Discourse of Rural Development in Indonesia Local Media

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Abstract

This article describes the existence of local media, discourse of media information dissemination, and implication of construction of reality in local media. Furthermore, this article contributes in study about top down communication and bottom up communication in rural development, especially in Yogyakarta, Indonesia. The change of development paradigm in the world has involved the communication development shift after 1970. The old model of communication development have been rising since the implementation of modernization in the third world. With the pattern of trickle down effect, communication model have been designed as the linier communication process. Nowadays, we can learn about the phenomenon: development communication in globalization, human interaction as information society, roles of ICT (Information and Communication Technology), participation of grass root in community development, and more. Because of that reasons the application of linier communication model does not suitable for the communication system in rural development. Therefore the development communication have no relevance with another system in globalization era. Indonesia is a developing countries with many issues of rural development such as the poverty, political intrigue, conflict of interest, disparity of wealthiness, and sovereignity. Huge amount of the rural community in Indonesia should be the consideration in development policies. Local society in Yogyakarta have strong cultural heritage. Information flow in communication development will be an important point of the communication effectiveness. The grass root people in local area need the right informations which are related with the struggle to reach sovereignity. According to the social culture factor, many local media and community media did the construction of media news with local wisdom discourse.

Key words: development, development communication, local media, community media, construction of reality, local wisdom.

Introduction

Community development program in Indonesia currently accommodate the interests of various stakeholders such as governments, private sector, media organizations, nongovernmental organizations, and individuals as part of the state. Empowerment of the community in an effort to improve the quality of human life suggests that the people are not just an object but also the subject of development. Thus, it takes planning to achieve community development goals, so that public participation can be raised to encourage 'development' at the grassroots level.

One of the media discourse in the national daily Kompas provides an overview of the condition of rural poverty in Indonesia:

"Kondisi penduduk miskin di wilayah pedesaan yang semakin parah ini, diakibatkan karena tingginya tingkat inflasi wilayah pedesaan, yakni 5,08 persen, jika dibandingkan dengan inflasi nasional sebesar 4,3 persen selama tahun 2012. Badan Pusat Statistik mencatat, indeks keparahan pada Maret 2012 sebesar 0,36. Padahal, pada September 2012 menjadi 0,61. Kenaikan indeks ini menunjukan dua hal, yaitu semakin melebarnya kesenjangan antarpenduduk miskin dan, juga, semakin rendahnya daya beli dari masyarakat kelompok miskin karena ketidakmampuan mereka memenuhi kebutuhan dasar untuk hidup sampai dengan batas pengeluaran garis

kemiskinan yang hanya sebesar Rp 259.520 per bulan (nasional.kompas.com/read/2013/01/03/16570788/Kemiskinan.Indonesia.Semakin.Kronis)"

'Trickle Down Effect' development model as implemented in the new order in Indonesia and third world generally provided several important implications for the countries such as India, Indonesia and Latin America. After the 70s, critiques for the old development model has raised, because disparity exists as a bad impact. Social and economic gap appeared, in which developed countries are becoming 'rich' and poor countries into backward .This is a proof that modernization can not necessarily be applied in conditions of new nation states that do not have stability of social systems.

Critics of the dominant model of development led to the idea that development planning is required to identify the social dimension: social issues and human as the subject of development. Rethinking the concept of development, it can be initiated several important elements such as: poverty alleviation, equitable involvement in the economical aspect for every human, improvement of quality of life of individuals , the creation of individual production base, the arrangement of the division of labor, the creation of political institutions and respect for world cultural and social values.

With criticism of the orthodox model, the development of society emphasizes the process of social change that involves the active participation of the community. Movement of people through social awareness requires communication approach that concentrated at the local level. So the bottom up communication flows more easily realized in the micro scale.

The role of communication in development over the past problems associated with the diffusion of innovations in the field of agriculture, health, and family, as well as in the communication sector, formal - informal education (Rogers, 1985:3). Moving on from the failure of the dominant model of poverty alleviationin the third world, then the application of an alternative paradigm would have implications for the development. The old communication model that used the original linear model of communication, should be implemented with the combination non linear communication model in accordance with the concept of participative.

The Regional Autonomy Law. 22 of 1999, provides an understanding that the regency or city has full authority in the planning and implementation of development in the region. Along with the implementation of regional autonomy in Indonesia, issued a number of policies relating to the freedom of public information that contained in Law No.40/1999 (the press), Law No.32/2002 (broadcasting), Law No. 14/2008 (public disclosure), Agriculture and Food Security Act No.18/2012, Rural bill, and other regulations which concern with the social, political, economic, cultural, and religious. Therefore, these policies are related with the role of the local governments in the implementation of development strategies for achieving equitable prosperity in rural communities. The majority of Indonesia's population lived in rural areas, the development strategy should be created populist dimension. It means that the local government should emphasize the development on improving the quality of people's marginal sectors of the economy and eliminate the interests of the capitalist conglomeration

After a period of reform, we often find development program that is poured into the form of implementation of government policies, but has not touched the motivational aspects of generation and grassroots participation. Such a long development paradigm is often referred to as 'top down', still shows its existence. Supposedly, the community as parties play an important role in the national development program. As the actor in the process of social change they have position as the subject of development.

