
SOCIAL COMMUNICATION IN THE DEVELOPMENT OF AGRICULTURE SECTOR

Abstract

This article seeks to examine personal and group communication in the development of the agricultural sector. This research uses a qualitative method by extracting data through in-depth interviews and observations. This research found that personal communication and farmers' groups need to be more directed to the development of internal interests. Communication relations are realized not only on social and cultural aspects, but also economic and political aspects. By emphasizing economic and political aspects, the level of welfare of farmers will be more beneficial. This research has the conclusion that the farming community will be more optimal if it is directed at the economic and political aspects so that they will be able to improve their welfare.

Key words: Social Communication, Development, Agriculture Sector, Farmers.

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A. INTRODUCTION

The industrial era calculates the development of industrial estates. But on the other hand, the development of industrial zones is not the least that raises the challenge of survival, but also the depletion of food sources in the wild due to human growth.

The agricultural sector plays an important role in the survival of Indonesian society. The agricultural sector is a livelihood for most of Indonesia's population. Farmers constitute the largest population of Indonesia, namely by reaching 50% of the total population of Indonesia spread throughout the archipelago.

In reality, agriculture is a sector that is much developed compared to other sectors, because the field of agriculture is one of the

human activities related to meeting basic needs, namely food needs. Agriculture is also one of the leading sectors in Indonesia because most of the land in Indonesia is filled with agricultural crops, especially in rural areas which have a very large agricultural area. In addition, the agricultural sector also continues to play a strategic role in national economic development, and even in the current era, agriculture is still expected to be able to play a role in overcoming the economic crisis and increasing people's purchasing power.

As a producer of staple food, agriculture has become the main prerequisite for the realization of economic and political security. Thus, efforts to maintain and improve the agricultural sector in the national economy is an effective way to increase economic resilience, this has been proven by empirical facts, namely when Indonesia faces a crisis and nationally experiences a negative economic growth rate, only the agricultural sector is able to grow positively.

Farming business is the only spearhead of national development that has an important role, therefore, efforts to realize national development in the field of agriculture in the future, is a way to overcome problems and obstacles that so far have not been able to be completely resolved, so that requires attention more serious. One thing that

is very complicated is that the increase in agricultural production (agribusiness) or output has not been accompanied by a significant increase in farmers' income and welfare in their farming business. Farmers as the smallest agribusiness unit, have not been able to achieve rational added value according to the scale of integrated farming.

In the field of agriculture, social changes of farmers as a result of modernization is the introduction of new technologies in farming. Modern farming is a farming business that has characteristics, which among others can always improve the technology, can always adjust the types of plants and livestock that are cultivated with changes in production costs caused by technological changes, and can always adjust the comparison of factors production in the form of land, capital and labor which is used with changes in population, changes in employment opportunities and changes in technology. In the field of agriculture, social changes of farmers as a result of modernization is the introduction of new technologies in farming. Modern farming is a farming business that has characteristics, which among others can always improve the technology, can always adjust the types of plants and livestock that are cultivated with changes in production costs caused by technological changes, and can always adjust the comparison of

factors production in the form of land, capital and labor which is used with changes in population, changes in employment opportunities and changes in technology (Hadisapoetro, 1970).

However, the problem is that the agricultural sector in the industrial era is no longer the main focus in the development of community welfare. On the other hand, farming culture also experienced many setbacks. In the peasant community itself, they have difficulty making personal and group communication links from economic and political aspects. Therefore, this article seeks to examine how social communication of farmers in the development of economic and political development.

B. LITERATURE REVIEW

Nurmala (2012), emphasized that in an effort to improve the welfare of farmers, an agricultural development program is needed, which aims to increase agricultural production in quantity and quality, in order to meet the consumption needs of the population that continues to increase in general, and improve the welfare of farmers in particular, namely through increasing the productivity of farming by applying new agricultural technologies.

Wilbert E. Moore, modernization is a total transformation of shared life,

traditional or pre-modern in the sense of technology and social organization towards economic and political patterns that characterize stable Western countries (Soekanto, 2007). Changes in societies in the world today, are normal symptoms, whose influence is spreading rapidly to other parts of the world, among others thanks to the existence of modern communication, new discoveries in the field of technology that are happening somewhere quickly and known by other communities far from the place (Anwar, 2013).

