

## **Factors Inhibiting Communication in Empowering Farming Communities by the Department of Agriculture and Food Security of Sumedang Regency**

**Fepi Febianti<sup>1\*</sup>, Arip Rahman Sudrajat<sup>1</sup>, Dhesti Widya Nurhasanah Ningrum<sup>1</sup>**

<sup>1</sup>Faculty of Social Science and Political Science, Sebelas April University, Indonesia

\*Correponding Author E-mail: [fepifebianti@unsap.ac.id](mailto:fepifebianti@unsap.ac.id)

### **Abstract**

Farming community empowerment is an important element in the effort to improve the welfare of farmers in Sumedang Regency. However, the empowerment process often faces various communication barriers that affect the effectiveness of the program run by the Agriculture and Food Security Office of Sumedang Regency. This research aims to analyze communication barriers in empowering farming communities based on four main aspects: socio-anthro-psychological, semantic, mechanical, and ecological barriers. The research method used is qualitative with a case study approach and data collection techniques through interviews, observation, and documentation. The results showed that the main obstacles in communication to empower farming communities include social and cultural differences between farmers and extension officers, difficulties in understanding due to the use of formal language, limited access to communication technology, and environmental disturbances such as noise and unfavorable social conditions. Therefore, a more inclusive and participatory communication strategy is needed to improve the effectiveness of empowerment programs and ensure that the information conveyed can be received and understood properly by the farming community.

Keywords: Public Organization Communication, Group Empowerment, Farming Community Empowerment, Agriculture and Food Security.

### **Abstrak**

Pemberdayaan masyarakat tani merupakan elemen penting dalam upaya meningkatkan kesejahteraan petani di Kabupaten Sumedang. Namun, proses pemberdayaan sering kali menghadapi berbagai hambatan komunikasi yang mempengaruhi efektivitas program yang dijalankan oleh Dinas Pertanian dan Ketahanan Pangan Kabupaten Sumedang. Penelitian ini bertujuan untuk menganalisis faktor penghambat komunikasi dalam pemberdayaan masyarakat tani berdasarkan empat aspek utama: hambatan sosio-anthro-psikologis, semantik, mekanis, dan ekologis. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus dan teknik pengumpulan data melalui wawancara, observasi, serta dokumentasi. Hasil penelitian menunjukkan bahwa hambatan utama dalam komunikasi pemberdayaan masyarakat tani meliputi perbedaan sosial dan budaya antara petani dan petugas penyuluh, kesulitan pemahaman akibat penggunaan bahasa formal, keterbatasan akses terhadap teknologi komunikasi, serta gangguan lingkungan seperti kebisingan dan kondisi sosial yang kurang kondusif. Oleh karena itu, diperlukan strategi komunikasi yang lebih inklusif dan partisipatif guna meningkatkan efektivitas program pemberdayaan serta memastikan bahwa informasi yang disampaikan dapat diterima dan dipahami dengan baik oleh masyarakat tani.

Kata kunci: Komunikasi Organisasi Publik, Pemberdayaan Kelompok, Pemberdayaan Masyarakat Tani, Pertanian dan Ketahanan Pangan.

## **INTRODUCTION**

Empowerment of farming communities is one of the important aspects of sustainable farming in Indonesia. In the context of agriculture, farming communities often face various challenges, such as limited access to resources, information, and markets. This led to economic downturn and social instability in the

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countryside. Therefore, the empowerment of farming communities is very important to improve their welfare.

The diverse geographical conditions of Sumedang Regency, with fertile agricultural land, provide great potential for the development of the agricultural sector. However, challenges such as limited knowledge and access to modern technology often hinder agricultural productivity. Therefore, an integrated and sustainable empowerment approach is very important to increase the capacity of farmers in managing agricultural resources. According to the empowerment theory of Alsop and Heinsohn (2005) which was further developed by Ibrahim and Alkire (2017), empowerment should include access to resources and participation in decision-making that affects their lives. In the context of agriculture, this means ensuring that farmers not only receive technical assistance, but also have control over how they manage their farming operations.