The process of dissemination of information should be indicated the accuracy of the message delivery, clarity of message, and a shared understanding of the meaning of the message. Dissemination of information in rural areas, especially in the agricultural sector expressed by Lion Berger and Gwin (1982), will be correlated with the social system of rural communities and social integration planning. Fisher in Arifin (2011) states that the communication system is essentially identical to the social system because in the pragmatic aspects communication systems based on pattern of individual behavior. Consistent with the social system, the communications system will involve individual behavior in group interactions, organization , and society.

The message dissemination process takes the existence of appropriate communication media and the rural public that according with the conditions in rural area. The accuracy and appropriateness relates to the determination of the communication media, dissemination of development messages, target audiences of development information, and institutional forms of communication media. L. Ogan (2009) in International Communication Gazzete journal

(http://gaz.sagepub.com/content/71/8/65 5.full.pdf+html) elaborated on the importance of the role of development communication relating to the use of ICT (Information and Communication Technology) in the era of globalization.

With that background, it would require a public communication system that can serve the interests of public information in the areas that associated with the development of communication systems in rural areas. The accommodation of public information will impact on the acquisition of new information and knowledge of rural community as well as the delivery of information feedback from the community to the institution. In other words, society as stakeholders in social change in rural areas have access, gain access, and manage access of development information.

In accordance with the preface, the formulation of the problem can be posed as follows:
1. How does the existence of communication media in supporting the rural development in Indonesia?
2. Related with the dissemination of media messages, how does the process of reality construction in the discourse of local media?

The Framework

Development

Rogers and Shoemaker in Dilla (2007) articulates development as a kind of social change, where new ideas are introduced in a social system for increasing per capita income and level of living through more modern production methods and better social organization. Development is the modernization of the social system level.

Rogers (1983) provide more advanced understanding. That development is a process of social

change by promoting a broad participatory society for the advancement of social and material aspect. Thus the majority of the people can take the greater control to their environment quality.

Development communication

Communication process can be defined as the process of delivering a message from the communicator to receiver, with a variety of symbols through certain media for achieving uniformity of meaning and behavior change (Littlejohn, 2009). Character of each component depends on the level of communication or the level at which the communication process takes place, such as levels: intrapersonal, interpersonal, group, organizational, and mass communication.

Jayaweera (1995) describes the main differences the two terms which are interpreted the same. Development communication is the communication strategy of the whole society or the communication component of the national development plan. While the Development Support Communication is an implementation of a communication strategy that designed for the development program. Development Support Communication is being applied in micro level and manifested in the linear communication process, circular communication process, the mediated communication, and so on.

Hillery, Jonassen, Wills (Horton & Hunt, Terj.Ram & Sobari, 1999:129) defined rural communities as:

.. a bunch of people who live in (1) a specific region, which has (2) the division of labor is specialized and has interdependent function (3) has a socio-cultural system that regulates the activities (4) has a sense of unity and a feeling of

belonging, as well as (5) able to act collectively in a regular way.

Communication media

Communication media as tool for transforming messages and ideas are vital part of the communication process. Mass communication, which defined by Effendy (2000) has some characteristics, namely: general, heterogeneous, causing simultaneity, and the relationship appears to be non-personal. Today, people in the world know about the global village in which communication systems and cultures of the world society becomes an open society (information society) and dynamically changes along the time. In consequence, society is characterized by the integration of information communication technology in the network communication media such as television, radio, newspapers, magazines, tabloids, and so on. Possible convergence of media presents in public life with the support of digital technology that converts conventional communications media into media convergence (Straubhaar and Rose, 2006).

Utilization of mass media in the local context in rural expressed by Lionberger and Gwin (1982):

Mass media can help change behavior by: featuring the opinions of admired people and celebrities, providing new information, repetition, testimonials, success stories, citing research, involving the audience, appealing to emotions, and exposure to different views.

Furthermore, Rahim (1977) explains that:

The rationales given for communication policy and planning research is seem to be associated with two perspectives:

(1) the techno economic perspectives, of attention is focused on technology assessment, innovation, utilization, technical, and economic efficiency. (2) the political economy perspectives, explained in terms of public needs, participation, and change in the power relations in society.

