

# Communication Strategy of Agricultural Extension to Motivating and Fostering Sustainable Food Yard Farmer Women's Group in Binjai City

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## Abstract

*This study aims to analyze the communication strategies carried out by Agricultural Extension Officers (PPL) to motivating and fostering the sustainable food yard Farming Women's Group (KWT) in Binjai city. The research method used is qualitative methods with interpretive descriptive studies. Determination of research informants by purposive sample. Collecting research data through in-depth interviews, observation and documentation. The results showed that the Communication Strategy of Agricultural Extension Officers (PPL) in motivating the Women Farmers Group (KWT) in Binjai City is carried out by means of coordination, identify ideas and interests, visits, reducing distance, establishing familiarity using light communication, being listeners and giving awards. The communication strategy of Agricultural Extension Officers (PPL) in fostering the Women Farmers Group (KWT) is carried out by introducing the public through identification of community conditions and potential areas, compiling materials / messages based on field needs, determining the method of delivering messages, selecting and using the media by face to face through the group and individual approaches and making scheduled meetings. The communication process runs effectively with one-way communication between the PPL and the women farmer groups and transaction communication with the discussion / sharing groups to exchange knowledge between groups of women farmers. The communication process carried out by the Agricultural Extension Officers (PPL) fosters attention, interest, desire, decision and action. Inhibiting factors in developing sustainable food garden activities, namely technical obstacles in the form of adjustments to the time of guidance and ecological obstacles during the Covid-19 pandemic, there were no group coaching activities.*

## Keywords

interactive media; macromedia  
flash; mathematical critical  
thinking ability



## I. Introduction

Food is the most basic need for human life. Foods that meet the amount and nutritional content can provide good benefits for health. Food sufficiency for citizens in a country is a serious concern of the government in every country. Indonesia is a country that is quite serious in responding to food matters for its citizens, this is shown by placing food as an important state affair. Food affairs are entrusted to the Ministry of Agriculture of the Republic of Indonesia through the Food Security Agency to handle food problems in Indonesia.

Responding to food problems in Indonesia, the Food Security Agency of the Ministry of Agriculture has made several food security programs for alleviating food insecurity vulnerable areas such as the Sustainable Food House Area (KRPL) program. The Sustainable Food Home Area Program (KRPL) has been implemented since 2010 and has now changed its name to Sustainable Food Courts (P2L) since December 2019. Sustainable Food Courts (P2L) is a program of activities for using yards, non-productive land around people's homes for farming. to meet some of the food needs at the household level.

One of the focuses of research in the development of this sustainable food yard program is that activities to motivate and guide community/farmer groups need to be carried out continuously. Motivating and fostering community/farmer groups carried out by Field Assistance Officers (PPL) by generating interest and increasing public knowledge about innovations from the government. Information and food management techniques at the family level need to be conveyed by officers so that each family understands the fulfillment and processing of food that is good for consumption by the family.

The ability of Field Assistance Officers (PPL) to develop communication strategies is needed to motivate and develop farmer groups and it is important to be prepared in advance. Communication of counseling or community development is certainly inseparable from disturbances and obstacles encountered when carrying out coaching. The obstacles that can occur are due to the different understandings of the community, the culture and habits that exist in the community, the level of public education and the public's interest in government programs.

One of the regions implementing the Sustainable Food Garden program in North Sumatra Province is the City Government of Binjai. The Sustainable Food Garden Program is very interesting to develop in the city of Binjai, this is because the city of Binjai, which is located in urban and rural areas, most of the people still have large yards and non-productive lands that can be used to grow food crops. In the city of Binjai to date, the growth of community groups/farmers who participate in developing the Sustainable Food Farming program (P2L) is approximately 16 groups of active women farmers consisting of 4 development groups, 5 second-stage growth groups and 7 new growth groups spread across several sub-districts. (DKPP Binjai City, 2020).

The activity of using yard land through the Sustainable Food Garden program in the city of Binjai has its own problems for women farming community groups which are dominated by housewives. It is necessary to raise awareness and invite group members to understand the goals and benefits of carrying out yard land use activities. Based on this, the role of Field Assistance Officers is needed to motivate and provide understanding to the community regarding the Sustainable Food Garden (P2L) program and sustainable development.