In recent years, the Sumedang Regency Agriculture and Food Security Office has launched various programs to empower farming communities, including training, counseling, and assistance with production facilities. These programs aim to improve farmers' skills in managing farming businesses and utilizing the latest technology, so that it is expected to increase farmers' production and income. Based on the empowerment theory from Zimmerman (2016), empowerment must include three main dimensions: intrapersonal (individual confidence and competence), interactional (understanding and utilization of resources), and behavioral (participation in economic and social activities). Programs implemented in Sumedang must pay attention to these three dimensions so that empowerment can have an impact in a sustainable manner.

The empowerment of peasant communities is not only limited to increasing production, but also includes social and economic aspects. By empowering farmers, it is hoped that they can actively participate in decision-making related to their farming business. This is important to create a sense of belonging and responsibility among farmers towards the programs implemented. Based on the concept of "*Empowerment Approach*" developed by Narayan (2005) and updated by Kabeer (2018), empowerment should allow individuals to develop their capabilities so that they can make better choices in their lives. In the context of agriculture, this means providing training in farming management, improving access to markets, and ensuring agricultural policies that support the sustainability of farming.

At the national level, the farmer community empowerment program is in line with the food security agenda which is the government's priority. Food security is not only about food availability, but also involves the accessibility and sustainability of agricultural systems. Therefore, the empowerment of farming communities must be carried out holistically, involving various stakeholders, including the government, the private sector, and civil society. The "Community-Based Empowerment" approach (Perkins & Zimmerman, 2017) emphasizes that effective empowerment must be community-based and involve the active participation of the community in the decision-making process. Thus, farmer empowerment not only includes increasing individual capacity, but also strengthening farmer institutions in order to build national food security.

One of the indicators of the success of empowering the peasant community is the improvement of farmers' welfare. Conditions on the ground show that farmers involved in empowerment programs tend to have higher incomes than farmers who do not participate. This shows the importance of support from the Agriculture and Food Security Service in creating a conducive environment for improving farmers' welfare. As stated by Cornwall (2016), empowerment must be transformational, that is, creating change that has a long-term impact on the well-being of individuals and their communities. Therefore, in order for the empowerment program to be more effective, it is necessary to have periodic evaluations and

integration between government programs and local initiatives based on the needs of the farming community.

However, there are still challenges in empowering the farming community, one of which is the communication carried out by the Service with the farming community group. Communication in the empowerment of peasant communities is greatly influenced by various communication theories, such as innovation diffusion theory. According to Suwardi (2018), the application of innovation diffusion theory in strengthening the capacity of farmer groups emphasizes the importance of group strengthening strategies and systemic and sustainable capacity strengthening patterns. This aims to improve the dynamics of farmer groups in adopting agricultural innovations.

In addition, effective communication strategies in the dissemination of agricultural technology innovations are also a key factor. Nurhayati et al. (2018) emphasized that appropriate communication methods, such as user mapping and approaches that suit the characteristics of farmers, can increase the adoption of rice cultivation technology. Factors such as farmer status, land area, motivation, and cosmopolitanity play a significant role in the effectiveness of innovation communication.

However, in practice, there are various communication barriers that hinder the effectiveness of farmer community empowerment. One of the main obstacles is the difference in language and perception between the Service and farmers. In some cases, technical terms used by extension workers or Dinas officials are difficult for farmers to understand, who are more familiar with regional languages or local terms. In addition, psychological factors such as farmers' distrust of external parties can also be an obstacle, especially if they feel that the programs provided are not in accordance with their needs and conditions.

Another obstacle is limited access to communication technology. Although digitalization has developed, there are still many farmers who have difficulty accessing information through digital media due to infrastructure limitations, low digital literacy, and high internet access costs. Therefore, more inclusive communication strategies, such as an interpersonal communication approach through farmer groups, are needed to ensure that the information provided can be well received and understood. By understanding communication theory and overcoming existing communication barriers, the empowerment of farming communities can run more effectively and sustainably.

