

Utilization of Communication Media in the Process of Extension to Develop Farm Business at Minahasa District North Sulawesi Province

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ABSTRACT: Government's target to provide animal protein needs of Indonesian society consumptin is a driving force in improving farm bussiness. One factor that must be considered to improve the farm business is the availability of adequate information. Lack of communication and dissemination of adequate information would impede the achievement of sustainable business. In the field of animal husbandry, the dissemination of information is done through extension by using the media as a communication tool, are very helpful for breeders in acquiring innovations and solutions to improve system maintenance thus increasing the welfare of farmers. Communication extention is an activities of extention in which the counseling process requires expertise and communication skills of an instructor in conveying information. At Minahasa, each instructor handle 3-4 villages with very minimal competence . These limitations can be overcome by using communication media that help spread information wider to reach farmers. The purpose of this research is to describes the communication media used by instructor in providing information to farmers. The aim of this study describes the use of media of communication by extention agents in providing information to breeders. The media of communication used are electronic media (radio and TV) and printed media (Newspapers and brochures), these medias are the variables analyzed descriptively with presentation model. The study's result indicated that electronic media (TV and radio) was the most effective media used as source of information.

Keyword: Media, Communication, Counseling, Farm Business

INTRODUCTION

The government of the Republic of Indonesian is building the agricultural sector and one of its programs is to achieve food sovereignty including animal food (meat) in order to fulfill the needs of animal protein for Indonesian communities. This becomes a driving factor in increasing competitiveness in the field of cattle breeding. In order to increase the above-mentioned competitiveness, the quality Human Resources (HR) and the technology of cattle breeding is a dominant factor to be paid attention to. The Information Technology (IT) about cattle breeding will be useful if applied well by all stakeholders.

The venture of cattle breeding in Minahasa Regency is generally dominated by local people's small-scale cattle breeding and is run traditionally. The kinds of livestock dominantly raised by them are cows, pigs and poultry. The livestock's population in Minahasa Regency can be seen on Table 1.

Table 1. Kinds of Livestock in Minahasa Regency

No.	Kinds of Livestock	Population (head)
1	Cows	20,559
2	Pigs	113,757
3	Chicken	6,999,990
4	Laying Pullet	260,020
5	Broiler	318,800
6	Quails	80,975
7	Goats	2,682
8	Rabbits	1,450

Sources : Agriculture, Livestock and Plantation Service (2014)

The development of the venture of cattle breeding in Minahasa Regency needs close cooperation between the government and other parties, for instance, private corporations. One of the factors that has to be paid attention is to increase the venture of cattle breeding is the availability of adequate information. The participation of breeders in various activities of developing the business of cattle breeding is influenced by many factors, among others, the availability of adequate information (Sucihati Ningsih, 2010). The lack of communication and the information which is not adequately spread will hamper the reaching of sustainable cattle breeding. The extension's communication is participation and exchange of experiences.

An extension agent is the one who explains who? Says what? In what channel to whom? With what effect? (Lasswell, 1964). In the field of cattle breeding, the spread of information which is done through extension programs by using media as the means of communication is very helpful to breeders in obtaining information about innovation and solution to improve their breeding system so as to increase breeders' prosperity (well-being). The communication of extension is an activity where in the process of giving extension, an agent (*penyuluh*) needs expertise and communication skills in delivering information (Subedi, 1996 and Sulaiman, 2006). In this connection, the government through relevant services or agencies are carrying out the program of developing the venture of cattle breeding through intensive and continuous guidance in the form of accompanying by an extension agent.

In Minahasa Regency, an extension agent who only has a minimum competence is expected to handle 3 – 4 villages. This limitation can be bridged by using media of communication to help spread information in order to be able to reach broader groups of breeders. The aim of this study is to describe various media of communication used by extension agents in giving information to breeders through electronic media (TV and radio) and printed media (newspapers and brochures). The variables are analyzed descriptively by using presentation model.

MATERIAL AND METHODS

This study was conducted in Minahasa Regency, North Sulawesi Province, by using survey method (Singarimbun and Effendi, 1995). The location of the study was taken by purposive sampling method with the consideration that there were certain groups of breeders who had got the government's aid and accompanying from the Food Resilience Agency (Badan Ketahanan Pangan) of Minahasa Regency.