Growing interest in women's farmer groups in the city of Binjai to carry out the Sustainable Food Garden (P2L) program is one of the duties of field assistant officers (PPL) that has been set by the Binjai City Food and Agriculture Security Service. Coaching and counseling carried out by officers by compiling and preparing appropriate communication strategies to women farmer groups so that food security programs/innovations initiated by the government can be implemented. The communication carried out by field assistant officers aims to raise public awareness in the use of yard or non-productive land around the residential area.

Based on the descriptions above, it is interesting to conduct research on how to communicate strategies in implementing government innovation programs to the community. In this study the authors are interested in carrying out research on "Communication Strategy for Field Assistance Officers in Motivating and Fostering Sustainable Food Farming Women's Groups in Binjai City".

## II. Review of Literature

### 2.1. Communication Strategy

Strategy according to Zulkarnain et al (Nuzuwir Joni, et al 2019: 40) is able to play a role in changing people's views and attitudes towards a positive direction in response to new technology. Continuing the explanation of the communication strategy that knowledge is an important factor in changing people's attitudes, the process of changing people's attitudes begins when information touches their awareness, understanding and knowledge as in the opinion of Umniyati et al. (Nuzuwir Joni, et al. 2019: 40).

### 2.2. Communication Barrier

Barriers in communication are something that can hinder and disrupt the smooth process of communication between the communicator and the communicant. Communication disorders can occur from the communicator, communicant or channel used. A communicator who conveys information using a foreign language and the pronunciation of inappropriate words can disturb the audience (communicant). Suryanto (Mukti 2017: 21) there are several obstacles in the communication process, namely technical barriers, psychological barriers, biogenetic barriers, sociological barriers, anthropological barriers, and ecological barriers.

### 2.3. AIDDA Theory (Attention, Interest, Desire, Decision and Action)

AIDDA theory is a theory that was first put forward by Wilbur Schramm which can describe communication strategies. AIDDA theory is also called AA Procedure or from Attention to Action Procedure. The concept of AIDDA describes a psychological process that occurs in the audience in receiving communication messages. To achieve the goal of communication, a communicator must have a strategy in communicating to convince the audience. Convincing the public can be done through an approach by applying the principles of AIDDA theory. Kasali (Ditha Prasanti & Ikhsan Fuady: 2017: 146) AIDDA model starts from the process of attention, interest, desire, decision and action.

1. Attention, is the first step that must be made by a communicator to arouse public attention to products, goods or ideas (ideas). The audience's attention in question is the extent to which the audience understands and is aware of the functions and benefits of the products, goods or ideas (ideas) conveyed by the communicator.
2. Interest is an interest that grows in the audience to have products/goods or to follow ideas (ideas) offered or conveyed by communicators.
3. Desire, is a process that arises in the audience that attracts attention about the product, item or idea (idea) conveyed by the communicator after weighing the benefits and uses. At this stage, the communicator can provide input and persuade the communicant through persuasive means.
4. Decision, is an action or action that will be taken by the audience in deciding to own and run the product/goods or idea (idea) after weighing the benefits and advantages as well as the possible costs.
5. Action, is the treatment of the communicant in the form of realizing to have products/goods or carrying out activities to carry out ideas (ideas) in real life and in the lives of the audience.

It can be concluded that the AIDDA model is a process in compiling, conveying messages that are able to generate attractiveness so that it causes the audience's desire to take an expected action or activity.

## **2.4. Farmer Groups**

Groups are defined as a collection of individuals or people or communities who have a profession as farmers, which can be in the form of rice, livestock, or plantation farmers. Farmers consisting of adult farmers (male/female) and farmer-cadets (youth and youth) who are informally bound in a group area on the basis of harmony and common needs are in the same environment and are led by the group leader. Mosher (Eswandi and Rusmadi, 2017) stated that one of the conditions for facilitating agricultural development is the cooperation of farmer groups. A farmer group (Poktan) is a collection of farming communities that grow based on common interests, similarity in environmental conditions (social, economic, resources) and familiarity to work together in increasing, developing farm productivity, utilizing agricultural resources, distributing their products and improving the welfare of their members.

## **III. Research Methods**

In this research process using a qualitative approach (qualitative approach) with interpretive descriptive studies. This research will be carried out in the assisted women farmer groups and field assistant officers from the Binjai City Food and Agriculture Security Service in developing yard land use activities through the Sustainable Food Garden program. Retrieval of research data using purposive sampling technique. In this study, the subject of the research is the person who can provide information, while the object of the research is the communication strategy implemented in developing the sustainable food yard program.

