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# PROCEEDINGS

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### Food Sovereignty and Natural Resources in Archipelago Region

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International Seminar

"Food Sovereignty and Natural Resources  
in Archipelago Region"



**PERMAMA**

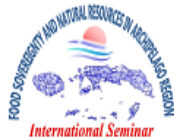


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## **THE EFFECTIVENESS OF SAGO FARMERS' INTERPERSONAL COMMUNICATIONS IN TULEHU VILLAGE**

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### **Abstract**

Interpersonal communication is a potential way in convincing since the participants are using their five senses in increasing the persuasiveness to others. As a complete communication tool, interpersonal communication is an important tool which is everlasting. The objectives of this study were to investigate the individual characteristic behavior with interpersonal communication and to investigate the effectiveness of sago farmer's interpersonal communication. This research was conducted in the village of Tulehu, Subdistrict of Central Maluku, Leihitu Regency in Maluku Province. The survey used the descriptive correlation method and experimental design. This research used the purposive sampling method, and the determination of farmer groups as samples taken from three farmer groups consisting of five respondents from each of these farmer groups. The result showed that the most used communication in interpersonal behavior was communication between sago farmers in groups. The attitude in supporting openness and effectiveness of interpersonal communication was limited due to the cost as well as several physical similarities such as value, trust, social status, and education level.

Key words: *Effectiveness of Interpersonal Communication*

### **INTRODUCTION**

The need of information is particularly important for today's age of information. Information is as important as factors of production such as land, labor and capital. It is also a necessary condition for the development of agriculture since resources without the support of information will not provide optimal results.

Every farmer wants to increase the welfare of his life through his efforts, and to open all horizons of knowledge. It is necessary to build the communication means in his farm in order to help open up ways of thinking and ways of working including farming methods and the way of life in order to develop business. Sago crop farmers in Tulehu Village still have limited access to the mass media information sources; they use more interpersonal sources of information for creating awareness of an

innovation. Sustainable activities of the sago crop farmers are all inseparable from the process of communication that takes place between individual farmers. The farmers' characteristics will determine the level of the farmers' understanding of agricultural information as well as interpersonal communication among farmers through communication behavior to obtain information. Therefore, information availability and readiness of farmers to receive and share are helpful in improving the quality of Human Resources (HR) of rice farmers.

Availability of information sources and channels of information in the field is needed. Sources of information are used for different purposes; mass media to spread the truth to farmers quickly. The use of the mass media as a channel for information is intended to reinforce the message broadcast, while interpersonal channels such as dealing with farmers, friends, teachers, extension workers, government officials, family and neighbors are intended to affect behavior change. From direct contact, each can share information and responses that will be demonstrated as the decision whether to accept or reject.

Information creates a situation in which the user's information should be used as an opportunity to choose. A person who is conscious and can feel the need of the matter will try to find out new things to meet their needs. Awareness of the needs encourage more information seeking about things to meet their needs. Therefore, in order to obtain information with both of the interpersonal communication, they can connect the limitations of farmers in these activities.

Farmers in the village of Tulehu who cultivate sago still have limited information of the management of sago palms. They only follow personal experiences and knowledge passed on from their parents which are the things which can affect them in understanding information sago palms. Farmers of sago plantations are still getting limited mass media information sources. They use more information sources in the form of interpersonal communication. In addition, the pattern of traditional farming by farmers is difficult to change, because of the lack of intensity of counseling and guidance to enhance their skills and to motivate farmers to undertake their planting activities. Under these conditions, this study is meant to determine the effectiveness of interpersonal communication of sago plant growers with the lack of information on the management of sago palms in mass media.

## **METHODS**

The reason of choosing Tulehu Village is because the potential sago forests which are still extensive. The presence of sago crop farmer groups who supply the newly established starch noodle plant which was established prior to the International Sail Banda village Tulehu is also a factor. The population of sago farmer groups arriving at the village Tulehu

totaled ten farmer groups and sample farmer groups in which members of each group were taken each of the five respondents. The sampling technique was taken intentionally (*purposive sampling*). The data collected consists of two sources, namely primary data and secondary data. Primary data is data obtained from respondents in the form of direct interviews using the questionnaire as a tool for data collection and direct observation at the sites while the secondary data obtained from the village offices and agencies. To answer, the method is using descriptive statistical analysis (Sugiyono, 2006) in the form of the sum, percentage, average, average score and a simple tabulation and analysis of qualitative descriptive

## **RESULTS AND DISCUSSION**

### **Interpersonal communication behavior**

No human being can live alone. They have a sense to always live and co-exist with other human beings as members of society. In a relationship with other members of the community, each individual certainly interacts with other community members. In the interaction, it always begins with a contact that leads to a tendency to share information between each individual. From the trend of sharing this information, it will give rise to another embodiment of individual interactions, leading to connect anyone who is sharing information about individual behavior in planting rice. Interpersonal communication of behavior is an action or activity of the respondent in seeking and receiving information through interpersonal media. Interpersonal communication behaviors measured by the frequency of face-to-face contact or communication with a fellow respondent farmers, extension workers, researchers, and community leaders and also the interaction in receiving and seeking information about the sago plant technology over the last three months time of the study. The frequency of interpersonal communication behavior of respondents in the location study is presented in Table 1.

