

COMMUNICATION MODEL FOR FIELD AGRICULTURAL EXTENSIONS IN SUBAK BURUAN, BLAHBATUH DISTRICT, GIANYAR REGENCY

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ABSTRACT

Agricultural To support agricultural development in Subak Buruan, field agricultural extension workers are needed to assist farmers in carrying out their farming business. The aim of this research is to analyze the level of communication, communication intensity and performance of agricultural instructors as well as the communication model of agricultural instructors in the field. This research was conducted in Subak Buruan, Buruan Village, Blahbatuh District, Gianyar Regency. The sample from this research was Subak members, totaling 35 farmers and one agricultural field instructor who served in Subak Buruan. Data analysis in this research uses qualitative and quantitative descriptive analysis.

The research results show that the level of communication, communication intensity and performance of agricultural field instructors in Subak Buruan are in the good category. The most effective communication model used by field agricultural extension workers uses the S-M-C-R model. The role of extension workers must be further enhanced in providing education to Subak and facilitating the marketing of products produced by farmers in Subak Buruan.

Keywords: *communication, model, agricultural extensions.*

1. INTRODUCTION

Agricultural development in Indonesia is still the most important sector of overall economic development. Apart from producing food for people's needs, agriculture can also produce agricultural products that can be exported to increase farmers' income and the country's foreign exchange. Basically, the development of the agricultural sector is an effort to increase farmers' income and quality of life. Therefore, it must be carried out in a sustainable manner by developing farmers' abilities in managing their farming businesses, so that they always have high, efficient and effective productivity and have competitiveness that can guarantee their family's income and welfare on a sustainable basis.

To support agricultural development, field agricultural extension workers are needed to assist farmers in carrying out their farming business. Agricultural extension is an effort or effort to change the behavior of farmers and their families, so that they know and have the will and are able to solve their own problems in business or activities to improve the results of their business and their level of living. The duties of agricultural instructors are to carry out agricultural extension preparation activities, implement agricultural extension evaluation and reporting, and develop agricultural extension services.

In Subak Buruan, Blahbatuh sub-district, each agricultural instructor has a program plan regarding agricultural extension activities that combines the aspirations of farmer-fishermen and agricultural communities with regional potential and an agricultural development program that describes the current situation, goals to be achieved, problems and alternative solutions. as well as how to achieve goals that are prepared in a participatory, systematic and written manner every year. The

establishment of an Agricultural Extension Program is one indicator of the performance of Agricultural Extension Officers.

Regarding the agricultural extension program in Subak Buruan, there is a problem where the absorption capacity of farmers to receive information is still lacking because the skills or communication skills of agricultural instructors are still not optimal in their efforts to provide optimal extension material. So that communication between extension workers and farmers is still one-way. The intensity of communication between extension workers and farmers is also very important. The success of extension activities will not be separated from communication in activities in farmer groups, because communication will show the good performance of agricultural instructors.

The performance of agricultural instructors in Subak Buruan to date is still not optimal, because farmer groups in running their farming businesses have not achieved effective communication with fellow instructors and farmers. In carrying out farming, farmer groups are directed at farming that is directly related to the interests of members, both supporting their farming business and their welfare. Seeing the diverse needs of farmers, agricultural instructors provide good counseling for farmers so that they are able to produce agricultural products of good quality.

It is hoped that a good communication process can strengthen the Subak Buruan institution. Lack of communication between agricultural extension workers and farmers can cause good institutions to not be achieved. Therefore, researchers want to know the level of communication, communication intensity and performance of agricultural instructors as well as the communication model of agricultural instructors in the field.

2. RESEARCH METODOLOGY

This research was conducted in Subak Buruan, Buruan Village, Blahbatuh District, Gianyar Regency. The selection of research locations was determined using the purposive method, which is a method of deliberately determining research locations based on various considerations. The sample selection in this study used a simple random sampling method. So the sample chosen consisted of 35 Subak members and one agricultural field instructor.

The type of data in this research, namely quantitative data, is data that contains information about numbers, while qualitative data is data that contains information in the form of words, sentences and images. The data sources used in this research are primary data and secondary data. Primary data collection was carried out by interviewing Subak Buruan members with an instrument in the form of a questionnaire or list of questions. Secondary data was obtained from documents, libraries and data from Agriculture and Food Security of Bali Province. This research data analysis is a qualitative and quantitative descriptive research with a communication model approach.

3. LITERATUR REVIEW

The results of previous research are certainly very relevant as a reference or comparison, because there are several similarities in principles, although in several respects there are differences. Some previous research that became a reference in this research is:

Suarsana (2017) Strategy for Optimizing the Use of Information and Communication Technology (ICT) in the Development of the Simantri Program in Bali. This research aims to: 1) identify the level of ICT utilization in the development of the simantri program, 2) analyze the factors that influence the use of ICT in the development of the simantri program, and 3) compile strategy for optimizing the use of ICT in developing the simantri program in Bali. This research uses a survey

research design aimed at making accurate estimates of the overall characteristics of the combined population of farmer groups (GAPOKTAN) in the simantri program by examining samples drawn from this population. The research results show that the level of ICT utilization in developing the simantri program is not optimal. This was identified based on an assessment of indicators from the research variables, namely the usefulness of ICT, ease of use of ICT, attractiveness of ICT, and attitudes towards ICT which were in the bad category from the interval 0-10. The use of ICT in developing simantri programs is influenced by the factors of ICT utilization, ease of use of ICT, attractiveness of ICT, and farmers' attitudes towards ICT. The strategy for optimizing the use of ICT in the development of the simantri program in Bali consists of a strategy for optimizing the level of satisfaction of ICT users, in this case farmer members of Gapoktan, a strategy for optimizing the impact of ICT use, both individual impact and organizational impact, and strategies for improving the quality of the implemented ICT system (system quality).

