



Intragroup Communication Between Parents and Children in Educating Cocoa Generation in South Sulawesi

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ABSTRACT

The purpose of the study was to analyze the role of parents through intragroup communication in educating the next generation of children to love cocoa. A qualitative approach, namely a case study of a cocoa farmer family in educating and motivating children. Data collection techniques were non-participant observation, in-depth interviews, and The Focus Group Discussion on nine cocoa farming families with children 7-19 years old by purposive sampling. The findings of the research on the role of parents in intragroup communication first, the dominant activity of parents and their proactively taking part in children directly teaches, involves, and instills motivation. Second, the category of activity and high participation from parents. Third, the dominant child is proactive and participative, playing an independent learning role, and is motivated as a cocoa farmer. This research impacts the urgency of family communication in the regeneration's sustainability of cocoa farmers' children in supporting government programs to increase the productivity of cocoa plants.

Keywords : Intragroup Communication, Cocoa Farmers, Cocoa Love Generation

ABSTRAK

Tujuan penelitian untuk menganalisis peran orang tua melalui komunikasi intragroup dalam mendidik generasi anak cinta kakao. Pendekatan kualitatif, yakni studi kasus keluarga petani kakao dalam mendidik dan memotivasi anak. Teknik pengumpulan data yakni observasi non partisipan, wawancara mendalam, dan Focuss Group Discussion pada sembilan keluarga petani kakao yang memiliki anak 7-19 tahun secara purposif sampling. Temuan penelitian peran orang tua dalam komunikasi intragroup yakni pertama, keaktifan dominan orang tua dan anak proaktif berpartisipasi langsung mengajarkan, melibatkan, dan menanamkan motivasi. Kedua, kategori keaktifan dan partisipasi tinggi dari orang tua. Ketiga, dominan anak proaktif dan berpartisipasi memainkan peran mandiri belajar dan termotivasi sebagai petani kakao. Penelitian ini berdampak pada urgensi komunikasi keluarga dalam keberlanjutan regenerasi anak petani kakao dalam mendukung program pemerintah meningkatkan produktivitas tanaman kakao

Kata kunci : Komunikasi Intragroup, Petani Kakao, Generasi Cinta Kakao

INTRODUCTION

Indonesia was originally the third largest country in the world after Ghana and the Ivory Coast producing cocoa plants. However, currently there is a decline to sixth position after Ivory Coast, Ghana, Cameroon, Nigeria and Ecuador. Data shows that the low productivity of cocoa plants since 2014 is around 0.8 tons per hectare. Data for 2019 contributed only 45.6 percent of local cocoa beans or 196,787 tons of the national cocoa processing industry. Based on ICCO data, in 2019/2020 there was a decrease of around 20,000 tons. This is because many cocoa plants are old. As a result, they have the potential to be attacked by plant pests and diseases, climate change and conditions of land narrowing in cocoa planting centers (Kompas.com; 2021).

Overall, the total production of cocoa plants is 103,470 tons in 2020. Data on cocoa production by province in Indonesia in 2017-2021 is 118,148 tons. This shows that the positive achievement of sustainable cocoa production yields aims to develop the potential advantages of cocoa self-sufficiency. Cocoa production can directly provide economic benefits for cocoa farming families, especially the planting centers in the province of South Sulawesi. Cocoa, as a leading commodity, also contributes to increasing the country's foreign exchange in the cocoa sector.

The Sulawesi corridor cocoa cultivation center makes cocoa empowerment a leading sector to increase cocoa production in Indonesia. First, the largest contribution of cocoa plants is 60% in the Sulawesi plantation center. Second, the main source of livelihood for the population in Sulawesi is cocoa farming as cocoa farmers. Based on data from the cocoa sector, 95% of which are small farmers with a land area of about 0.5-2 ha. The cocoa farming sector has a positive impact on increasing the economic value of cocoa farming families (KPPOD and Majene Regency Government, 2015).