Previous research studies on communication inhibiting factors in the empowerment of farming communities show that various communication barriers often occur in the interaction between agricultural extension workers and farmers. Suryana and Kurniawati (2020) in their research in Garut Regency found that the main obstacles in agricultural extension communication are caused by language factors, low understanding of technology by farmers, and limited extension resources. In addition, the lack of effective use of communication media causes the message not to be conveyed properly. The solution suggested in this study is training for extension workers to be more adaptive in conveying information with a more participatory approach.

Furthermore, research conducted by Hidayat and Susanti (2019) in Cirebon Regency revealed that the difference in educational background between extension workers and farmers and the lack of intensive interaction between local governments and farmer groups are the main factors that hinder communication in farmer empowerment. The study also found that farmers are more likely to receive information from community leaders than from government extension workers. Therefore, this study recommends a more local culture-based communication approach to convey information more effectively.

Another study by Prasetyo and Lestari (2021) conducted in West Java highlighted communication barriers in farmer empowerment programs related to limited access to accurate information, low farmers'

digital literacy, and lack of access to communication technology. The study found that face-to-face communication methods are more effective compared to print or digital media. The recommendations given are to improve communication training for extension workers and utilize simple technologies such as community radio to disseminate agricultural information.

Based on these studies, it can be concluded that researchers have previously researched communication barriers from the aspects of language, education, technology, and communication approaches used by extension workers and government agencies. Meanwhile, the researcher analyzed the factors that hinder communication in the empowerment of farming communities in Sumedang Regency by referring to the theory of factors that inhibit organizational communication according to Effendy in Sufi (2021) which consists of aspects of socio-anthropo-psychological barriers, semantic barriers, mechanical barriers, and ecological barriers. So that the formulation of the problem in this study consists of:

1. What are the socio-anthropo-psychological barriers in the empowerment of farming communities in Sumedang Regency?
2. What are the semantic barriers in empowering farming communities in Sumedang Regency?
3. What are the mechanical obstacles in empowering farming communities in Sumedang Regency?
4. What are the ecological barriers in empowering farming communities in Sumedang Regency?

The purpose of this study is to examine more deeply related to communication barriers consisting of socio-anthropo-psychological, semantic, mechanical, and ecological barriers in the empowerment of farming communities in Sumedang Regency. It is hoped that with this research, it will provide input to the Sumedang Regency Government in carrying out the empowerment of farming communities.

## **RESEARCH METHOD**

The research approach applied in this study is a qualitative method. According to Sugiyono (2020), the qualitative research method is based on the philosophy of postpositivism and aims to research objects in natural conditions, with researchers playing the role of the main instrument. Data is collected through triangulation, which is a combination of various techniques, and analyzed inductively or qualitatively. The main focus of this research is more on meaning than generalization.

In its implementation, this research requires clear goals. To determine the research objectives, researchers use the purposive sampling technique, which is the selection of samples based on certain considerations (Sugiyono, 2020). The consideration used in this study is to select individuals who have an understanding of communication in the empowerment of farming communities in Sumedang Regency. Therefore, the target of the study involved six peelitian informants consisting of:

1. Head of Food Security and Extension as many as 1 person;
2. Head of UPTD Agriculture and Food Security as many as 2 people; and
3. Agricultural extension workers are 3 people.

Data collection was carried out through literature studies and field studies which included observations, interviews, and documentation. The data processing in this study refers to the Miles and Huberman model (Sugiyono, 2020), which includes data reduction, data presentation, and conclusion drawn.

## RESULTS AND DISCUSSION

### Socio-anthropo-psychological barriers in the empowerment of farming communities in Sumedang Regency

Barriers in sociology are related to factors that affect interactions in society. Sociological barriers refer to obstacles that arise due to diversity in society, such as differences in social status, religion, education level, and wealth, which can hinder smooth communication. According to Bourdieu (2013), the concept of *habitus* and *social capital* affects communication patterns in society, where individuals with different social backgrounds have different ways of communication, so that they can be a barrier to social interaction. In addition, research by Tilly (2015) shows that social inequality creates structural constraints in communication, which often reinforce social hierarchies and hinder equal dialogue.