Media discourse

Discourse is defined as a series of speech and acts that are presented regularly, systematically, and formed by elements of the segmental and nonsegmental language. Discourse in the news media is being referred to aninformation that attracts attention and interest of the audience, statements of fact, and corrections of the latest ideas. The discourse have many significant implications for most audiences, through periodic media such as newspapers, radio, television, internet or online media. (Sumadiria, 2010:65)

Construction of social reality

Berger (1990) revealed that the reality is formed and constructed so that the reality is a dual or plural. Each person can construct a reality with the efforts and different forms, it is caused by the different experiences, preferences, level of education, and the social environment. With the plurality, social construction process will be held dynamically. Theseprocess would involve on going dialectical at the individual and social level.

Local Media in Development Communication System

Since the collapse of the Orde Baru regime in Indonesia, the new regime as we called as Era Reformasi has brought a lot of changes in the Indonesian living world. Change of system influenced many aspects in the social, economics, politics, culture, and so forth. In accordance with the principle of democracy in Indonesia, the implementation of Press Law No.40 of 1999 marked a pivotal moment in the press freedom in Indonesia. As stipulated in Law no. 14 of 2008, the increasing number of media organizations and the public activity in accessing media should be a phenomenon of public disclosure. Variety of media discourse in the politics, economics, social, culture, agriculture, health, and religious are being constructed in both of national communication system and local communication system.

Based on Law No.22/1999 on regional autonomy, the information sector is part of local community development programs, particularly programs for supporting the various sectors such as politics, economics, social, culture, agriculture, trade, tourism, religio, young generation, health, defense and security. Nowadays, the regional autonomy is being regulated by the determination of Autonomy Law No.32.2004 and related with the whole aspect of rural development.

In Indonesia, manifestation of media communications that promotes community development will be launched as:

a. **Local television media**: Aceh TV, Deli TV, TV Padang, Riau TV, Jak TV, O channel TV Jakarta, Baraya TV, STV Bandung, Jogja TV , Bali TV , and so on.

b. **Local radio media**: Retjo Buntung FM , Radio El Shinta, Pikiran Rakyat FM, Radio Kayu Manis, Radio Sipatahunan Bogor, Megaswara FM, and so

c. **Community television media**: TV community in the campus of the University of Indonesia,

IPB, UGM, TV Kagem Sardonoharjo Village (Sleman – Yogyakarta), TV Blabag (Blabag village of Magelang in Central Java), and so on.

d. **Media community radio**: community radio in campuss, community radio: Radekka FM (Gunungkidul-Yogyakarta), Radio Menara Siar Pedesaan (Bantul-Yogyakarta), Angkringan FM (Timbulharjo Bantul Yogyakarta), Radio Suara Petani Lampung, Radio Komunitas Pesantren Mojokerto , and so on

e. **Local print media**: Pikiran Rakyat (West Java), Kedaulatan Rakyat (Yogyakarta), Radar Bogor, Bali Post, Mataram Post, Radar Lampung, and so on.

f. **Community print media** : Bulletin Angkringan (Timbulharjo - Yogyakarta), Village Newspaper, and so on.

Rationalization in the field of technology will be associated with the application of engineering and telecommunication systems as well as the estimated economic factors. Establishment of radio stations, television stations, internet infrastructure, construction, and procurement of computer equipment, including cost of operation and maintenance of media institutions will be taken into integrated calculation. So that,the effectiveness and efficiency of the message delivery in development programs will be achieved.

Discussion

Analysis of media discourse construction

The process of construction of reality in the local media and community media can use the construction of reality model especially in media practice. In the discourse of Jogja TV internet pages, news articles presented in Javanese culture construction. The language is a form of public knowledge of the living world. Dialectics of individuals in defining the concept of fertile farmland and bring quality of life will be formed when individuals take interactions with sociocultural world. Social reality as a form of knowledge is consisting of objective reality, symbolic reality, and subjective reality.

Actor or news writer is a media person who construct the concept of farming in the rural area. By writing down the information about the condition of rice and packaging solutions to agricultural problems, the writer tried to explain the realities with Kromo Inggil Java language that can be interpreted as follows:

Move over rice region and district in Sleman District Moyudan, about 600 hectares is being fallow conditioned (non-productive). Since last August, rice in the subdistrict and district Moyudan Minggiran was drought because the irrigation water flew down. The situation is causing the cracked up to 10 centimeters, therefore the rice field can not be processed. Regarding rice fields are planted with crops, it will also be turned off because of the water lack. Residents who have the dry fields, will be directed to raise goats.

According to the Head of Agricultural Extension Fisheries and Forestry sub Move and Moyudan, Marjiyanto, the vast rice fields in Sleman district that routinely planted with rice is 2800 hectares. While 600 hectares were lack of water will be non

productive field. Further, irrigation water would be used to fill the pond.