The external challenges that cause the decline in cocoa productivity are pests and diseases, the aging of cocoa plants, and transferring cocoa land to short-term commodities, urbanization, causing some farmers to be less interested in cocoa production. Another factor, the yield and income of cocoa farmers are less able to improve the family's economic standard of living. That farmers are getting older has the potential to hinder the sustainability of cocoa plantation regeneration. The old average age of cocoa farmers can hinder the regeneration of cocoa farmers. This case occurs in several cocoa-producing countries in the world where most they aged cocoa farmers 50 years and over. The factor of setting cocoa land that is arranged less attractively can create a negative impression for the millennial young generation.

Empowerment is a way to foster regeneration efforts for cocoa farmers' children to maintain sustainability as cocoa farmers. The current crisis in the regeneration of cocoa farmer children is possible because of their disinterest

and, on the contrary, prefers to work in other different business sectors. The lack of capital can also cause the transition factor from cocoa farmers to the agricultural sector or other entrepreneurs for cocoa farming. Calculation of the value of cocoa farmers' income is less than Rp. 1.5 million per month. Minimal income causes farmers to cannot meet the needs of family life. Another factor is the lack of capital to cultivate cocoa, such as maintenance, pesticides, pests and diseases that require maintenance costs (KPPO, 2015).

Factors that reduce the interest of the younger generation to work in the agricultural and plantation sectors, including cocoa plantations, can have a long-term impact on decreasing production and regeneration of cocoa farmers. Based on data, the area of cocoa plantations in 2017 decreased by 0.20 percent. Data in 2013 showed that cocoa bean production was 720.9 thousand tons, and there was another decline of 658.4 thousand tons in 2016 or a decline of 8.67 percent (Central Bureau of Statistics, 2017). Overall, cocoa production data for South Sulawesi province decreased from 163,001 tons in 2009 to 124,768 tons in 2018. The decline in production resulted in a decrease in cocoa productivity, as in 2009, productivity of 0.77 tons per hectare decreased by 0.61 tons per hectare. 2018 (Asrul, 2019).

The anticipation of the delay in the regeneration of cocoa farmer children can be started by the family, especially the parents. The central role of the family as an important environment in motivating the interest in the sustainability of a generation of children who love cocoa. The family environment and reference groups, such as peers, can be a source of motivation in the smallest social groups. Children of cocoa farmers can learn and interact with cocoa from an early age through their social environment.

Communication in the family is an important element in developing personal relationships because attachment and a sense of belonging and need are very high. The family, as the smallest element, can motivate children to be directly involved in cocoa farming, such as seeding, planting, care, and harvesting. Intragroup communication is a communication activity or delivering and creating messages in an open and interactive way in the family, a pleasant atmosphere, solving problems in the family openly (Hargie, Owen & David Dickson. 2004). The results of previous studies found indications of interpersonal communication models, participatory and non-participatory models in families that establish emotional closeness between parents and children, which focuses on the love of surviving as a cocoa farmer (Bahfiarti, 2016).

Basically, the dynamics of intragroup communication is a form of "group dynamics" which is a fundamental process that produces a set of norms, functions, roles, personal relationships, and the achievement of common goals as characteristics of social groups. Cocoa farmer family groups have an attitude of interdependence, such as the behavior, attitudes, opinions, and experiences of

members collectively influencing each other. Involving family members involves communication to influence each other's decision-making process.

The explanation of Berelson & Steiner (in Liliweri, 2011) describes that the communication process is the passing of information, ideas, emotions, skills using verbal and non-verbal symbols. In the process of communication between families of cocoa farmers, parents and children involve verbal and non-verbal messages. The goal is to provide direction and help to children so that it motivated them, and consistently help parents as cocoa farmers and have an interest in continuing the family cocoa business. The activities of the passing process involve all components and create a harmonious atmosphere and balance the exchange of messages between the parties involved in the communication process.

Intragroup communication as an effort to regenerate children in cocoa farming families through communication messages that are informative, persuasive, and instructive to get positive feedback from children. The process of parental approach to children seeks to instill the desire of parents in developing and maximizing the productivity of cocoa plants as a source of family economy through their children. An intensive approach through face-to-face communication between parents and children is an effort to increase interest in growing cocoa that is independent and sustainable.