In the anthropological aspect, the success of communication depends on the communicator's understanding of the communicator. This understanding includes not only basic identities, but also cultural aspects such as race, lifestyle, language, customs, and norms adhered to. Hall (2016) in his theory of cross-cultural communication emphasizes that understanding the context of high and low cultures plays an important role in the success of communication. For example, a speaker in a pesantren environment will be more acceptable if he wears modest clothes rather than clothes that are not in accordance with local norms. According to Hofstede (2017), differences in *power distance*, *individualism-collectivism*, and cultural orientation can also affect communication patterns and create barriers when individuals from different cultural backgrounds interact.

From a psychological perspective, communication is often hampered by the communicator's emotional state. If a communicator does not understand the communicator's psychological state—for example, being sad, angry, disappointed, or prejudiced—then effective communication will be difficult to achieve. Goleman (2018) in his theory of emotional intelligence emphasizes that the ability to recognize and manage emotions, both in oneself and others, greatly affects the effectiveness of interpersonal communication. In addition, research by Cuddy, Kohut, & Neffinger (2018) shows that a person's perception of competence and warmth can determine how well communication is received by the other party.

In this study, socio-anthropo-psychological barriers are detailed into several indicators, namely differences in positions, diverse habits in organizations, and prejudice against the information conveyed. According to research conducted by Meyer (2020) in his book *The Culture Map*, communication barriers in multicultural organizations are often caused by differences in expectations of the hierarchy and style of direct and indirect communication. Meanwhile, recent research by Edwards & Wajcman (2021) shows that the digitization of communication also widens social and cultural gaps, which can become a new barrier to social interaction in the digital era.

The results of the study showed that there were differences in the habits of running empowerment programs between officers and farmer groups, differences in the habits of communicating in front of a crowd or conveying information so that the community as recipients of information sometimes found it difficult to understand the information conveyed because it was difficult to absorb information when the information was provided using formal language. There are also some people who have prejudice against the information provided because people's thinking is different, usually it happens to people who are dissatisfied with the previous year's empowerment activities, it may occur because the people do not understand the information provided such as information related to the empowerment program.

In the context of empowerment communication, research by Pratiwi (2018) found that the use of top-down communication strategies and monological communication models without dialogue can lead to passive community participation. This is in line with your finding that formal communication used by officers makes it difficult for the public to understand the information conveyed.

Budhirianto (2015) emphasized the importance of the right communication pattern in empowering the Community Information Group (KIM) to make the food self-sufficiency program a success. Effective communication patterns involve targeted mentoring from stakeholders and the development of more democratic group communication. In addition, top-down and bottom-up communication synergy is needed between KIM and stakeholders to provide the right understanding in communicating.

Safitri (2019) suggested the use of the Virtual, Autonomous, and Disintermediacy (VAD) Model in empowering farming communities. This model emphasizes the importance of agricultural innovation and improving the quality of human resources through socialization, training, teaching, and hands-on practice. The application of this model can help overcome barriers to formal communication and increase active community participation in empowerment programs.

Regarding public prejudice against empowerment programs, research by Rohmiati and Yusrina (2023) shows that social prejudice can arise due to negative perceptions of the implementation of programs that are considered unfair or not transparent. This prejudice can lead to social fragmentation and hinder the effectiveness of empowerment programs.

Based on these findings, it is necessary to implement a more participatory and dialogical communication pattern in the empowerment program. Active community involvement in planning, implementation, and evaluation of programs can increase understanding and reduce prejudice against the programs being implemented. In addition, the use of simpler language and appropriate to the local context can help people absorb information better.

### **Semantic barriers in the empowerment of farming communities in Sumedang Regency**

Semantics is related to the use of language by a communicator as a means of conveying ideas and emotions to communicators. In order for communication to run smoothly, a communicator must be aware of the possibility of semantic disturbances, as mistakes in pronunciation or writing can lead to miscommunication due to misunderstandings or misinterpretations. According to Cutting (2018), semantics in communication greatly affect the effectiveness of message delivery. Mistakes in choosing words or sentence structure can create barriers in communication, especially when there are differences in cultural or linguistic backgrounds between communicators and communicators.

