

The Development of Sheep Farming Business With Participatory Development Communication in Malang

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ABSTRACT

The success of business development can't be separated from participatory communication. This research was conducted in Tajinan Village, Malang. The research data used primary data and secondary data. Furthermore, the data were analyzed using SEM GSCA. This research aimed to analyze the effect of Participatory Development Communication (PDC) factors, such as the socio-cultural component and elements of the communication process on the development of sheep farming business. The results showed that the elements of the communication process affected PDC and it affected the development of sheep farming business. Besides, the development of sheep farming business did not affect PDC and there was not a single socio-cultural component variable and elements of the communication process that affect PDC or farming business development through PDC or sheep farming business development.

Keywords: socio-culture component; element of communication process; PDC; Business Development

INTRODUCTION

Sheep are one of the interested livestock to be developed into a farming business. One of the reasons is the abundance of land and feed in East Java. Based on data from the Livestock Service Office of East Java Province (2020) that the population of sheep has increased every year. In 2017, it had a population of 1,362,062, 1,374,742. In 2018, and 2019 it reached 1,382,418. Thus, it is proven that sheep are the most desirable to be used as a farming business.

Tajinan Village has a development program in the form of sheep farming business development. The program emerged because of the interest and cohesiveness of the community to improve the social, economic, and political aspects of individuals, social groups to community groups. The program was initiated by one of the Islamic boarding schools named Pondok Pesantren Angkring Fathul Ulum. Basically, Islamic boarding schools are as a role model or trusted subject for the community in running a business. The development of a sheep farming business is in direct partnership with *Agiranch*, which is a farm in the field of sheep breeding.

Business development is closely related to the participatory communication process, in which the involvement of all existing parties is also needed to achieve business goals. The theory of participatory development communication is Participatory Development Communication (PDC). The theory was introduced by Paulo Freire in 1973. The concept of PDC is "CIME". It is "Communication at the grassroots level, the exchange of information, two-way media, and non-formal Education".

It means PDC is an interactive and participatory approach by emphasizing the interrelation that occurs between parties (Besete in Azizah, Putritamara, and Febrianto, 2019). This research aimed to determine the effect that exists in PDC in the form of socio-cultural components and elements of the communication process on the development of sheep farming businesses directly or indirectly.

LITERATUR REVIEW

The socio-cultural component is an aspect that exists to affect PDC. In this case, the socio-cultural component consists of community institutions or norms and language. Social institutions or norms, namely a community institution is a collection of norms and all levels between a basic need in social life (Soekanto, 2006) that is accepted by the community together to maintain mutual unity between communities. Meanwhile, according to Ahmad, Yulandari, and Setiabudi (2012), language is a unifying tool for society in the form of communication tools both orally and in writing. Thus, there is an attachment between the community and the environment and in the end, there is a perfect blending of each individual with the conditions of the community.

Another factor in PDC is the element of the communication process that consists of communication messages and communication media. The communication message is the whole of what is conveyed by the communicator which is the core message or theme that becomes an effect in trying to change the attitudes and behavior of the communicant (Alamgir, Salahuddin, Syed, and Manzoor, 2017).

Furthermore, communication media is a tool used to channel messages that occur in the communication process. Misnawati (2013) explained that the communication media used in a communication must be in accordance with the target audience, thus, the message to be conveyed can be understood and received well.

Participatory Development Communication based on (Bassette in Gonsalves, Becket, Braun, Campilon, Chaves, Fajber, Capiriri, Cominade, and Vernoooy, 2005) is defined as an activity plan based on several sides. One side is the participatory process while the other side is on the media and interpersonal communication as a facility in the form of dialogue between stakeholders. Basically, to achieve the goal of developing a farming business based on PDC, a vision is needed. The vision on national development that is applied in the development of sheep farming business is (Setiyanto and Irawan, 2016): (1) Based on economic, efficient, effective and transparent principles; (2) outcome-oriented performance-based;

(3) zoning medium-term expenditures; (4) Designed to accommodate top-down policy and bottom-up-planning political approaches.