Cocoa farming families as a dynamic group have dynamic behavior in communicating. The dynamics of intragroup communication behavior are an effort in the learning process, creating and exchanging messages, the role of relationships, and common goals. These characteristics are expected to be a description of the characteristics of a cocoa farmer family. Consistent and sustainable intragroup communication of children's cocoa farmers might be positive for children's decisions to consistently grow cocoa and continue their parents' business as cocoa farmers. Decisions related to "obedience", and family thought decisions. Intragroup communication for the regeneration of cocoa farmer children in the family is the main reference group. Intragroup communication within the family (group) is considered and acts as a model of behavior in certain situations.

Relational behavior model of information through intragroup communication with arrangements between group members. For example, a parent's family leader must show that he or she is a representative of the family, and his accomplishments are through prototypical commitment, desire and strong group performance for family group members. Showing a strong family commitment. Desire to strengthen group identity and performance as expected.

To improve the welfare of farmers and help to maintain the sustainability of the national cocoa and the future of the cocoa sector. The process of group formation and role differentiation described in intragroup communication

according to Bales (in Scott A. Reid & Sik Hung Ng: 2016) is largely confined to intragroup settings where the group concerned does not interact or make comparisons with other groups. For example, other groups forms and internally differentiates a family group of cocoa farmers. Intragroup communication arrangements, especially parents and children of cocoa farmers, as an exchange of information and solutions are provided to help and maintain the consistency of cocoa farmer children, especially in South Sulawesi plantation centers.

Previous studies on the role of people in educating children in the development of agricultural fields, such as horticulture. The results of Wiyono's research (2015) suggest that the role of parents has a significant influence of 70% in the development of children's entrepreneurship. The development of entrepreneurial behavior of young horticultural farmers cannot be separated from the role of parents and the independence of children in agriculture (Nurlaela, Hariadi, and Raya, 2020). Farmers who have inherited values from parents to their children. Farmer's children who grew up in an agricultural environment caused the children to have responsibility, independence, work ethic, problem solving. The role of parents is very important in determining the future of children, especially in the agricultural sector (Pant, 2015). Parents are role models and act as motivators for children to succeed and consistently work in agriculture (Nurlaela, Hariadi, and Raya, 2020).

Research on barriers to farmer regeneration is related to the factor that children's families choose to continue the cocoa farming business as a job that comes from the family to manage agricultural businesses as a legacy from parents to their children (Anwarudin and Satria, 2020). The difficulty factor in the regeneration of farmers is related to stereotypes in society, such as the existence of men as the successors of agricultural businesses in a patriarchal society. The view of Brandth (2002), stated that in the agricultural sector, patriarchal culture is oriented towards male domination from the aspect of land ownership. The role of women only contributes to the land organization system and the strategy of selling production products. Inheritance of agricultural land is entrusted to sons, while women act as wives of landowners.

The focus of this research is to focus on the role of parents towards their children in intragroup communication to instill love and motivation in the children of cocoa farmers. The role of parents in the family plays a very important role in motivating children from an early age to develop a plantation business which has become a source of life in the family. This study also aims to find patterns of intragroup communication in educating children to love cocoa plants.

This research is expected to contribute to the development of the regeneration of cocoa farmer children so that the lack of motivation and interest in cocoa farmer children can improve and be sustainable. The specific factor in this research is the role of parents towards their children in intragroup

communication in the planting process, the motivation and interest of children to survive and develop cocoa plants. As a theoretical contribution to the study of family communication in intragroup. The aspect of family communication is a field of communication that focuses on the exploration of parents and children who are mutually dependent in realizing harmony.

Intragroup communication research involving parents and children refers to a qualitative approach that refers to case studies. Qualitative research that is oriented to the conditions of reality (natural setting) aspects of social life problems that are realistic, complex and holistic. Representative considerations chose qualitative research because the construction of social reality and the interactivity of researchers and subjects had an intimate-situational closeness. Looking for answers based on social experience has meanings, not relationships between variables and constants (Denzin and Lincoln, 2000).