## **IV. Result and Discussion**

### **4.1. Communication Strategy of Field Facilitator in Developing Sustainable Food Garden Program**

Strategy is basically planning and management to achieve a goal. Based on the opinion of Onong Uchjana Effendy (Nuzuwir Joni, et al 2019: 44) then everyone who communicates is required to have the ability in the form of good communication techniques or ways to convey messages from a particular program to individuals or groups in an informative and communicative manner.

Communication strategy is a very important element in outreach activities. Extension communication activities lead to the formation of positive perceptions of people or groups of people who receive counseling messages. A positive perception is able to make the recipient of the counseling message to be moved to make the expected attitude change. In order for the perception of a person or group to change, it is necessary to motivate and foster the community. As the role of Agricultural Extension Officers (PPL) among them is as a guide and motivator for the community (Aninun NK 2018: 302). Motivating aims to arouse someone's attention by growing interest and willingness so that they want to do something according to what the communicator wants. While fostering aims to improve the knowledge and skills of a person or group of people.

In the findings of the study, the communication strategy carried out by PPL was to develop Sustainable Food Court activities by motivating and fostering women's farmer groups. PPL motivates women farmer groups aimed at generating attention, interest and desire from members of women farmer groups regarding the Sustainable Food Garden (P2L) program. In fostering women farmer groups by conducting training and mentoring through socialization and group meetings so as to increase knowledge about the Sustainable Food Garden program by utilizing their respective yards.

## 4.2. Communication Strategy in Motivating Women Farmers Group

One of the communication activities is to motivate. Motivating women farmer groups leads to the formation of positive perceptions to foster the spirit of every member of women farmer groups who carry out Sustainable Food Gardens (P2L) activities. Motivation is not only in the form of words, it can also be in the form of actions or activities in the field. As done by the Field Assistance Officer (PPL) of the Binjai City Food Security and Agriculture Office in motivating women farmer groups to develop the Sustainable Food Garden (P2L) program. The communication strategy of Field Assistance Officers (PPL) in motivating women farmer groups to change attitudes, change opinions, change behavior, and change habits/social society so that they want to carry out Sustainable Food Gardens (P2L) activities in their environment.

Motivation is also able to change people's opinions or views about the Sustainable Food Garden program. Activities carried out by PPL in motivating women farmer group members through information notification that agricultural activities do not have to have large areas of land. By motivating can change the thinking of farmer group members that agricultural activities can also be carried out in the community's home environment. In the research findings, PPL practices planting various types of vegetables in their yards to prove it, so that people's views about agriculture must have a large area of land to be broken.

Motivation is important because, by having this motivation, it is expected that each individual of employee is willing to work hard and enthusiastically to achieve high work productivity. Motivation comes from the Latin word "movere" meaning "impulse or driving force". This motivation is given to humans, especially to subordinates. Related to this, what is meant by motivation is to question how to encourage the enthusiasm of subordinates' work, so that they want to work hard by giving all their abilities and skills to realize organizational goals. (Kuswati, Y. 2019)

Motivation is also able to change the behavior of a person or group. Based on interviews and research findings in the previous chapter, the number of Women Farmers Group members who participate in yard utilization activities is increasing. They began to care about the environment in which they lived and began to take advantage of their respective yards. As an interview with Mr. Fuaddy mentioned in the findings of the interview that now there are more and more people who care about the environment, they use the yard to plant so that the yard becomes green and clean. From these findings, it can be seen that motivation can change people's behavior to be better in managing their environment.

Based on the description of the discussion above and the research findings in the previous chapter, the communication strategy of Field Assistance Officers (PPL) in motivating the Women Farmers Group (KWT) was carried out with the following steps:

1. Coordinate with village officials to obtain information.
2. Identify potential areas and community interests.
3. Conduct visits with target adopters, namely groups of mothers by conveying information and benefits of P2L activities.
4. Maintain close, familial communication and be a listener.
5. Reducing the distance between PPL and the community of women's groups.
6. Be a listener and communicate using light and entertaining language (daily/non-formal conversation).
7. Giving awards in the form of plant seeds assistance for planting experiments to group members.