METHODOLOGY

The research was carried out from November to December 2020 in Tajinan Village, Malang Regency with quantitative descriptive research method. Total sampling was a sampling technique with a total of 35 respondents. Methods of data collection used observation, interviews, questionnaires and documentation. Data analysis used SEM GSCA (Structural Equation Modeling Generalized Structured Component Analysis).

RESULT AND DISCUSSION

The influence analyzed using SEM GSCA between the socio-cultural components, elements of the communication process, PDC, and sheep farming business development is shown in (Figure 1). In addition, the results of hypothesis test can be seen in (Table 1)

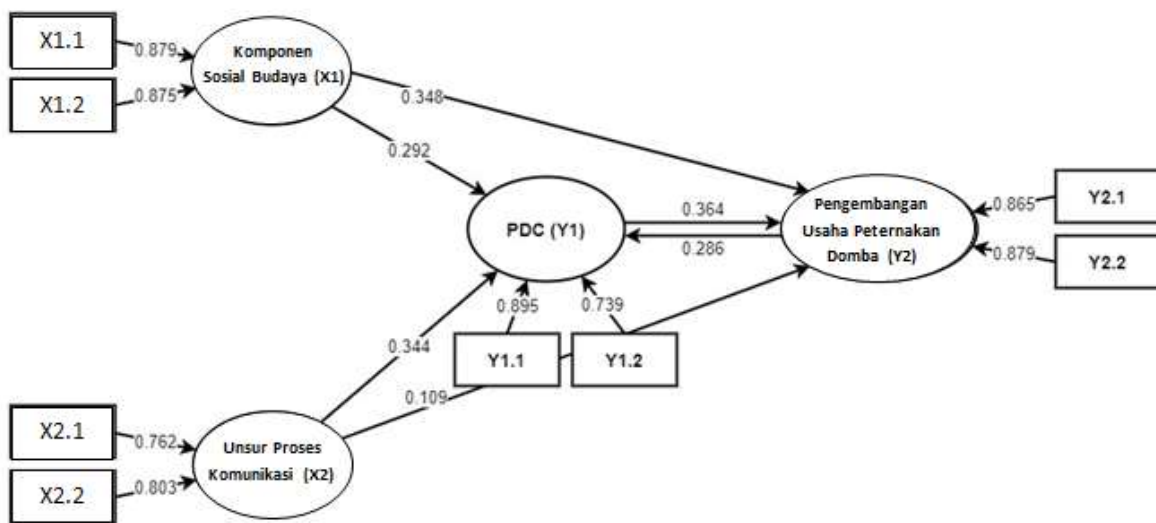


FIGURE 1: Hypothesis Test Result

TABLE 1: Hypothesis Test Result

H	Effect	Coeff line	P-value	Information
1	X1 → Y1	0.292	0.104	No
2	X2 → Y1	0.344	0.027	Significant
3	X1 → Y2	0.348	0.109	No
4	X2 → Y2	0.109	0.336	No
5	Y1 → Y2	0.364	0.040	Significant
6	Y2 → Y1	0.286	0.072	No
7	X1 → Y1 → Y2	0.106	0.176	No
8	X2 → Y1 → Y2	0.125	0.113	No
9	X1 → Y2 → Y1	0.099	0.201	No
10	X2 → Y2 → Y1	0.031	0.367	No

According to Figure 1 and Table I above, the socio-cultural component variables had indicators of social institutions / norms and language. Other variables are elements of the communication process that had indicators of communication messages and communication media. The next sub-chapter discusses the PDC variable and the development of sheep farming business. The following is an explanation based on the results of the research.

1.1) The Effect of Socio-Culture Component (X1) toward PDC (Y1)

The effect of the Socio-Cultural Component (X1) on PDC (Y1) obtained a path coefficient of 0.292 with a p-value of 0.104. A p-value that was more than 0.05 (sig <0.05) indicated a positive but not significant effect. It means that the better the Socio-Cultural Component (X1), the better the PDC (Y1). In the results of the research, it was found that there was a business agreement made jointly by the parties involved.

However, in fact, the agreement could not be implemented with full responsibility even though it was based on a joint decision.