The approach refers to case studies based on the case studies of children from cocoa farmer families in solving one or more cases. Information is obtained based on complete and systematic information from individuals in group social settings that involve researchers directly understanding the subject's behavior. The case studies in this research focus on cocoa farming families, namely fathers, mothers, and children individually and in groups. The focus of case studies will be specific, individual and group oriented (Yin, 2009). Researchers are placed as a test of the life or experience of individuals or groups. Researchers can not only capture a single aspect but also various nuances and patterns, including latent elements, but also explore and gain a deep understanding of intragroup communication in cocoa farming families for the regeneration process and consistency of cocoa farmer children.

In qualitative research, the main consideration in data collection is the selection of informants. The qualitative approach constructs from the reality of the informants studied (Rojiati, 2019). The informants of this research were families of cocoa farmers in Noling Village, Bua Ponrang (Bupon) District, Luwu Regency. Consideration of location selection because Noling Village is the largest cocoa cultivation center in Luwu Regency with 25 active farmer groups. The sampling technique used by the researcher is purposive sampling, which is the determination of the sample with considerations or conditions determined by the researcher (Neuman, 2006).

The informants in this study were cocoa farming families who have children who are active in helping and continuing their parents' business as cocoa farmers. The selected informant category is 9 families who have been farming cocoa with certain conditions, including: first, cocoa farming families who have been growing cocoa for over 10 years. The reason is that the consistency of sustainability is very high with a long period of work as a cocoa farmer. Second, cocoa farming families who have sons aged 7-20 years. The

reason for choosing parents of children who have sons is because in the Bugis ethnicity, men act as breadwinners so that the decision in continuing cocoa is more dominantly made by men. Third, cocoa farming families who consistently involve their children in cocoa cultivation, both at the initiative of parents and initiatives from children, to take part in helping parents grow cocoa.

The collection of data got from informants through an in-depth interview guide is descriptive based on the research objectives. Data was collected using several collection techniques, including in-depth interviews by direct interviews (Sutisna 2019). Interview technique with parents (father and mother) and their children in cocoa farming activities. Observation does not take part (non-participant observation) by observing the daily activities of cocoa farmer families in involving children in cocoa farming. Focused discussion (Focus Group Discussion). Data analysis through the stages of data reduction, data exposure, and drawing conclusions or verification (Miles, Huberman & Saldana, 2014). The data is collected in an interactive form by processing, analyzing the data repeatedly, and continuously to find the criteria for a conception of research results.

RESULTS AND DISCUSSION

Social Role of Parents in the Context of Intragroup Communication

Basically, the cocoa farmer family is the smallest socio-economic unit in society that forms the basis of all institutions. The family is part of the primary group that involves two or more people who have a network of interpersonal interactions, blood relations, marital relations, and adoption. The function of the family is socialization, education, means of exchanging verbal and non-verbal messages and controlling behavior. The family is a group as a reference for behavioral models in society, especially in continuing the regeneration of their children to remain consistent as cocoa farmers. Parents inculcate children's educational knowledge, controlling social behavior. For example, providing interaction and communication that creates social roles for family members through tradition, emotional closeness that results in experience.

Intragroup communication has a positive impact on maintaining the sustainability of cocoa farmer children from external influences. Environmental factors should also be sought so that parents can protect themselves from outside their intragroup environment. Direct influence on the structure of cocoa farmers' children to be independent of learning cocoa in their lives. The results of the study revealed that the intragroup communication process of cocoa farmer families has the potential to maintain consistency in exchanging role behaviors and the process of personification of cocoa farmer children.

Communication within the family (intragroup communication) helps the development of children's understanding, attitudes and behavior. In

communication, parents invite children to have a dialogue about the values of knowledge, attitudes and moral behavior to children. In the developmental stage, there is an increase in understanding through transferring children's roles, namely the exchange of roles or points of view between children and parents.

Intragroup communication can cause more effective role feedback. This communication is needed to regulate the role behavior of family group members, especially the social behavior of parents, to their children to regenerate continuously and continuously. For example, strengthening the behavior of the cooperative role of parents and children at work and fostering consistent cocoa farmer families. Intragroup communication factors that occur in families have differences because they depend on the environment and relationships between family members.