The daily life of farmers cannot be separated from its environment, especially between fellow farmers. Communication among fellow farmers dominates daily communication activities. This can occur due to physical or social interactions, the farmers have close living quarters with each other. Interaction and communication among growers often occurs in an environment where they live and paddy fields, as farmers working on their fields. Based on Table 1, it shows that the frequency of interpersonal communication conducted by fellow farmer respondents indicate average score of 2.40. This means that the contacts made by fellow farmers are in the middle category. This is because each farmer has his own group in communications technology as well as well as information about the source of sago plants. The fellow farmers there are familiar of technological information known to them. Each group usually has the

person to ask for or to discuss with. The farmers have a greater tendency to discuss with other people compared to discussing with other farmers or members of the group.

**Table 1 Mean Score Interpersonal Communication Behavior**

No	Sources of information Interpersonal Communication	Mean scores *
1.	Contact with fellow farmers	2.40
2.	Contact with PPL	2.26
3.	Contact with researchers	1.09
4.	Contact with Community Leaders	2.14
5.	Contact with fellow farmers in the group	2.82
Total Mean Score		2:14

*Note: \*) 1.00-1.67 = low, 1.68 to 2.33 = moderate, 2.34 to 3 = high*

Contact with agricultural extension field (PPL) is interpreted as the relationship between farmers and extension agents. The interaction between agricultural extension field (PPL) with farmers indicate interpersonal communication between two parties, whether made directly or indirectly. Agricultural extension field (PPL) is a person who on behalf of the government or educational institutions are obliged to influence the decision making process undertaken by the target extension to the adopt innovations. In reaching the level of effective and efficient education, it is largely determined by the intensity of the positive interaction between farmers and extension workers or reformer agents. The interaction is a prerequisite for farmers to adopt a given innovation (Slamet, 1978). Based on Table 1 above, the frequency of interpersonal communication with agricultural extension field (PPL) showed the average score of 2.26, this means the contacts made with the agricultural extension field (PPL) is in the medium category. This is possible because PPL has a fixed schedule of visits every month to every farmer groups, and farmers already know the schedule of the visit. However, the presence of the farmers in these activities has not been satisfactory. This situation is partly due to farmers having other activities outside the farm to earn extra income, such as construction work, selling, becoming taxi drivers and others.

Contact with respondents in the research activity to seek and receive information about the information technology on sago palms is through personal contact with the researchers. In seeking and receiving information in BPTP Maluku agricultural technology, the respondents consulted individually or in groups. They show the frequency of interpersonal communication with the researchers with the average score of 1.09, this means the contacts made by the researchers are in the low category. The low frequency of interpersonal communication with

researchers, due to the location of the rare investigator conducting research related to technology sago palms and if by chance there were researchers who conduct on-site visits or surveys, more meetings with administrators group occurs. Not all respondents have the time to meet and discuss because they are busy working. Researchers can only met by the farmer if his visit told beforehand, so that the group leader can collect members.

Someone to make sure the information obtained, will perform as interpersonal contact with community leaders and reformers agent / development (the change agent). At this stage he needs his opinion and advice from people who believe in him. Sastropoetro (1988) argued that, leadership of the surrounding community leaders or people who have the technical competence to provide the function of legitimacy to the decisions to be made. Lack of interpersonal communication among respondents with the community leaders, is among others caused which make farmers feel that knowledge of community leaders in the area of plant sago is same with their knowledge so that they are can have more frequent discussions with the field extension workers (PPL) on farms to be compared with farmers group leaders and coordinators of the contact farmers as a public figure. Most contact is with community leaders to get required help.

Communication among groups of peasant farmers is important, because it is believed to be able to become a connection to create the productivity of human resource. Communication between farmers that are conducive to encourage farmers to work creatively and productively is necessary. The role of the group serves as a communication channel or medium of communication to carry out discussions and find solutions to common problems among members of the members by extension workers and farmers about a variety of information and or technology adopted by individuals or groups. Frequency of interpersonal communication with a fellow farmer respondents in group shows the average score of 2, 82. This means that it is at the high category. This is possible because the relationship among farmer group members is familiar, each member is free to participate in meetings and to communicate between fellow farmers who actively communicate with other farmers. Farmers receive information from other farmers and agricultural information is spreading to other farmers. In addition, they also welcome suggestions, discussion and provide advice on information technology to other farmers within the groups.

