the elements in the group are partners, all of whom have an important role in achieving a common goal and for it to be able to work together in synergy in a team work well. Differences in the group position (chairman, board and members) are not reflecting the strength of a person to dominate one another. In addition, differences in the position in the group (chairman, board and members) are not reflecting the strength of a person to dominate one another. So, it needs to be fostered and promoted the awareness that each member must have the ability; strength/power must be optimized for implementation in the form of participation of both forms of thinking (involvement in decision-making) and technical skills through strong and good teamwork. Similarly, the second model that companion should also be able to provide guidance field effectively. Based on [25] the companion also provides guidance range of objects which activities should be done in farmer groups in agropolitan region, with this empowerment approach. The competent authorities shall assist in the learning of group decision making, learning in planning to evaluation, think together in the procurement of raw materials,

learning to manage financial groups, learn to delegate tasks as well, to deliberate on the sharing system in a fair, learn to make a report of activities, learn to make administration good, and so on. Thus, the group communication that occurs also concerns various objects of the group's activities. Rules or norms of a group that supports the passage of various objects and their activities are also important for the communication process developed by discussion led by a farmer groups in agropolitan region, democratically. By doing deliberation as the main way in solving various problems of the group, it is expected that each member will more have and take responsibility for what he had already decided together, so that the closeness of the group will be better. Furthermore, with the passage and the growing range of activities that are deemed significant object through the group communication process higher quality, it will be possible for the farmer groups in agropolitan region achieve business success of community empowerment. The success of empowerment will be more optimistic to be achieved. Companion also has a role to develop the positive values that are owned personally by each member of the group [26]. Assistants participate and help groups communicate individual values such as hard work, helping, family responsibilities and so on in the discussion/forum group, so that a common issue and there was a symbolic convergence process, which eventually became collective values. Thus the farmer groups in agropolitan region will be even richer with the collective values that could support towards the success of community empowerment.

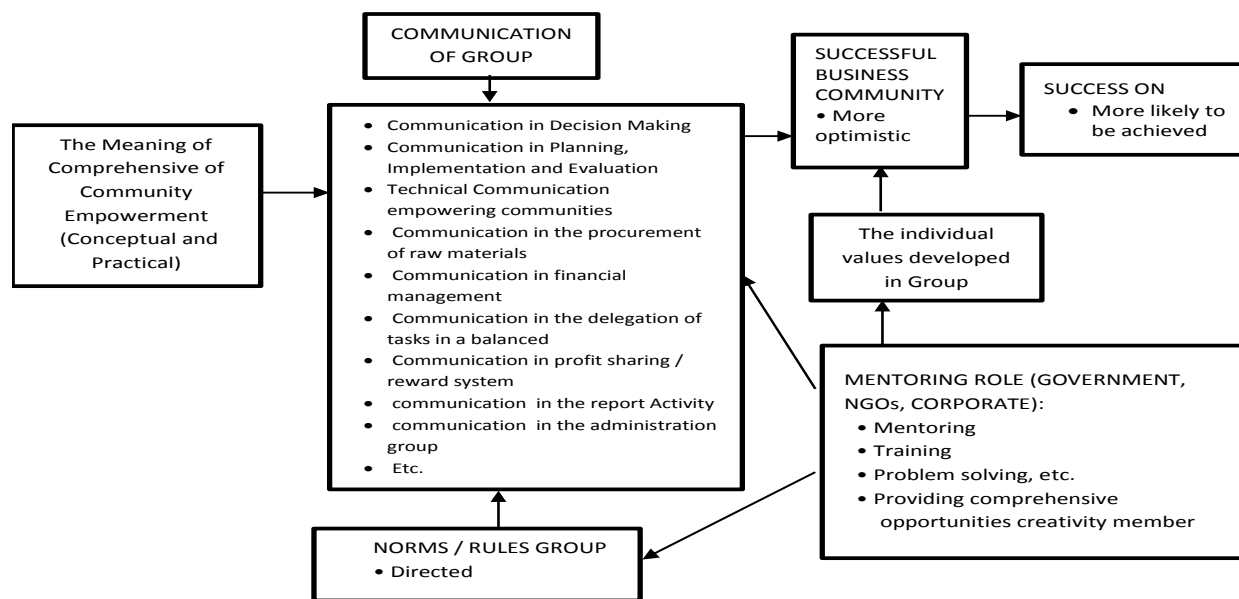


Fig 2.Community Development Communication Model with Democratic Assistance

Source: Morris, 2003; Waisbord, 2008; Rasila, 2012; authors, 2017

The professional assistance model (the second models) companion role is emphasized in order to address and ensure that regulations can work as it should [27]. It is intended to limit the tendency of domination of the group's chairman. In this third model, directives and regulations are intended to allow the whole system running well. Not only that, the companion also participate oversee and assist the group in