Based on the results of the analysis of the exchange of behavior on the social role of the family of cocoa farmers in Luwu Regency, it shows that there are three categories of exchange, namely the development of positive relationships in the family that can increase motivation, the process of reciprocal interaction. Data from nine dominant cocoa farming families shows that parents and children are very proactive and participatory in educating, motivating children to love the cocoa plant as a source of family income. This can be seen in Figure 1 below.

Table 1. Categories of Parental and Child Social Role Behavior in the Context of Intragroup Communication

Category	A	B	C	D	E	F	G	H	I	J
Role Exchange										
Active Dominant Proactive, Participatory			√	√		√	√		√	
Dominant Role of Proactive and Participatory Parents		√			√			√		
Dominant Role of Proactive and Participatory Children	√									√

Source: Primary Data, 2021

Based on the results of the research on the role of intragroup communication in cocoa farming families in Luwu Regency, which examined 9 cases of cocoa farming families, it showed varying patterns of behavioral exchange for the social roles of children of cocoa farmers. The first categorization is the dominant activity of parents and children who are proactive and participative in playing the role of parents who directly teach, involve, and instill motivational values as cocoa farmers. The children have a high sense of belonging to each other in helping and taking part directly from the planting,

maintenance, and harvesting processes. Second, the dominant parents are active and highly participative in teaching, involving, and instilling motivational values as cocoa farmers. The children do not have a high involvement to help and take part directly, starting from the planting, maintenance, and harvesting processes. Third, dominant children who are more proactive and participative play a direct role in consciously and independently teaching, involve, and instill motivational values as cocoa farmers. The children have a high sensitivity to help and take part directly, starting from the planting, maintenance, and harvesting processes.

The process of intragroup communication for the regeneration of cocoa farmer children as exchanging social role behavior in the family explains the existence and resilience of social groups, including families, through the help of self-interest from individual members. The focus is motivation (things that encourage someone to do an activity), which comes from one's own desires. This process is based on the cocoa farmer's children in making rational choices, considering the rewards that will be obtained and the costs that must be incurred. The assumption is that communicating with other parties is considered profitable.

In the social exchange theory developed by Thibaut and Kelley that the relationship in family ties has a very close relationship indicator with family members even though cyber developments involve them in the same cyber house and in the same cyber space (Indriastuti, 2020). In costs and rewards in educating children to love the cocoa plant, the role of parents is central. This adds that in the family's context, parents and children have a greater positive reward in growing the economic sector of the cocoa plantation business. Even previous research in agriculture, especially the role of parents and children. The results of previous studies confirmed that the role of parents and children had a significant effect in motivating entrepreneurial children Wiyono, (2015); (Nurlaela, Hariadi, and Raya, 2020). Parents as motivators in the family also play a role as role models who determine children's choices in choosing jobs and their future (Pant, 2015), (Nurlaela, Hariadi, and Raya, 2020).

The importance of inculcating the values of love for the cocoa plant as a source of livelihood for farmers because of the various stereotypes attached to the profession of farmers who are identified with poverty. Farming is synonymous with work that is categorized as less prosperous and even less economically secure because the life of rural communities (Leavy and Sally, 2010) conditions it). For example, the production costs in agriculture are greater than the selling price of the crops. The inhibition of the regeneration of young farmers also stems from the values that are instilled in the families of agricultural communities.

Parent and Child Intragroup Communication Pattern

Intragroup communication is a relationship within a group that has a common role, function and goal to create harmony. Parental efforts are central to changing knowledge, attitudes and behavior, to achieve mutual benefits, including the role relationship between parents and children. Based on the results of the analysis, it was found that the intragroup communication pattern in which the majority of the research informants were the dominant activity of parents and children who were proactive and participative. The role of parents in motivating children causes children to have a high sense of belonging. The impact is the level of participation of children to help and participate directly starting from the process of planting, maintaining, harvesting, and managing cocoa products. The pattern of intragroup communication can be seen, in Figure 2 below:

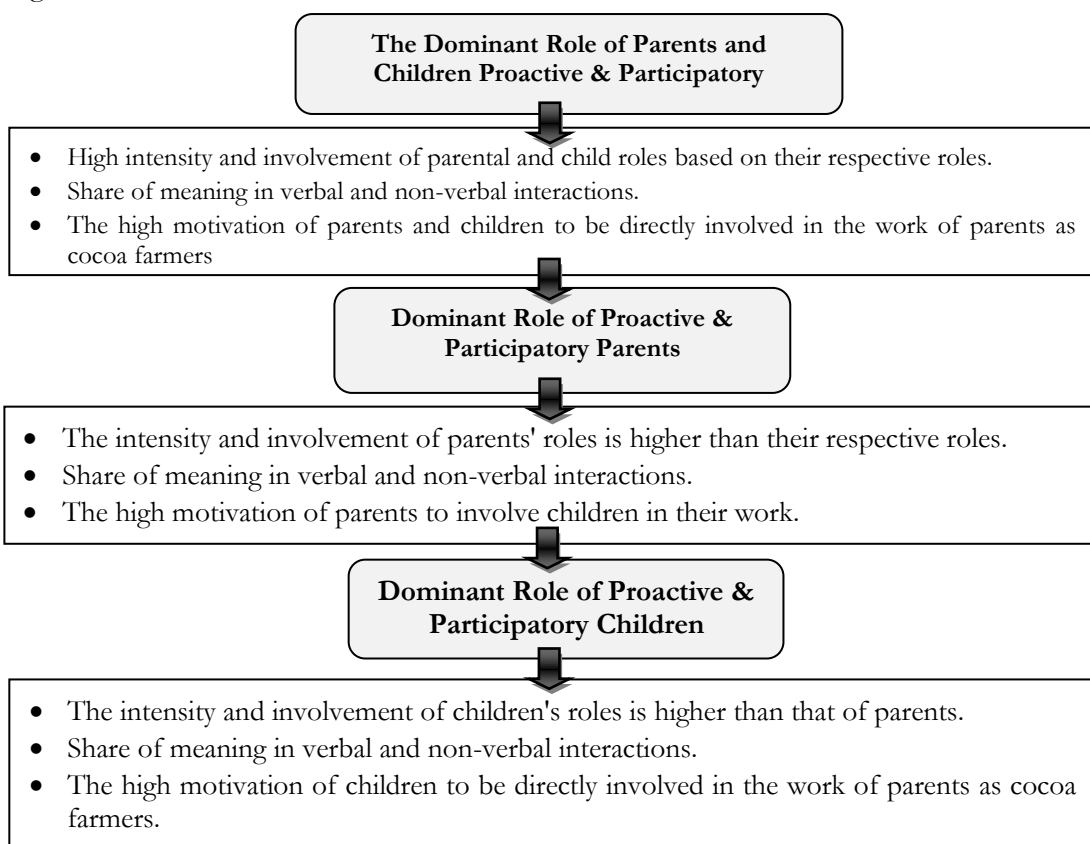


Figure 1. Intragroup Communication Through the Roles of Parents and Children

Source: Primary Data, 2021

Based on the categories above, it shows that the role of parents in the context of intragroup communication greatly determines the high motivation of children to develop and be consistent in learning cocoa. The results indicated that there were 5 informants in the category of families who had a proactive and participatory dominant role of parents and children, 2 families whose dominant role was higher than that of their children, and 2 families whose active role in the dominant role of children was higher than that of parents. The quality of intragroup communication has a very important role in the development of positive interpersonal relationships between family members. Active and effective intragroup communication within the cocoa farming family and the support of the direct learning system have an impact on increasing knowledge. Understanding can strengthen the attitudes and behavior of a child in the family to continue trying to realize the wishes of parents, both directly and indirectly expressed. The purpose of planting the values of love for the cocoa plant is an attempt by parents to make children's interest even higher.

Intragroup communication for the regeneration of cocoa farmer children as a process of exchanging social role behavior in the family takes place when the response to a stimulus is able to provide benefits, then it tends to be repeated to the same stimulus. In other words, the more often the children of cocoa farmers give rewards or have positive values to the behavior of their parents, the more often the behavior will be repeated.