Pawartos Ngayogyokarto news article is the article form of internet pages which is collaborated with the program broadcast on TV Jogja. Reality construction actors perform externalization, the interactions with socio-cultural world where rural communities have actualization. The knowledge is constructed the product of human social life such as agriculture phenomena that characterize rural communities and intersubjectively is externalized cultural (self-adaptation). Understanding of the natural fertility symbol, welfare, and environmental sustainability are externalized by the offender to the intersubjective world. In the intersubjective relations the symbols of objectivation are woken in the sociocultural world. Objectivation of social product can take place in an individual's life, which through the practice of discourse. One of the communication symbol is a form of language as a linguistic significance. As symbol of the discourse, the language reflects the socio-economic realities of farming in Moyudan and Minggiran area. Many symbols that have been agreed as part of agricultural culture in rural area (example: fallow fields) has been constructed in news article with emphasizing of local wisdom.

Javanese language is used as a symbolic language because the society lives in the region of Province of DI. Yogyakarta.Absolutely, the media discourse has been constructed with the compilation of verbal language and symbols of the agricultural concepts in Java. Government policy which divert rice productivity to the productivity of goats is certainly part of the consideration of local values that have

been owned by the villagers during its existence.

Internalization takes place at the time when the reader internalizes the language symbols and social system in living world. In Jogja TV media, Pawartos Ngayogyokarto provide construction of reality in four district of Yogyakarta region. Variety of news about education, politics, economics, social, cultural, health, agriculture, and religion are presenting to provide knowledge of local community and sociocultural world. The process of construction of reality in the agricultural world depends on internal factors and external factors of media such as vision - mission of the media, media ideology, the prevailing policy, competition between similar media, and commercial challenges.

The operationalization of the local media has not fully detached from the business aspect of the television media industry. It is seen from the space provided by the publication of paid media Jogja TV and the continuity of operation of the local media. But in its message, aspects of journalism still used to consider the news discourse in favor of the development program. News packaging strategy can be based on the concept of agenda setting in which the media focuses on the media agenda, the policy agenda and the public agenda. Assuming agenda setting, the importance of media projection explains the government policies related to fallow rice fields and the problem solutions so the villagers can survive with their socioeconomic conditions .

Framing is a strategy formulation for constructing realities with cultural backgrounds, so the authors can understand phenomenons in the living world. In ferreting out the media discourse, frame analysis shows how many aspects of the structure and

language of media news affect the receiver (reader/viewer) cognition. Thus, framing analysis is the basis of cognitive structures that guide the perception of reality in the agricultural sector.

Sobur (2001) explains that framing analysis will represent facts and build visualization of new information. Through local media message frame analysis, we determine how the message of agriculture can be interpreted by the reader. One example of frame analysis model has been developed by Zhongdang Pan and Gerald M. Kosicki (Eriyanto, 2000:34). Screenwriting news contains of four sections:

a. Syntax is the way writers compose news. The composition of syntactic structure: headline , lead , background information, quotes, sources , statements , and closing

b. The script is the way the author tells the facts. Structure of the script focuses on the completeness of news framing device: What (what), When (when), Who (who), Where (where), Why (why), How (how)

c. Thematic is how actors write the facts. Framing device has a thematic structure: detail, purpose and relationship phrases, nominalizations between sentences, coherence, tenses, and pronouns. Observed unit is a paragraph or proposition.

d. Rhetoric is the way the writers have emphasized facts. Rhetorical framing devices: Lexicon/choice of words, graphics, metaphors, and presupposition. Observed unit is word, idiom, pictures/photos, and graphics.

The process of framing messages is done with Javanese cultural symbols.Local wisdom is an appropriate value which grows with the rural society in the District of Sleman, Province D.I Yogyakarta. Media operationalization in the rural area is based on convergence media structure. As an organization, dissemination of public message can be scheduled with the appropriate target audience of community media. The application of ICT (Information Communication Technology) should be the part of villagers information needs villagers, citizen participation, political and social forces in the countryside.

As revealed by Habermas about the transformation of society, the message is intended to support local media maturity. The information society has a world cruising life (life world). Public space formed by the convergence of media will foster communication interactions and social development in accordance to the values of local wisdom.

Conclusion

Paradigm shift in the development has influenced the communication strategy for development program. Application of interactive communication between the communicator and the communicant (audience) currently held by two-way communication where the audience can interact actively. Utilization of current development communication media requires criteria: application of ICT, strengthening institution of media organizations, media discourse which refers to the information needs by the villagers, and convergence communication media that accelerate access to information. Media discourse is framed by framing or semiotic strategies according to the needs of message dissemination and the type of information that will be communicated

to citizens at the local level, so that the effects can reach the stage of cognitive, affective, and psychomotor. Furthermore, the behavior of rural residents will lead to the development process of participation and empowerment.

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