### **Interpersonal Communication Effectiveness**

Effectiveness in interpersonal communication will promote positive relationships with others. Interpersonal communication can be effective and can also be very effective depending on the interpersonal communication that occurs. Effective Interpersonal Communication is the

deal of information and the quality of relationships built and is an important asset in social relationships. This refers to the concept of De Vito on Effective Interpersonal Communication from the humanistic point of view. In this view to produce effective communication is necessary to openness, empathy, being supportive, positive attitude and the equality of the parties to communicate. To see a picture of the effectiveness of interpersonal communication can be seen in Table 2.

**Table 2 Mean Score of Interpersonal Communication Effectiveness**

No	Interpersonal Effectiveness Communication	Mean scores *
1.	Openness	2.44
2.	Empathy	2.34
3.	Attitude Support	2.36
4.	Positive Attitude	2.39
5.	Equality	2.37
Total Mean Score		2.38

*Description: 1.00-1.67 = low, 1.67 to 2.33 = moderate, 2.34 to 3 = high*

Open attitude has very big influence in fostering effective interpersonal communication. Based on Table 2, it can be seen that openness in interpersonal communication has effectiveness with the average score of 2.44. This means that it is a relatively high category. Higher openness in the study area is due to respect respondents' weaknesses and advantages possessed by other farmers. In addition they help each other in addressing various issues related to their work. This openness condition can happen because the respondents can interact honestly to the stimulus coming. Openness in this sense is to recognize that the feelings and thoughts expressed are private property and the farmers are responsible for it.

Empathy is the ability to understand and feel what is perceived by others. Empathy in this study is the ability of farmers to put themselves in the situation or conditions faced by his fellow farmers. Based on Table 2, the variables of empathy in interpersonal communication effectiveness have an average score of 2.34. Means, empathy has relatively in high in the category. This happens because the sense of kinship and mutual help among farmers is very good in giving attention. It is known of what is being experienced by other farmers associated with his work and social life. Effective interpersonal communication need to be supported by the empathy of the communicating parties. Empathy is one of the factors that affect the success of the change. One factor determining the effectiveness of communication is the closeness of the relationship between the source and the recipient, the condition such as this occurs when there is empathy.

Effective interpersonal relationship is a relationship in which there is the attitude of support (*supportiveness*). Open communication and empathy cannot take place in an atmosphere that does not have support. Based on Table 2, it is shown that the average score of 2.36. This means being supportive has high category. The high average score mutually supportive working environment and illustrate that participation in farmer groups and community social life in the area of research among the farmers is very good. This can happen because of the interpersonal communication between the respondents with other farmers who has a supportive role in the motivation and morale within farmers. Attitudes can be realized with the support of other farmers who value the opinions and give attention to it when communicating with other farmers.

A positive attitude in the effectiveness of interpersonal communication is one important factor in the process of interpersonal communication. Based on Table 2 above, a positive attitude variables showed that the average score of 2.39. This means that a positive attitude is in relatively high category. It is a portrait of the respondents in the study area who have an intimate atmosphere of farm work when communicating and with family relationships which are warm and friendly among farmers. Positive attitude in support of effective interpersonal communication among respondents can be realized if farmers can have a positive view of themselves and can show good feelings when communicating with other farmers. This is so that it will support personal image and make them feel better. Everything is in accordance with what was said De Vito (2001), which states that the inhibition of interpersonal relationships can be caused by a lack of positive attitudes held by individuals and the effectiveness of interpersonal communications will be built up if the person has a positive attitude towards her. Those who feel positive about herself and suggests this feeling to others, will also reflect positive feelings as well, so it will be a positive interaction.

Equality is a desire expressed explicitly to work together to solve a particular problem. Based on Table 2, the variables equality shows average score 2.37. This means equality is a relatively high category. This illustrates that farmers in the area of research have the advantages and disadvantages of mutual respect that is owned by other farmers. Equality can be built if supported by the cooperation among the farmers in solving the problems that occur in farming. In interpersonal communication it is an important factor in the process of interpersonal communication, which means that there must be a good acknowledgment that both sides are equally valuable and precious and that each person has something important to contribute (De Vito, 2001).



## **CONCLUSION**

The effectiveness of interpersonal communication between farmers of plant sago with excellent interpersonal communication behavior is being in the middle category. This is because farmers prefer the group as a place to communicate and share experiences on the management of sago palms, but it is also lack of information about technology on sago palms from related parties

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