Thus the ability of parents in intragroup communication in cocoa farming families in an effort to regenerate their children must have the ability to regulate behavior through a rational and easy-to-understand thought process. Children need experience and learning to develop appropriate and acceptable behavior. Parents' experiences must be prepared to help the child share and cooperate. Basically, not all behavioral messages can immediately affect children's behavior and actions. To behave positively takes time. However, when the communication process runs, there are no significant obstacles that prevent parental messages from reaching their children.

The process of intragroup communication through the exchange of messages affects the creation of social role behavior when parents and children establish reciprocal communication in a balanced manner. The advantage is that the emotional aspect involves a close relationship in family communication. The purpose of delivering and creating an open and interactive message is to create an emotional attachment. The context of fun, intense communication in solving problems in the family, including the cultivation of the values of love for the cocoa plant, which has become an economic source that supports all family members.

The quality of intragroup communication within cocoa farming families is a maximum effort in the smallest social environment to motivate children's desire to be directly involved in planting, cultivating, picking, and even

marketing their produce. The intimate relationship and the two-way form of intragroup communication between parents and children are the key to the moral education of cocoa farmer children's sustainability. Parent-child communication that is integrative involves fun conversations and avoids communication models that are dominant or dominate the conversation. Communication between parents and children with cocoa farming families is encouraging, full of appreciation and attention to improve the quality of the child's character. In the end, parents and their children are required to have a high level of trust, and carry out their respective duties and obligations, so that something can get together results and benefits.

Intragroup communication in the family is socializing how to receive a message, then apply it as behavior based on patterns and think critically and creatively in the family. In the process of intragroup communication of cocoa farmer families through the process of personality of children in the family, it focuses on positive changes in attitudes, values, and behavior. Communication involves the exchange of symbols (giving meaning) and interaction (verbal, non-verbal actions) in an intragroup activity within the family. Intragroup communication in cocoa farming families is symbolic interaction through the learning process of each family member. It emphasizes that the family is the smallest social group that is important in the cultivation of values. Families can develop self-concept and identity through social interaction. This can impact value independence and provide benefits in family communication.

Forming the personality of children in the family includes the intensity of exposure to intragroup communication messages of cocoa farming families (parents, children and siblings) and impacts understanding of their children's regeneration behavior. For example, the results of previous research, according to Bahfiarti (2016), show that participatory family communication for the regeneration of farmer children creates perceptions of individuals in the family socially. Individual perception is the intragroup communication behavior of each member of the cocoa farmer family. Intragroup communication behavior of regenerating children in participatory families creates behavior and influences each other in intragroup (participatory and interactive communication). In the communication process, there are impacts, such as changes in knowledge, attitudes and behavior. The factor of the same experience of family members of cocoa farmers will contribute to forming the personality of children in the family.

The factor of forming the personality of children in the family through the intensity of communication in the family is sustainable and has a goal for the sustainability of a generation of cocoa farmer children who consistently love the cocoa plant. An understanding-oriented communication process in getting children to be consistent in developing themselves to learn to become

independent and innovative cocoa farmers. The formation of personification based on the motivation of the children of cocoa farmers early on begins with family communication that is dialogic, face-to-face, and exchanging ideas and thoughts openly. When there is an intensive exchange of messages between parents and children, it will encourage changes in children's understanding and behavior. Social environment factors and reference groups, such as peers, can influence children's thinking patterns to learn cocoa.

The role of intragroup communication in cocoa farming families in the process of regeneration is transactional, meaning that there is a share of meaning. The role of parents and children can function as communicators and communicants through a direct interaction process to influence changes in children's behavior. The strategy of observing through an effective communication process causes children to reflect on the attitudes and behavior of their parents. They can directly receive the impact of self-assessment that is reflected by parents so that it is significant in changing children's behavior. The role of parents in the family environment is increasingly complex because of the development of internet technology without boundaries, space and time. Currently, the millennial generation of social communication can be done through social media and direct interpersonal communication (face-to-face communication) (Nurdin & Labib, 2021).