In order for communication to remain effective, a communicator must avoid semantic disturbances that can occur due to improper word selection or the use of words with ambiguous connotative meanings. This kind of error can lead to deviations in the understanding of the message received. Therefore, in good communication, it is best to use denotative words to avoid multiple interpretations. According to Crystal (2019), the use of more explicit and straightforward language is very important in professional and academic communication. Language that has certain connotations can lead to diverse interpretations, so it can cause disagreements between the parties who communicate.

In identifying the factors that inhibit communication from the semantic aspect, this study outlines several main indicators, such as errors in conveying information orally and in writing and errors in interpreting the information received. These two aspects play a major role in determining the effectiveness of communication, especially in the context of professional, academic, and social communication.

According to Halliday and Matthiessen (2021), semantic barriers in communication can be caused by a lack of understanding of the social and cultural context of a language. In addition, differences in interpretation in written communication often arise due to a discrepancy between the communicator's intention and the communicator's understanding of the message conveyed.

The results of the study show that errors in the delivery of oral and written information are always there, on average they occur against errors in the delivery of oral information because if the error in written information is made carefully before it is given to be checked again first so that there are no errors in the delivery. In the delivery of oral information, there must be information errors because in certain situations there can be spontaneous delivery of information from officers where the language used causes people to lack understanding of the information conveyed. However, misinformation is felt to be infrequent and hinders the communication process because it is guided by the JUKNIS and applicable rules. In addition, there was a mistake by the officer in conveying information orally even though the information had been prepared orally, this happened because of the situation in the field which caused the officer's focus and concentration to be broken so that an error occurred.

Errors in the delivery of information, both oral and written, are inevitable. However, errors are more common in oral communication compared to written communication. This is in line with the opinion of Deddy Mulyana (2020) who stated that oral communication tends to be more susceptible to disturbances because of its spontaneous nature and is influenced by environmental situations and conditions.

In oral communication, spontaneity and time limitations can cause the information conveyed to be less clear or even wrong. According to Cangara (2018), effective communication must consider linguistic aspects, intonation, and word selection so that the message can be understood well by the recipient. Otherwise, there will be a distortion of the message that hinders understanding.

Errors in the delivery of oral information are often influenced by conditions in the field, which cause officers to lose focus and concentration. This is in line with Effendy's (2019) research which emphasizes that external environmental factors, such as noise, time pressure, and interruptions, can affect the effectiveness of communication. However, even though misinformation occurred, this study showed that the communication process was still running well because it was guided by the Technical Instructions (JUKNIS) and applicable rules. This is in line with Rakhmat's theory (2021) which states that the existence of standard operating procedures (SOPs) in institutional communication can reduce the risk of errors and increase the effectiveness of message delivery.

Furthermore, written communication is less prone to errors due to the verification process before information is provided to the public. This is in accordance with Liliweri's theory (2019) which emphasizes that written communication has advantages in terms of accuracy and accuracy because it can be re-examined before being delivered.

Communication theories emphasize that oral communication is more prone to errors than written communication. Spontaneity, environmental conditions, and external disturbances are the main causes of verbal misinformation. However, the existence of rules and guidelines helps minimize the impact of such mistakes in professional communication practices.

### **Mechanical obstacles in empowering farming communities in Sumedang Regency**

Mechanical obstacles occur in the media used in the communication process. Examples that we often experience in our daily lives include the unclear sound of the telephone, blurry letters on letters,

disappearing voices on the radio, newspaper news that is difficult to find in the connection of the column, and meandering images on television.

According to Ruslan (2008), physical barriers, including mechanical barriers, can directly make the message not conveyed effectively to the audience. Examples of physical impairments are poor hearing or disturbances in the sound system.

In terms of mechanical inhibiting factors, the researcher described several indicators, namely the selection of inappropriate communication media and the poor quality of the communication media used. This is in line with the opinion of Silviani (2020), who stated that technical barriers, including mechanical barriers, are obstacles in the form of limitations in communication facilities and equipment, such as uneven technological development and damage to communication equipment.