various processes of training, problem solving, and a variety of field guidance. Thus, with this model, the success of empowerment through farming groups in agropolitan region more optimistic achieved. Finally, successes in the future life were more likely to be achieved. Of course, the model by developing democratic leadership is not solely for the leadership of the farmer groups in forward. And, it is possible

the third model is applied to the current leadership. If the companion can help groups to make approaches, in particular, commit persuasive communication to the chairman of the group at this time (which tend to dominate), then the process advances farmer group in agropolitan in Tanggamus district will more quickly develop and progress towards success with the model to these three. Communications model by developing democratic leadership can be seen in chart form as presented in figure 2. The development of institutions' roles in the communication process requires the farmers as members of the relevant institutions to disseminate the agropolitan programme. The process includes three dimensions, namely, the communication approach [20], methods, and frequency [11]. Based on the research results, it can be seen that the institutions (stakeholders) from the centre to the village levels tend to take a linear approach to communication [3]. This is a one-way approach, in which farmers tend to passively wait for information from the relevant agencies, in this case from the instructor or the department of agriculture. The dominant method of communication is lecture, where the frequency of communication is low. The effectiveness of communication impacts farmers' level of acceptance of the institutions' material [2]. The effectiveness of communication may be seen from the three aspects of farmers' perceptions, attitudes and actions towards the agropolitan institutions' role [10,11]. According to farmers in the research area, the existing process of communication has not been effective. Farmers do not understand the agropolitan programmes that have been implemented, while they do have an interest in the activities. Less understanding leads to a lower level of farmer participation. If farmers' attitudes towards agropolitan institutions' role in the studied village are positive, it indicates an interest and willingness to follow the relevant institutions and a positive attitude towards innovation. The communication's effectiveness model shows in that even though farmers live far away from the agropolitan centre and lack understanding of the program, they are interested in participating [20]. Farmers' actions towards the institution show their level of awareness and ability to participate in implementing agropolitan activity programs [11]. This was stated in the questionnaire results that only 38 percent of 56 respondents did not participate in agropolitan program activities, and did not use existing facilities and infrastructure. So that the results of the study indicate that there is no effectiveness in these programs so far. This is due to factors that are strongly related to the effectiveness of communication in the development of the role of agropolitan institutions seen from two aspects: the characteristics of the respondent farmers and the role of agropolitan institutions in the communication process. Overall, among the factors that are closely related to the effectiveness of communication in the development of the role of agropolitan institutions, there may be as many as eight characteristics of the respondent farmer variables and seven variable communication processes in the development of the role of agropolitan institutions. Characteristics of farmer respondents consist of age, education, group membership status, land status, land status, farming experience, family size and income. The communication process [5,11] in the development of agropolitan institutions involves central and regional coordinator farmers, entrepreneurs, farmer groups, institutional packing agencies and Agropolitan Terminal Stations as storage of agricultural commodities.

5 CONCLUSIONS

In this study, we investigated the role of institutions in agropolitan areas with the implementation of a model of communication in a farming community. The results demonstrate that institutions' role in the agropolitan area cannot be implemented because of community characteristics, and communication processes have not been effective as measured by farmers' perception, attitudes and actions; these aspects influence the attitudes and actions of farmers in the area. The characteristics of farmer respondents consisted of age, education, group membership status, land, land status, farming experience, family size and income, and the communication process is dominated by institutions. Based on the results, the development of institutions' roles in communication process in farmers group used a linear communication approach, which all members tend to passively wait for information from the relevant agencies. Hence, the dominant method of communication is lecture, where frequency of communication is low, so that the effectiveness of the communication and implementation of the program cannot be reached. We also found in this study that the first model describes a model of empowerment communication farmers who tend to be authoritarian. It seems farmers same with the concept of empowerment community interpreted partially, where the involvement farmers in more peasant groups as labour only. Thus, members and administrators as the party that performs technically agricultural production activities. The most prominent group communication process is in terms of technical production of crops, and cultivation of agricultural products. The position of group leader is socially economically much stronger than its members. Situations and conditions indicate the dominance of group leaders in various ways. Therefore communication model development effort alternative community empowerment can be directed to "Communication model of community empowerment with professional assistance "or" Communications model of community empowerment by developing democratic assistance ". Models with professional mentoring emphasize more roles companions (such as: NGOs, government, colleges) with strict rules that lead to member's empowerment. Strict rules from the government to avoid reinforcing empowerment due to the overpowering role of group leader. Meanwhile the model development with democratic assistance is more directed to the leadership of the next group. It is believed that empowerment will be achieved in that sense in fact if there is a democratic atmosphere that is directed at the independence of each member to participate actively especially in decision making..

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