Increased morality and cognitive characterize positive child development. The stages of individual development that are under the learning ability process of cocoa farmer children can facilitate the mental representation of the communication experience in the family. Interpreting the symbolic meaning of the experience when the consequences of communication from parents. In the end, the cocoa farmer's children described the results of observing the behavior of intragroup communication in the family, especially the reflection of the behavior of their parents. This has formed the mentality of cocoa farmer children to be consistent and motivated to become cocoa farmers, who can benefit their family's source of economic income so far.

Intragroup communication in cocoa farming families as an effort to regenerate children refers to the behavior of "actor" from the role of social behavior of family parents to their children. The communication process that takes place continuously impacts social action and social learning, as a joint action in the family. The interaction between behavior and the environment is centered on the behavior that children develop to cope with the environment because of the reflection of the behavior of their parents, who have been cocoa farmers. The role of the family is the central and fundamental factor in educating children to love cocoa, because if they instilled the values at an early age, it can embed them in children's minds.

This is to offset the problem of farmer regeneration in Indonesia. The condition of farmer regeneration also occurs in countries where the majority are

engaged in the agrarian sector. The condition of the lack of regeneration in the agricultural sector is still perceived as a job that is less 'prestigious' so that it affects the motivation of the young generation in rural areas. Finally, the rural youth migrated to cities to look for potential jobs from an economic perspective, and migrated to continue their education to a higher level. This causes the lack of regeneration of young farmers to become a stressor or pressure that is quite 'shaking' the world of agriculture (Zapico, et al., 2019). The fading factor of the local traditional values of farmers, the loss or fading of the interest of the younger generation to continue agricultural activities, impacts the spread of social factors that can affect the socio-ecological resilience of farmer households (Zapico et al., Rodríguez et al., 2018).

Factors that are not interested in children to become farmers or continue their parents' agricultural sector business are not the problem. In agricultural society, there is a stereotype that when working in the agricultural sector is synonymous with men's world, poverty, low education levels, and high dropout rates in farming families (Oktafiani, Sitohang, and Saleh, 2021). This is the reason the family has an important role in the regeneration process of farmers now and in the future, because it closely related its function in transmitting economic values and functions to children's education and other needs. These stereotypical factors are an obstacle to youth regeneration in agriculture, including cocoa plantations in South Sulawesi. In order to maximize efforts to sustain cocoa regeneration, the role of parents through intragroup communication within the family, government, private institutions, and NGOs must take part in the regeneration's sustainability of cocoa farmer children.

CONCLUSION

The role of intragroup communication in cocoa farming families in Luwu Regency based on 9 cases of cocoa farming families showing varying patterns of behavioral exchange of children's social roles of cocoa farmers. The first categorization is the dominant activity of parents and children who are proactive and participative in playing the role of parents who directly teach, involve, and instill motivational values as cocoa farmers. The children are highly motivated to help and take part directly from planting, maintaining, harvesting, and even using the results of the cocoa production business. Second, the dominant parents are active and highly participative in teaching, involving, and instilling motivational values as cocoa farmers. The children are less interested in helping and take part directly in helping their parents' businesses in the cocoa sector. Third, dominant children who are more proactive and participative play a direct role in consciously and independently teaching, involve and instill motivational values as cocoa farmers.

The government, the profit sector, and NGOs are expected to provide

continuous socialization and social campaigns, either directly or through the media. The cyber era provides opportunities and challenges in using new media to support the sustainable regeneration of cocoa farmer children who are independent and able to develop creative agripreneurs. Facilitating cocoa farmers and their children to continue to develop their businesses in a sustainable manner so that creative and potential young farmers can survive and improve. This research also has implications for the independence of the next generation of cocoa farmer children to find relevant information in developing cocoa productivity through the internet, which can be accessed in cocoa industry centers, especially in South Sulawesi.

This research also provides a solution to maximize the role of the family as the smallest organization in society. Government extension agents, the profit sector, and NGOs can maximize the transfer of knowledge on the benefits and advantages of cocoa farming, starting from the family, the relationship of cocoa farmer children with their peers, the school environment and maximizing the role and participation of teachers in schools. Continuous preventive efforts are expected to increase children's awareness of loving the cocoa plant and become an independent generation in the cocoa sector. This is expected to increase the productivity of cocoa plants in the South Sulawesi plantation center.

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