The results of the study show that the right media is used for team coordination and providing information to the community for now which is often used, namely through social media such as whats app, Instagram, brochures and direct communication using socialization to the community. However, there are obstacles, namely there are still people who still do not have and understand how to use mobile phones, and socialization media cannot invite the entire community to participate in socialization. So the communication media to carry out the empowerment program has been felt to be appropriate in the election because officers use both communication media, both direct and indirect communication media.

In addition, the quality of the communication media used by the officers has been considered good in its use because the communication media used has its own shortcomings and advantages, but there is still a lack of good quality of network signals in certain villages for access to social media used by officers which hampers the communication process between extension teams, lack of response speed of officers in providing information on social media, This happened because it did not have a special empowerment application to be able to directly interact with the community.

Effendy (2018) explained that the effectiveness of communication is highly dependent on the selection of media that suits the characteristics of the audience. Social media has advantages in wide reach and ease of access, so it is very suitable for use in community empowerment programs. However, there are still obstacles in the use of social media, such as the existence of people who do not have or understand how to use mobile phones and limitations in direct socialization because not all residents can attend. Cangara (2020) emphasized that low digital literacy is still a challenge in the application of communication technology, so education is needed for the public to better understand and be able to utilize social media optimally.

The use of a combination of direct communication media (socialization) and indirect (social media, brochures) is in accordance with the needs. Setiawan (2019) stated that a hybrid approach in communication, namely combining face-to-face and digital communication, can increase effectiveness in conveying information and interacting with the community. However, the obstacles faced in the implementation of this communication media are still quite significant. One of the main obstacles is the poor quality of communication infrastructure in certain areas, such as weak network signals that hinder access to social media for officers and the public. In addition, the slow response of officers in providing information on social media is also an obstacle, which is caused by the lack of a special empowerment application that can facilitate faster and organized interactions. Putra (2021) revealed that the limitations of communication infrastructure in rural areas can be the main inhibiting factor in the effectiveness of digital communication.

Empowerment communication carried out through a combination of social media and direct communication is quite effective, but there are still challenges that need to be overcome. To improve the



effectiveness of communication, several strategic steps are needed, such as increasing people's digital literacy through training in the use of social media, improving network infrastructure in areas that still have weak signals, developing special empowerment applications so that interaction between officers and the community is more effective, and increasing the speed of officers' responses with a more efficient communication system. By implementing these steps, empowerment programs in the community can run more optimally and communication barriers can be minimized.

### **Ecological barriers in the empowerment of farming communities in Sumedang Regency**

Ecological barriers in communication occur due to environmental disturbances that can hinder the communication process. These distractions come from external factors, such as traffic noise, the rumbling of people, heavy rain, lightning, or the sound of a plane passing by while a communicator is speaking. The existence of these obstacles can interfere with the understanding of the message by the recipient, so that the effectiveness of communication is reduced. According to Griffin et al. (2020), environmental factors have a crucial role in the success of communication, because external distractions can distract the recipient of the message and cause information not to be conveyed properly. Therefore, understanding ecological barriers is essential in improving the effectiveness of communication.

To overcome ecological barriers, communicators must take strategic steps to minimize the impact of external disturbances. One way that can be done is to choose a place for communication that is more conducive, away from noise or other potential distractions. In addition, if an obstacle occurs suddenly, such as the sound of lightning or a passing plane, the communicator can adjust the way he or she speaks, for example by pausing or increasing the volume of the voice to keep it clear. Based on research conducted by Floyd (2019), adaptation to the environment is one of the key factors in the effectiveness of interpersonal communication, where communicators who are able to adapt to environmental conditions tend to be more successful in conveying messages.

Ecological barriers in communication can be categorized into two main aspects, namely disturbances from the surrounding environment and unfavorable communication conditions. Disturbances from the environment include noise that comes from external factors, while unsupportive communication conditions can be situations that cause discomfort for both communicators and message recipients. According to research by Littlejohn and Foss (2018), ecological barriers often cause distortions in the delivery of messages, which leads to misinterpretation or even loss of the meaning of the message to be conveyed. Therefore, understanding ecological factors in communication is crucial for the success of the overall communication process.