### **4.3. Communication Strategy in Fostering Women Farmer Groups**

The process of extension activities to achieve effective communication goals requires a communication strategy in fostering the community. As the opinion of Anwar Arifin (Nuzuwir Joni, et al 2019: 42-43) communication strategies can be carried out by getting to know the audience, compiling messages, determining methods and selecting and using media. The delivery method can be done by persuasive methods, informative methods, educational methods, and redundancy/repetition methods. Based on the research findings, the researcher discussed the steps of the communication strategy carried out by the Field Assistance Officer (PPL) in fostering the Women Farmers Group (KWT) of Binjai City as follows:

#### **a. Getting to Know the Audience**

Getting to know the audience is the initial stage to obtain an overview, information and identify the condition of the community in an area that is the target of an activity program. By recognizing the characteristics of the audience, it will provide opportunities for the success of the communication process carried out by the communicator. Knowing the audience will help communicators in conveying messages from government programs so that the communication process becomes effective. In outreach activities to foster women's farmer groups in the city of Binjai, determine the audiences who are the initial targets of implementing sustainable food yard activities so that communication activities carried out by PPL are carried out and directed.

As in the findings of interviews with research informants from extension workers/field assistants (PPL), the first informant is Mr. Fuaddy, the second informant is Mrs. Melva, the third informant is Mrs. Fitri and the fourth informant Mrs. Nizmah stated that in determining the audience/target adopter through coordination with the village government. The village government provides initial information from the areas and communities that are the targets of implementing the sustainable food yard program. In this initial information, the Binjai City Food and Agriculture Security Service with PPL continues and determines the feasibility or determination of Prospective Farmers/Prospective Locations (CP/CL) to obtain support for agricultural innovation in accordance with technical instructions for sustainable food yard activities.

The same statement with the extension officer/PPL was also conveyed by the Head of the Food Security and Agriculture Office of Binjai City and Mrs. Morina as the Head of the Food Consumption Division who fosters and implements the Sustainable Food Garden program. As stated by him, determining the adopter target for the development of a sustainable food yard program by seeing and recognizing communities/farmer groups and areas that have the potential to be developed. This audience recognition determines the direction of the next program implementation and the process of how to deliver the right program to the community. Knowing the potential, characteristics and interests of the community makes it easier for extension workers/PPLs to develop them. As the mission of the extension worker/PPL is to motivate and foster farming communities to do farming so that their lives can improve (Aninun NK: 2018; 306).

#### **b. Composing Messages**

Before carrying out the counseling, the extension officer/Field Assistance Officer (PPL) prepares materials or messages that will be given to the community who are the target/target of the activity. Susanti (Nuzuwir Joni, et al 2019: 42) that the presentation of messages that are planned and organized will be more effective than messages that are not well structured. A well-designed message will produce a good response.

Based on the results of interviews with research informants, it was stated that the preparation of messages or extension materials was carried out by extension workers/PPL as the results of interviews with Mrs. Fitri and Mrs. Nizmah. Further information in the interview with Pak Fuaddy also mentioned that the preparation of the material delivered was continuous and adapted to the needs in the field during the counseling. Likewise, Mrs. Melva conveyed the message that was conveyed by giving encouragement, explaining the benefits of activities to motivate the community, preparing material directly on the points to be conveyed and delivering messages without using formal language or conversation and adjusting to the conditions of the audience who were the target of counseling, namely women's groups farmer.

The results of interviews with the head of the service, namely Agustawan Karnajaya and the head of the consumption sector, namely Mrs. Morina, said that the preparation of extension materials to the field was entirely left to the PPL. This is because the conditions and needs in the field who know earlier are PPLs on how to, approach and deliver the program. Mrs. Morina as the head of the consumption sector who oversees and implements the Sustainable Food Farm activity program also reminded PPL to prepare training materials tailored to the potential, needs in the field and the knowledge of the women farmer group members so that the program can be accepted by each group member.

### **c. Determining Method**

The methods of delivering the message proposed by Anwar Arifin can be used in outreach activities to the community. As in the results of interviews and documentation that researchers found in the field, the methods used by PPL in fostering women farmer groups were persuasive methods. The persuasive method has the aim of persuading and influencing the target audience of the adopter. The form of the persuasive method that researchers found was through counseling activities with conversation. Conversations or verbally delivered by PPL by providing an overview and benefits obtained by women farmer groups in carrying out Sustainable Food Garden activities. Interviews with informants stated that in fostering women farmer groups, PPL always conveyed the advantages of Sustainable Food Farm activities and encouraged and fostered group members to get attention and assistance from the government in developing group activities.

Informative method carried out by PPL by providing information to members of women farmer groups. The explanation is carried out by conveying facts and data regarding the activities of the Sustainable Food Court. The form of the informative method that the researcher found based on interviews with informants said that it provided PPL with knowledge through agricultural regulations and guidebooks for Sustainable Food Farms. Through the information that is known, the PPL then explains and conveys it to the women farmer groups so that they can be understood together.