Modernization is a form of social change, which is usually a social change that is directed social change (directed change), which is based on planning (so it is also intended or planned-change), which is usually called social planning. Modernization in agriculture in Indonesia is marked by fundamental changes in agricultural patterns, from traditional ways to more modern ways. These changes include a number of things, including in the processing of land, the use of superior seeds, the use of fertilizers, the use of agricultural production facilities, and harvest time management.

Modernization of agricultural development can be defined as a process of social change, whose implementation is not only intended to improve the status and welfare of farmers alone, but at the same time is also intended to develop the potential

of human resources, both economic, social, political, cultural, environmental, and through improvement (improvement), growth (growth) and change (change) (Sudaryanto, 2008).

Agricultural development has several systems in it, one of which is a sustainable agricultural system. In essence, sustainable farming systems are back to nature, namely agricultural systems that do not damage, do not change, harmonize, and are in harmony with the environment or agriculture that is obedient and subject to natural rules. Seeing the majority of rural people who work as farmers, with the modernization of agricultural development, this will certainly make the economic life of the farming community become more prosperous, so from there the community experiences social changes in their lives.

Modernization in agriculture is one form of agricultural development, in which modernization of agriculture changes farming practices from traditional methods to more modern methods. These changes include a number of things, including in the processing of land, the use of superior seeds, the use of fertilizers, the use of agricultural production facilities, and harvest time management. In agriculture, the social changes of farmers as a result of

modernization is the introduction of new technologies in farming.

The technology applied in supporting agricultural development is a technology to increase productivity, improve quality and diversify processed products in the downstream sector, both for small, medium and large scale. The technology used includes both on-farm and off-farm activities. In on-farm activities, the use of technology includes biological technology to cure seeds, superior varieties including the use of technology for organic agriculture, as well as technology for the procurement of equipment and agricultural machinery. While in off-farm activities, the technology applied includes processing, preservation, packaging, packaging and distribution technologies. (Yudo, 2004: 93)

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The main objective of modernization in agriculture is to increase agricultural output, the increase in agricultural output can be realized through changes in various

factors in the farming process, both in the use of agricultural equipment and in the use of farming methods. Increased agricultural yields obtained by farmers, can directly increase the level of socioeconomic welfare because with increased crop yields in farming, it will increase income from farmers themselves who have not been fulfilling their needs.

Farmer social welfare development is a planned and institutionalized business which includes various forms of social interventions and social services to meet the needs of farmers, prevent and overcome social problems, and strengthen social institutions. The target of developing social welfare is the entire community from various social classes and classes. However, the main priorities for social welfare development are disadvantaged groups, especially those related to poverty.

In order to improve the welfare of farmers, agricultural revitalization is needed. Because agricultural revitalization is a strategy and tool to improve welfare and is a goal that must be achieved as a goal that must be realized. (Nurmala, 2012) Revitalization of agriculture is an effort, process, and policy to refresh agricultural life, empower its capabilities, build its competitiveness, improve its performance, and improve the welfare of its actors, especially farmers, fishermen, forest-

farmers, as part of efforts to improve welfare all people.

David McClelland is a figure who is considered important in modernization theory because McClelland provides the basics about psychology and human attitudes and its relation to how social change occurs. While other figures such as Rostow, his theory of growth is more of economic theory. David McClelland's theory departs from the perspective of social psychology, which in his book, *The Achievement Motive in Economic Growth*, McClelland provides the basics about psychology and human attitudes, relating how social change occurs. Tells about human history from the beginning is always marked by the ups and downs of a culture, according to Kroeber is episodic and takes place in the field of different aspects, for example, the life of Italy in ancient Rome gave birth to a culture of law, politics and military. At other times, namely during the Renaissance they gave birth to a culture in art, music, literature and knowledge (Fakih, 2002).