The results of the study show that there are still people who ask for information on the road, so the disturbance is in the noise of the highway so that it hinders the communication process and there is noise from outside the socialization place of the village hall that is close to the highway and the interference is from the community itself because there are still many people who chat when providing information on socialization activities. Furthermore, there is an unpleasant situation that causes communication to be carried out intensely. What hindered the occurrence of unpleasant situations such as differences of opinion from extension officers and the community. This is because the community does not understand the rules that have been conveyed by the extension worker, but when the extension worker re-explains and provides information that the community cannot accept and the community becomes emotional. An unpleasant situation also occurred in the socialization process, the community was still chatting which made the situation uncondusive.

One of the main obstacles is the noise from the highway that is close to the socialization location. According to Hutagalung research (2017), noise that exceeds the threshold can cause psychological and communication disorders in individuals. In addition, Zikri (2015) found that traffic noise can interfere with concentration and communication, which also has an impact on the effectiveness of socialization. This indicates that external noise, such as traffic, becomes a physical barrier in communication that requires a solution, such as location settings or the use of voice aids.

In addition to external factors, disturbances also arise from the participants themselves, namely the community who are still chatting during the activity. This behavior can be categorized as an internal obstacle that interferes with the concentration of other participants and reduces the effectiveness of information delivery. Burhani (2022) explained that noise not only affects hearing, but can also reduce helping attitudes and increase aggressive behavior. In the context of socialization, chatting behavior when conveying information can cause an uncondusive atmosphere and hinder effective communication.

In addition, the difference in the level of public understanding of the rules conveyed by extension workers is also an obstacle in communication. Rafael (2023) said that differences in knowledge can cause communication barriers, especially when individuals with different educational backgrounds experience difficulties in understanding the information conveyed. In this situation, people who do not understand the rules tend to experience misunderstandings and even reject the information provided, which can trigger conflicts with extension workers.

Another barrier in communication arises due to language and cultural differences between extension workers and the community. Naila et al. (2024) emphasized that regional language differences can lead to misunderstandings that lead to differences of opinion in communication. Lack of understanding of the terms used by extension workers can lead to misinterpretations and increase tension in the discussion. Therefore, there is a need for language adjustments and a more inclusive communication approach to avoid unnecessary conflicts.

To improve the effectiveness of communication, it is necessary to make efforts to control noise, increase public awareness of the importance of focus during socialization, and adjust counseling methods to be more in line with the cultural background and level of public understanding.

## **CONCLUSION**

Socio-anthropo-psychological barriers arise due to differences in social, cultural, and communication habits between farmers and extension workers. These differences often lead to misunderstandings and low levels of community participation in empowerment programs. In addition, psychological factors such as prejudice and lack of trust in extension workers are also obstacles in the communication process.

Semantic barriers occur when the use of language that is too formal or technical in conveying information causes farmers to have difficulty understanding the programs being run. Errors in word selection and information delivery, especially in oral communication, have the potential to cause misinterpretation and hinder the effectiveness of empowerment.

Mechanical obstacles are related to limited access to digital communication media, such as unstable internet networks in some regions, as well as the lack of use of special empowerment applications. This factor results in less effective communication between officers and farmers, especially in the dissemination of information related to empowerment programs.

Ecological barriers arise due to environmental disturbances such as noise from highways, uncondusive social conditions, and differences in understanding between extension workers and the

community. This situation often causes disruptions in the delivery of messages, both in socialization activities and in daily communication between officers and farmers.

To overcome these obstacles, a more participatory and inclusive communication strategy is needed. The use of simpler language and appropriate to the local context will help increase farmers' understanding of empowerment programs. In addition, the use of more adaptive technology and the improvement of communication infrastructure in rural areas are urgently needed to ensure the effectiveness of information delivery. By implementing a better communication strategy, the farmer community empowerment program can run more optimally, improve the welfare of farmers, and support regional food security in a sustainable manner.

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