The delivery method carried out by PPL is the educative method. The educative method aims to provide knowledge to the public, namely women's farmer groups through education and training. The educational method that PPL uses in fostering women farmer groups is through socialization, group meetings in the form of counseling, joint discussions and information exchange with visits between women farmer groups. The educational method implemented is not only in the form of socialization, discussions or meetings but also education with direct practice regarding the materials that have been delivered by PPL in the field. As the researchers found based on interviews and documentation of group activities in the field, such as documentation of composting, making biological pesticides, plant care, livestock raising and development and other group visits.

Meetings and counseling materials that PPL conveyed to women farmer groups said there was a change where members understood how to fulfill good food for their families and use their yards. Although the use of yard land has not been maximized as expected, the researchers saw the intentions and actions of group members. Changes in the members of the women's farmer group as described in the research findings and field observations by the researchers found demonstration plots (pilot gardens) and group nurseries planted with various vegetables and several livestock managed by members of the women's farmer group.

In using the method to convey messages to women farmer groups, PPL provides knowledge and understanding face to face. This provides space and direct interaction, making it easier for PPL as communicators and women farmer groups as communicants in communicating. The approach taken by PPL in fostering women farmer groups is through group meetings, individual visits and joint discussions.

#### **d. Media Selection and Use**

PPL should pay attention to the selection and use of media in developing a communication strategy to convey government programs to the public. PPL must adjust and determine the right media to initiate communication with the community so that the communication process becomes effective. Onong Uchjana Effendy (Nuzuwir Joni, et al; 2019: 44) said that there are two ways that communicators can convey messages to communicants, namely direct communication with face to face (face to face / non-media communication) or with the help of the media.

Selection and use of media used by PPL when conducting coaching and counseling to women farmer groups in Binjai City by making direct visits. PPL visits to conduct direct communication by means of face to face with women farmer groups without using the help of media or certain tools in communicating. From the results of interviews and documentation of women's farmer groups, counseling and coaching activities are carried out through regular meetings using simple writing equipment and practical activities in the field. The equipment or media used for the practice only uses agricultural equipment, the use of used goods and kitchen items commonly used by farmer women's groups.

The use of media to foster women's farmer groups in the city of Binjai as research findings show by face-to-face communication without using auxiliary media such as brochures, leaflets and so on. Through face-to-face communication, a communicator can see the response of the communicant regarding the message conveyed whether it can be accepted and understood or not. Face-to-face communication is considered more effective, where messages and information can be delivered directly and are able to build intimacy between the communicator and the communicant. This is as expressed by PPL, namely Mrs. Melva in motivating and fostering women farmer groups, as PPLs establish friendship and intimacy with group members through exchanging stories and direct discussions.

Based on the discussion regarding sustainable food yard activities in the city of Binjai, the program has been successfully implemented, for the sustainability of the program in the field it has not been implemented optimally and requires ongoing guidance. The implementation of guidance and outreach to members of the women's farmer group went well, monitoring from the service was also carried out with the frequency of meeting activities between PPL and women's farmer groups regularly, namely 1-2 times a month for group meetings and 2-3 regular visits a week. In addition, when carrying out field research, researchers saw the activities of members of the women's farmer group in the city of Binjai in utilizing the yard by planting vegetables, medicinal plants and livestock as well as planting flowers which is a trend in today's society.



Based on the description of the research discussion above, if it is associated with previous research, namely the results of research from Nuzuwir Joni, Asmawi and Ernita Arif regarding the Communication Strategy of the Jajar Legowo Planting Program to the Rice Farmer Community, the results of the research are similar. However, the difference in the results of the current study is that the communication strategy for extension workers/PPL starts with the introduction of the audience, which refers to identifying the condition of the community and the potential of the area that is the target of an activity program. Continued in this study using educational methods through socialization, discussion, field practice and exchange between groups to share knowledge and experiences.

#### **4.4. Analysis of the Communication Process of Field Facilitators in Motivating and Fostering Women Farmers Groups**

In addition to the conceptual discussion of research, based on previous research discussions and research findings through interviews, observation and documentation, the researcher saw the process of communication strategies carried out by PPL in convincing women farmer group members to need communication strategies to change, persuade and influence. Researchers analyzed the communication strategy of Field Assistance Officers (PPL) in motivating and fostering Women Farmers Groups (KWT) in developing Sustainable Food Courts (P2L) carrying out the process of growing attention (attention) for women farmer groups, growing interest, desire (desire), decisions (decision) so that the community realizes it in the form of action (action) in the field.