McClelland is a social psychologist, he became interested in development issues because he saw poverty and underdevelopment in many communities in the world. In a paper, McClelland concluded that in order to make a successful work, the most important thing is the attitude towards the job. From the term,

McClelland arrived at the famous concept, namely The Need For Achievement, the need or drive for achievement. This concept was abbreviated with a symbol which later became very famous, namely n-Ach. Like the Protestant ethical concept, this desire, need or drive to have a foundation is not just to achieve great material rewards. People with high n-Ach, who have a need for motivation, experience satisfaction not because they get rewarded for their work, but because they consider the work to be very good. There is a certain inner satisfaction if successfully completing his work perfectly, material rewards become a secondary factor (Budiman, 2000).

Furthermore, McClelland said that if in a society there are many people who have high n-Ach, then it can be expected that the community will get high growth. McClelland's contribution would not be so meaningful if it just stopped here because the concept of n-Ach is actually just another concept from Weber's form of Protestant Ethics. McClelland then carried out historical research, literary documents from ancient Greek times, such as poetry, drama, speech, letters written by boat masters, epic stories and so on were studied. These works are judged by neutral experts, whether in them there is the spirit of n-Ach. These works show high optimism, courage to change fate, not give up quickly, it

means that the value of n-Ach is considered high. From the results of this study, it was found that very high economic growth was always preceded by high n-Ach values in the current work of the time. If these works show low n-Ach values, economic growth then shows a declining number (Budiman, 2002).

McClelland then concluded that n-Ach was like a kind of virus that could be transmitted, so n-Ach was not something inherited from birth. Therefore, McClelland said that n-Achievement is so important especially for the business world, n-Ach must be increased in value so that more young people have an entrepreneurial drive. The difficulty of this good plan is that from the results of the study, McClelland found that the best way to grow this n-Achievement is through family and it is very difficult to grow it (Budiman, 2000).

McClelland provides various management exercises in various countries to grow n-Ach, but as he said, the best place to cultivate n-Ach is in the family through parents. Children's education becomes very important, the children's stories that circulate must be directed to the high value of n-Ach (Budiman, 2000).

C. METHOD

The method used in this research is descriptive qualitative research method (Moleong, 2016).

Descriptive research characteristics such as formulating attention to the problems that exist, when the research is done or actual problems, as well as describing the facts about the problem being investigated as it is and accompanied by an accurate rational interpretation. This descriptive study aims to describe or provide a complete picture.

Sources of data in this study consisted of two sources, namely primary data sources and secondary data sources. Primary data is data obtained directly from the source: observed and recorded for the first time. The data becomes secondary data if used by people who are not directly related to the relevant research. Secondary data is data that is not collected by the researcher himself.

D. RESULT AND DISCUSSION

In agriculture, the social changes of farmers as a result of modernization is the introduction of new technologies in farming. Modern farming is a farming business that has characteristics that can always improve its technology, can always adjust the types of plants and livestock cultivated by changes in production costs caused by technological changes, and can always adjust the comparison of production factors in the form of land, capital and labor that is used with changes in population, changes in

employment opportunities and changes in technology.

Modernization of agricultural development can be defined as a process of social change, its implementation is not only intended to improve the status and welfare of farmers alone, but at the same time is also intended to develop the potential of human resources, both economic, social, political, cultural, environmental, and through improvement (improvement), growth (growth) and change (change).

Processing of land in crop cultivation aims to create a state of land or land ready for planting, both physically, chemically and biologically, so that the plants planted will grow properly. The tillage activities are divided into two stages, namely the first tillage (ploughing) and the second tillage (*penggaruan*). In the first tillage, the soil is cut and then turned over so that the rest of the plants and weeds that are on the surface of the land are cut off and sunk into the ground (Hadiutomo, 2012). The second tillage is aimed at destroying chunks of the first tillage to become smaller or destroyed, leftover plants and weeds then cut again to become smoother, thus accelerating the decomposition process.