1.2) *The Effect of Communication Process Element (X2) toward PDC (Y1)*

The results of the analysis of the effect caused by the Communication Process Element (X2) on the PDC (Y1) obtained a path coefficient of 0.344 with a p-value of 0.027. The significance value in the research was 0.05. It indicated that there was no significant positive effect. Thus, it can be interpreted that the better the Communication Process Element (X1) would not result in the better PDC (Y1). This research, used appropriate communication media to convey messages. The media was chosen based on the capabilities possessed by all parties in the form of WhatsApp Groups but only a few parties were active to provide information to each other or submit suggestions related to the program. Therefore, the availability of elements of an adequate communication process would not make the participatory communication of the people involved in the development program even better.

1.3) *The Effect of Socio-Cultural Components (X1) toward Sheep Farming Business Development (Y2)*

Testing the effect between the Socio-Cultural Components (X1) on Sheep Farming Business Development (Y2) obtained path coefficient of 0.348 with a p-value of 0.109. P-value more than 0.05 (sig > 0.05). It indicated a positive but not significant effect. It means that the better the Socio-Cultural Component (X1), the better the Sheep Farming Business Development (Y2). The community was less active related to the program to report actual events in the field. Basically, every development program has internal and external factors that act as supporters or obstacles to the success of a program in development (Girsang, 2011). Therefore, if this continues to happen, it is likely that the objectives in the program will be difficult to achieve.

1.4) *The Effect of Communication Process Element (X2) toward Sheep Farming Business Development (Y2)*

The results of the analysis of the effect of the Communication Process Elements (X2) toward Sheep Farming Business Development (Y2) obtained a path coefficient of 0.109 with a p-value of 0.336. The significance value of the research was 0.05 so that the Communication Process Element (X2) toward the Sheep Farming Business Development had a positive but not significant effect. This effect could be interpreted that the better the Elements of the Communication Process (X2) would not result in better Sheep Farming Business Development (Y2). In this research, it was found that the lack of independence related to the implementation of the communication message that had been conveyed from the companion to the farmer caused the message to not be implemented properly. Breeders tended to be passive if they did not start from the companion. Thus, the facilitator had to always guide the breeder while the sustainability of a program couldn't be separated from the independent attitude of the implementer. The characteristics of independence were characterized by the ability to determine creativity and initiative, regulate behavior, be responsible, be able to hold back, and make decisions without being affected by others (Desmita, 2011).

1.5) *The Effect of PDC (Y1) toward Sheep Farming Business Development (Y2)*

Testing the effect of Participatory Development Communication (Y1) toward Sheep Farming Business Development (Y2) obtained a path coefficient of 0.234 with a p-value of 0.036. P-value less than 0.05 (sig < 0.05). It indicated a positive and significant effect. It means that the better the PDC (Y1), the better the Sheep Farming Business

Development (Y2). The involvement of all parties in the form of participatory communication can be utilized in terms of receiving and distributing information about the utilization of local potential and policy making. Reciprocal collaboration through a participatory approach from all aspects consisted of listening, respecting, and having mutual trust in each other is very necessary because PDC is based on the idea that all development actors must act under the same umbrella (Hasan and Arroyo, 2019).

1.6) *The Effect of Sheep Farming Business Development (Y2) toward PDC (Y1)*

The effect of Sheep Farming Business Development (Y2) toward PDC (Y1) obtained a path coefficient of 0.286 and had a p-value of 0.72. The significance value used in the research was 0.05. Thus, the Sheep Farming Business Development toward PDC had a positive but not significant effect. Based on this effect, it could be interpreted that the better the Sheep Farming Business Development, the better the PDC would be worse. In the results of the research, it was found that in the Sheep Farming Business Development routinely held but not all parties involved could attend. Hence, the information to be conveyed could not be spread evenly. In addition, if there was an exchange of opinion between stakeholders and the community, it couldn't be through the agreement of all parties involved because there were only a few parties who were present or enthusiastic in expressing this opinion.