Suarta, (2021) Effective Communication Model to Improve the Performance of Livestock Cooperatives in Bali Province. This dissertation research aims: 1) to determine the level of communication and communication intensity of livestock cooperatives in Bali Province. 2) analyze the factors that influence the performance of livestock cooperatives in Bali Province. 3) find an effective communication model to improve the performance of livestock cooperatives in Bali Province. The research results show. The level of communication and communication intensity of livestock cooperatives in Bali Province is in the poor category. Characteristics, communication and communication intensity have been proven to have a positive and significant effect on the performance of livestock cooperatives in Bali Province. An effective communication model for the performance of livestock cooperatives in Bali Province was formed, namely the S-M-T-R (Source-Messages-Technology-Receiver) model.

4. RESULTS AND DISCUSSION

Subak Buruan is a subak located in Blahbatuh District, Gianyar Regency. In this Subak there is a field extension officer whose job is to provide counseling to farmers in Subak Buruan. The role of extension workers is very important to build Subak Buruan so that it remains sustainable. An aspect that supports the smooth performance of field agricultural instructors is communication between instructors and farmer members of Subak. Having good and effective communication will create good performance between extension workers and farmers in encouraging the success of a business in the agricultural sector. There are four basic principles of communication, namely: a process, a systemic, interaction and transaction, intended or not intended, which according to Seiler (1988) is Communication is a process. Communication is said to be a process because it is a continuous series of activities, which has no beginning or end and is always changing. Communication is also not something that can be captured by hand for research. The development of an organization is influenced by management within the organization. Organizations play a role in determining strategies in managing their organizations (Dananjaya, et al, 2020). So the management of communication within the organization must be adjusted between the giver and recipient, or in this case the extension workers and farmer members of Subak Buruan.

Communication is a process in which two or more people form or exchange information with each other, which in turn will lead to a deep mutual understanding (Cangara, 2011). Based on research results, the level of communication between agricultural instructors in Subak Buruan is in the good category with a cumulative score of 3.21. This condition shows that the level of communication between agricultural instructors and farmers has been carried out well and still needs to be improved so that communication within each member and between members can run well and be on target. It can be seen from the five indicators of agricultural

extension communication in Subak Buruan that the lowest indicator is the source with a cumulative score of 2.74. This is because farmers still do not understand the sources of information or materials presented by extension workers, and are still very afraid to ask questions that farmers do not understand. So the extension materials are still not accepted by farmers in the field.

According to Devito (2009) communication intensity is the delivery of messages delivered within a certain period of time. The results of research on the communication intensity of agricultural field instructors in Subak Buruan are in the good category with a cumulative score of 3.05. This shows that the intensity of communication between agricultural instructors and farmers who are members of Subak Buruan is already in good condition and that the intensity of communication between instructors and farmers who are members of Subak Buruan needs to be increased further. From the research results of the communication intensity variable, there is one indicator that is the lowest, namely the message breadth indicator with a cumulative score of 2.86. This is caused by the message being delivered in accordance with farmers' expectations. This needs to be addressed again by field agricultural instructors so that it can be adapted to farmers' needs.

Based on research results, the performance of agricultural field instructors in Subak Buruan is in the good category with a cumulative score of 3.17. This shows that the performance of field instructors has been accepted by Subak Buruan members in delivering material and providing counseling in Subak Buruan. The overall performance variable indicators of instructors are in the good category. Performance is a work result achieved by a person in carrying out the tasks assigned to him which is based on skill, experience, seriousness and time. Work performance is a combination of three important factors, namely, a worker's ability and interest, ability and acceptance of explanations of task delegation, as well as the role and level of motivation of a worker. The higher the three factors above, the greater the work performance of the employee concerned (Hasibuan, 2001).

Communication experts create their own communication models according to their emphasis and point of view. Because communication has multiple meanings, there is no truly perfect model as a result of the difficulty of describing abstract things that occur during the communication process. However, by studying communication models it will be possible to understand the components or elements that influence the communication process. Berlo (1960) introduced the S-M-C-R (Source-Message-Channel-Receiver) model. According to Berlo (1960), the communication process can be analyzed into 4 categories/factors that can influence the success of communication. These factors are Source, Message, Channel and Receiver. In accordance with Berlo's concept, the effective communication model carried out between field agricultural instructors and farmer members of Subak Buruan is the S-M-C-R (Source – Message – Channel - Receiver) Communication Model. This communication model is very effectively used by extension workers and farmers. Communication between field agricultural instructors and Subak Buruan members can play a role in improving the performance of field agricultural instructors in providing counseling and providing new materials to farmers. Every communication between extension workers and farmer members of Subak Buruan is in accordance with communication rules and will form a communication pattern, because in communication a message will be formed that will be conveyed, so that the delivery of messages and information will greatly determine the implementation of the tasks that will be given.

5. CONCLUSION

Based on the results and discussion, The research results show that the level of communication, communication intensity and performance of agricultural field instructors in Subak Buruan are in the good category. The most effective communication model used by field agricultural extension workers uses the S-M-C-R model. The role of extension workers must be further enhanced in providing

education to Subak and facilitating the marketing of products produced by farmers in Subak Buruan.

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