The role of the agricultural sector for rural communities is very important because of the following:

1. The agricultural sector is the main source of livelihood for most villagers,
2. The agricultural sector, including the livestock sub-sector, is the main place for the employment of rural families, especially in remote villages
3. Agricultural business is a place of employment for farm labourers and smallholder farmers
4. Agriculture is a source of carbohydrates, vegetable and animal protein, vitamins and minerals from plants for farming families
5. Farming as a place to develop the hobbies and pleasures of certain people, and also as a place of recreation for urban dwellers when going to the village
6. Agricultural business as a producer of religious ritual materials and traditional ceremonies of residents in villages or cities (Nurmala, 2012).

Farmer development is multi-sector development, multi-interest and also multi-approach. Farmer development is not only related to the development of human resources, but in it will also relate to the development of other sectors, such as capital affairs, financing (banking), transportation facilities and infrastructure, irrigation facilities and

infrastructure, facilities and farmer institutional infrastructure, educational facilities and infrastructure, and general management of development.

Agricultural development is a planned and gradual change in the agricultural sector, with the aim of increasing agricultural production in quantity and quality, in order to meet the consumption needs of the population that continues to increase in general and improving the welfare of farmers in particular through increasing agricultural productivity by implementing new agricultural technologies (Nurmala, 2012).

Farmer empowerment must be used as an effort to develop farmers who are seen as an effort to improve the internal capabilities of farmers, while also opening access and more opportunities for farmers, to get productive resource support and to develop businesses that are more prosperous (Nurmala, 2012).

Agricultural development is basically a development system, which is influenced by many factors that are interconnected and influence each other (Arintadisastra, 2012). The factors included in the input sub-system, the factors that fall into the process category, the objectives to be achieved in the form of output, are all strongly influenced by national policy. So that the process and input can always meet the needs, then there needs to be a Feed Back. What is to be

achieved is the goals and objectives of the agricultural revolution, namely an increase in production, an increase in income and welfare of the community, the realization of a society that has self-respect, independence, dignity and sovereignty.

Agricultural development is basically a process of change from one "Step" to another better stage. The process of community empowerment is carried out in stages in the application of innovation and technology, it needs to be initiated by farmers 'collaboration in groups, and farmers' inter-group collaboration is continuously developed towards the realization of Farmer-Owned Enterprises (BUMP). Inputs needed are the prices that benefit farmers, the availability of innovations and technologies that farmers can use, easily and cheaply.

The technology applied in supporting Indonesia's agricultural development is a technology to increase productivity, improve quality and diversify processed products in the downstream sector, both for small, medium and large scale. Technology is used both on the farm and off-farm activities. In on-farm activities, the use of technology includes biological technology to cure seeds, superior varieties including the use of technology for organic agriculture and technology for the procurement of equipment and

agricultural machinery. While in off-farm activities, the technology applied includes processing, preservation, packaging, packing and distribution technologies (Yudo, 2004).

Sustainable agricultural systems are agriculture systems with the use of external inputs economically and have high productivity taking into account socio-economic, cultural and natural resource and environmental preservation.

Therefore, implementing sustainable agriculture requires a variety of human resources, knowledge, technology, capital, product and consumer relations support, and the problem of balancing the mission of agriculture and development (Yudo, 2004).

Sustainable agriculture (sustainable agriculture) is the implementation of the concept of sustainable development (sustainable development) in the agricultural sector. In supporting sustainable Indonesian agriculture, increasing the use of agricultural technology is very important by formulating it into a technology strategy that is in accordance with the vision, mission and goals of Indonesian agricultural development. In an effort to utilize this technology, it is necessary to consider external and internal factors, as well as technology components. The strategy is then implemented in Indonesian agricultural policy which will be applied to various agricultural

sectors, both food agriculture, plantation, forestry, fisheries, and livestock.

E. CONCLUSION

This research concludes that farmers still have difficulties in conducting social communication both personally and in groups in developing their interests. As a village community that is thick with culture and social relations, then their communication is actually not problematic. When there are relationships that are social and cultural, then by itself can be resolved properly. But they experienced obstacles when they were taken to the realm of economics (business) and politics.

Their difficulties in entering into the economic and political domains need to be intervened with the assistance and policies of the government. Assistance from communication experts to build a good community order becomes a solution. Similarly, pro-farmer policy making is also an important part to be realized for farmers.

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