1.7) *The Effect of Socio-Cultural Components (X1) toward Sheep Farming Business Development (Y2) through PDC (Y1)*

Examining the effect of the Socio-Cultural Component (X1) toward Sheep Farming Business Development (Y2) through PDC (Y1) obtained a path coefficient of 0.106 with a p-value of 0.176. A P-value of more than 0.05 (sig > 0.05) indicated a positive but not significant effect. It means that the better the Socio-Cultural Component (X1), the better the Sheep Farming Business Development (Y2) through Participatory Development Communication. (Y1). Even though the rules contained in the development of livestock businesses had been made jointly, the lack of public awareness of a responsibility in the program was one of the factors why these regulations did not work properly. Responsibility is one of the behaviors needed in social life in the form of holding commitments, utilizing resources, being tolerant and patient, honest, fair, and building a collaboration between communities (Hawari, 2012).

1.8) *The Effect of Communication Process Elements (X2) toward Sheep Farming Business Development (Y2) through PDC (Y1)*

Testing the effect of Communication Process Elements (X4) toward Sheep Farming Business Development (Y2) through Participatory Development Communication (Y1) obtained a path coefficient of 0.125 with a p-value of 0.113. A P-value of more than 0.05 (sig > 0.05) indicated a positive but not significant effect. It means that the better the Communication Process Element (X4), the better the Sheep Farming Business Development (Y2) through Participatory Development Communication (Y1). Messages delivered using media that were owned and understood by everyone involved, one example is through the WhatsApp group. Through these media communication, messages could be conveyed. The facilitators had tried to convey information but on the other hand they also couldn't control whether the video or other information is seen, read, understood or practiced or not.

1.9) *The Effect of Socio-Cultural Components (X1) toward PDC through Sheep Farming Business Development (Y2)*

Testing the effect of the Socio-Cultural Component (X1) toward Participatory Development Communication (Y1)

through Sheep Farming Business Development (Y2) obtained a path coefficient of 0.099 with a p-value of 0.201. A P-value of more than 0.05 (sig > 0.05) indicated a positive but not significant effect. It means that the better the Socio-Cultural Component (X1), the better the Participatory Development Communication (Y1) through Sheep Farming Business Development (Y2). In this research, Pondok Pesantren is an institution used as a medium in community development programs where through Islamic boarding schools, apart from being able to develop the surrounding area, they can also advance the cottage with the development of a farming k business. Institutions have a role in the preparation of participatory development, driving self-help mutual assistance in the community, and implementing and controlling development programs (Mawitjere, 2018). Yet, in this case, the PDC was still low to be one approach to the development program, namely the development of a sheep farming business by involving Islamic boarding schools.

1.10) The Effect of Communication Process Elements (X2) toward PDC through Sheep Farming Business Development (Y2)

Examining the effect of Communication Process Elements (X4) toward Participatory Development Communication (Y1) through Sheep Farming Business Development (Y2) obtained a path coefficient of 0.031 with a P-value of 0.367. A P-value of more than 0.05 (sig > 0.05) indicated a positive but not significant effect. It means that the better the Communication Process Element (X4), the better the Participatory Development Communication (Y1) through Sheep Farming Business Development (Y2). In the companion program providing information related to feeding livestock, sheep should not be allowed to feed fresh grass directly because it would be harmful to livestock health, but farmers still did that. Therefore, even though there was a message that was always conveyed by the companion, it still couldn't make the development of the sheep farming business achieved its goals because of the difficulty of changing people's attitudes and behavior. Self-awareness in the community was needed, including providing feedback to the companion after conveying the contents of the message, responding to the message openly could make good developments every day, and the ability to make the right decisions even though there is a lack of certainty and pressure from inside and outside oneself. Igbinovia, Fandi, Mahmoud, and Tlusty, 2016).

CONCLUSION

The communication process elements affect the PDC and PDC affects the Sheep Farming Business Development. Yet, the sheep farming business development does not affect the PDC. There are no socio-cultural components and the communication process elements that affect PDC or sheep farming business development through PDC or sheep farming business development.

SUGGESTION

The application of participatory communication needs to be improved in a development program by all parties involved.

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