The respondents in this study were the breeders who joined (members) in the Food Resilience Agency of Minahasa Regency and were taken by total sampling method and numbering 63

respondents which were distributed in three groups. They are the groups who refer themselves as kelompok afinitas Tondegesan numbering 23 respondents, kelompok afinitas Suluan numbering 16 respondents and kelompok afinitas Pinasungkulan numbering 19 respondents. The respective group was accompanied by an agent. The data were analyzed descriptively with the percentage of each variable. The variables analyzed covering electronic media (TV and radio) and printed media (newspapers and brochures).

RESULTS AND DISCUSSION

A professional extension agent whether he/she is from governmental agency or from private corporation should apply effective approach communication and is capable of comprehending fully the materials of communication and also able to apply the means of communication used.

Rintjap *et al* (2013) says that feedback is the response to message delivered by the giver through media used. The results of Abdullah's research (2012) about the role of extension and breeders' groups to enhance the adoption of technology of beef cattle breeding indicates that extension is an important role in developing cattle breeding, especially in strengthening farmers' groups and the enhancement of the process of technology adoption by the breeders.

The results of study by Yosi Arie Shandi (2010) and Rintjap (2015) that the receiving of information is largely affected the groups members' needs. The results of study by Oto Jacob and Shimayohol Dandu (2011) towards farmers in Nigeria stated that interpersonal channel of communication used to deliver messages had an effect to the rise of farmers' income in villages.

The variables analyzed descriptively with presentation model was printed media (newspapers and brochures) and electronic media (TV and radio).

The average answers of respondents are categorized by making interval scores calculated from the highest score which is subtracted from the lowest score divided by five, obtained interval for category as much as 0.08, thus the respondents' categorized answers are determined based on scores as on Table 2.

Table 2. Determination of Category of Score Based on Respondents' Categorized Answers.

No.	Scale of Categorized Answers	Category of Score
1	1.00 – 1.80	Very Poor
2	1.81 – 2.60	Poor
3	2.61 – 3.40	Fair
4	3.41 – 4.20	Good
5	4.21 – 5.00	Excellent

Source : Sugiyono, 2008

Description of variables examined are presented in the form of frequency and percentage of respondents' answers is presented on Table 3.

Table 3. Variables of Electronic Media and Printed Media.

Indicator	Percentage of Respondents' Answers										Average
	1		2		3		4		5		
	F	%	F	%	F	%	F	%	F	%	
Electronic Media	0	0.00	5	7.937	33	50.769	25	39.683	0	0.00	3.50
Printed Media	0	0.00	6	9.524	23	36.508	34	53.968	0	0.00	3.39
Average Variables											3.45

Source : Processed Data

Table 3 indicates 34 respondents (57.968%) agree to use electronic means in receiving messages delivered. The average score shows that grade 3.50 is located on good criterion (based on Sugiyono's criteria, 2008) which is presented on Table 2. It means electronic media used by extension agents in providing or delivering messages was considered good by breeders. For printed media, as many as 33 persons (50.789%) respondents answered that they agreed to use printed media in receiving messages delivered. The average score shows that grade 3.39 lies on medium criterion (based on Sugiyono's Criteria, 2008) which is presented on Table 2. It means the electronic media used by extension agents is considered good by the breeders. From printed media as many as 33 persons (50.769%) respondents answered that they agreed using printed media in receiving messages delivered. The average score shows that grade 3.39 lies on medium criterion (based on Sugiyono's criteria, 2008) which is presented on Table 2. It means printed media used by extension agents is considered good by breeders.

Electronic media and printed media used by extension agents showed that electronic media has higher value than printed media. And this is a fact that makes agents prefer using electronic media, such as TV and radio than printed media, such as newspapers and brochures. The study's results by Pete Verget III et al (2005) showed that beef cattle breeders in Florida, USA, received messages sent by extension agents through channel of leaflets and radios. Kakansing (2009) stated that farmers basically are doing activities to fulfill their needs, and messages which are considered unsuitable with their needs will not be responded by farmers. Message contents in the form of information which is presented in the form of image, sound and text are easily understood by communicators (Rintjap, 2014). The study's results indicated that the most effective media used as sources of information is electronic media, such as TV and radio. Extension agents directly deliver messages containing information regarding methods of breeding suited to breeders' needs and to the species of livestock raised.

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