

The Level Of Mass Media Usage and The Role Of Communication Of Cattle Farmers Group Members in Cattle Supervisory Communication Network

A. Saleh

Mayor Komunikasi Pembangunan, FEMA IPB, Jl. Kamper Kampus IPB Darmaga, Telp. 0251-420252

The cattle agribusiness supervision activities, similar to other types of supervision are supposed to undergo a communication structure changes. The communication pattern is no longer in the form of "oil droplets" supervision having a top down outline, or relying on the LAKU supervision system which has a dyadic pattern integrating the top down and bottom up interest with an interpersonal or group communication approach. However turning into participation and exchange of knowledge and experiences through "farmer as partner" communication pattern, therefore the advance technology and local traditions are forming synergy. It is suspected that the cattle farmer communication pattern in cattle supervision no longer relies on interpersonal.

The objectives of this research are to (1) investigate the occurrence of communication behavior changes, which means that the level of mass media usage by the cattle farmers in utilizing the cattle supervision message, (2) analyze the participation level of cattle farmers from the standpoint of undertaken communication roles in a cattle communication network, (3) divulge the closeness of personal characteristics relationship and the usage of mass media with cattle farmer communication role in communication network, the closeness of relationship between cattle farmers communication role and distortion of cattle agribusiness information, (4) identify the communication network role among members of cattle group

members, and (5) formulate the new supervision strategy/model.

This research is designed as correlation descriptive survey towards sample of cattle farmers' head of families integrated into two groups of advanced category cattle farmers group and two groups of less advanced, domiciled and having its place of business in three regencies namely the West Java Sukabumi Regency, Central Java Sukoharjo Regency and D.I. Yogyakarta Gunung Kidul Regency. The determination of the regencies and the selected groups are conducted purposively, based on the advance level data of the cattle farmer group derived from the Cattle Farmer Directorate General office of the Ministry of Agriculture.

The data analyses are conducted by using two types of methods. First, the analysis of communication network to reconstruct the communication role structure of group members in cattle communication network by using sociometry technique. Second, the analysis of descriptive analysis comprising frequency, boxplot, percentage, cross tabulation, path analysis, inferences about a mean factor or T2 Hotelling, byplot test, stepwise discriminate test and correspondence analysis with the assistance of Statistical Package for Social Scientists (SPSS) version 12 program for Windows and SAS program version 8.2.

The research result determines: (1) there is significant difference in the communication behavior in advanced cattle farmers group and the less advanced

ced group, indicating the occurrence of an alteration of communication pattern of cattle farmers as members of cattle communication network initially prioritizing the interpersonal communication relationship in receiving and distributing information to the media communication behavior, particularly in behavior impact of television broadcast. and newspapers- Meanwhile the radio broadcast behavior impact is still dominant in the less advanced cattle farmers group; (2) the level of cattle farmers communication role in a cattle communication network comprising of star, mutual pairs and neglectee, did not indicate a communication role as isolate. The advanced cattle farmers group members has a dominant communication role as neglectee, while the less advanced group has a dominant role of mutual pairs. The role of the star, are found more in the less advanced group compared with the advanced group; (3) there is a personal characteristic relationship (formal education, economic class and mass media ownership) with a mass media impact behavior, whether having a direct impact as well as indirect. For the direct impact is the formal education. The higher the education level of a person will encourage him/her to listen to radio broadcast and to read the newspapers. As for the indirect impact, the formal education variable must overtake the mass media ownership then reaching the impact of radio broadcast, or through the economic class then reaching the newspaper reading behavior. When a cattle farmer's education level and the economic class are high then the newspaper reading behavior will also be high. Having a high education level and owning a radio will also impact the concerned farmer with the radio broadcast. Other indirect influence is the formal education must first overtake the mass media ownership or economic class then arriving at the im-

pact of television broadcast. By having a television set will make the concerned farmer to become more influenced with television broadcast. This also applies on higher educated cattle farmers having a high economic class will also become more influenced with television broadcast.

There is also a relation between the education level, the economic class and the mass media ownership with interpersonal communication behavior of cattle respondent starting from the receipt, searching, clarifying and message distribution behaviors; generally indicating a positive correlation. Only the level of cattle farmers' education with information search behavior, and economic class and mass media ownership with information distribution behavior, which indicated a negative correlation. The characteristics of the advanced cattle farmers group tend to show a negative correlation with the information search behavior and information distribution behavior, while the less advanced group generally indicated a positive correlation with the interpersonal communication behavior, (4) there is a significant relationship between personal characteristic with the cattle farmers communication role in a cattle communication network, however not directly; (5) there is a relationship between the informal interpersonal communication behavior with the group members communication role in a cattle communication network. The group member acting as the star is positively correlated with the behaviors of receiving, searching and highly clarifying information and the behavior of willingness to distribute cattle supervision information. The group members acting as neglectees are positively correlated with the information clarification behavior, meanwhile the group members acting as mutual pairs are positively correlated with the information receive behavior and the infor-

mation distribution behavior; (6) there is a relation between the mass media (radio, television and newspaper) impact behavior with group members communication role in a cattle communication network. The members of the cattle farmer included in the star category generally are positively correlated with the radio broadcast impact behavior and high television viewing, also positively correlated with reading newspapers; (7) the message distortion level in the group members of a cattle communication network is considered low. More than half of the cattle farmers in the less advanced group have a high level of message distortion, whereas in the advanced group almost entirely showing a low level of message distortion. Interrelated with the communication roles, it showed that there is a significant meaningful connection between the group members communication role in a cattle communication network with message distortion, (8) it is proven that the cattle communication network will concentrate in people with high economic class, and generally positively correlated with their informal interpersonal communication behavior compared with the middle economic class or low. The column coefficient between the opinioned leadership showed a clear meaning in communication role of cattle farmer's group members in a cattle communication network. For the less advanced group such hypothesis is rejected, because the cattle communication network will centralize on cattle farmers or people having the star attribute with low economic class. Here, the charismatic role of folk leader and religious leader are the main influences, not the prosperity level, (9) the hypothesis that the star having a high economic class will have more chances to become a polymorphic opinion giver rather than the star having a low economic class is also proven, with the dis-

tinct stepwise difference level in the cattle farmers class variable having the star attribute.

The communication strategy developed in a cattle-farming construction must observe the condition of individual characteristic; to wrap up the cattle supervision information by considering the distortion or absence of message about marketing, pricing information, appropriate technology and capital access; the bureaucracy involvement, social institution or supervision institution, provider of technology and capital; involving an opinion giver, traditional media and other relevant sources of information in delivering the supervision message through interpersonal channel and mass media by using interactive technique; to boost supervision campaign; to use the communication technique able to increase the condensation of group communication network through cattle farmers organizational/institutional strengthening and to fortify the participatory strategy based on the acceptable approach according to the local social culture; and to utilize a convergence communication model which will facilitate the occurrence of bottom-up information flow.

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