The communication process carried out by Field Assistance Officers (PPL) in motivating and fostering the Women Farmers Group (KWT), based on the discussion and research findings, was carried out by growing the attention of group members. Motivate members of the Women Farmers Group (KWT) which is dominated by women to realize the importance of managing their yards and fulfilling food that is diverse, nutritious, balanced and safe for the family. PPL carries out various activities such as approaching village/kelurahan officials to make meeting activities such as socialization to attract the attention of members of the Women Farmers Group (KWT) in developing the Sustainable Food Garden (P2L) program. PPL provides input that the management of the yard is able to meet some household needs and make the environment clean and healthy. The process of growing public attention is very important as an early stage to attract public attention to the program of activities.

In this study, what PPL offers to the community is the Sustainable Food Court (P2L) program. Activities carried out by the Department of Food Security and Agriculture of Binjai City through PPL by conducting socialization for the introduction of P2L activity programs to the community who are the target adopters of the program. PPL conducts visits and meetings with the community, namely women farmer groups directly (face to face). During the socialization and visits, PPL conveyed information and explained the benefits and objectives of sustainable Food Garden activities.

Based on interviews with women farmer group informants, they said that they were willing and enthusiastic about carrying out yard management activities in the area where they lived. Members of the women's farmer group make the decision to carry out development activities for the Sustainable Food Court in their environment. The decision made by the members of this women's farmer group is due to the benefits and advantages derived from managing the yard.

Women farmer groups carry out various group activities such as group meetings and coaching in the form of plant seed management activities at the Village Nursery (KBD), group demonstration plot management, raising/raising chickens, planting vegetables in the

yard and various other activities. If it is associated with research findings data through interviews, observations and documentation, the communication strategy carried out by PPL is by making scheduled meetings through group meetings with a frequency of one to two meetings a month, conducting group visits with a frequency of visits two to three times a week. In addition, PPL provides guidance with direct practice in the field with members of women's farmer groups. The yard management activities carried out by members of this women's farmer group are an application of the Sustainable Food Garden program delivered by PPL.

Based on the description of the discussion above, PPL interaction and communication with members of the women's farmer group carry out a communication process to foster attention, interest, desire in the members of the women's farmer group so that they make decisions and want to take real action in the form of applying activities in the daily life of group members. When viewed from the discussion of the research exposure above, the communication process carried out by PPL has similarities with the components of the persuasive communication process in AIDDA theory. The concept of AIDDA starts from the process of attention (attention / awareness), interest (interest / interest), desire (desire) and action (action). The communication process carried out by PPL in compiling and conveying messages is carried out to generate attraction so that it creates the desire of the community of women farmer groups to take an action or activity in the form of implementing Sustainable Food Garden activities in their environment. Based on the discussion, the motivating process is carried out by growing the attention, interests and desires of group members. Furthermore, in fostering, it is done by growing attention, interest, desire, decision so that women farmer groups want to take action in the form of using yard land by planting various commodities of vegetables, medicinal plants and raising livestock in their respective environments.

#### **4.5. Barriers to Developing Sustainable Food Yards**

Communication disorders can be caused by various inhibiting factors both from the communicator, the communicant, the environment and even the situation when communicating. Communication disorders must be immediately understood and addressed so that the communication process can run well. Suryanto (Mukti 2017: 21) states that there are several barriers to the communication process, namely technical barriers, psychological barriers, biogenetic barriers, sociological barriers, anthropological barriers and ecological barriers. Based on research from informant interviews, the obstacles faced in outreach activities carried out by PPL with farmer women's groups in developing sustainable food garden activities are technical barriers and ecological (environmental) barriers.

##### **a. Technical Barriers**

Technical disturbances are disturbances that occur due to interference factors or technical barriers in the communication process. Several factors of technical barriers can be in the form of tools or means in communicating, inappropriate abilities and methods in communication, circumstances that are not possible during the communication process and the readiness of the communicant to receive and understand the message conveyed by the communicator.

The results of research conducted through interviews with informants indicate that there are technical obstacles in the process of developing women's farmer groups in the city of Binjai. The obstacle is in the form of time adjustments between members of the women's farmer group and PPL in coaching activities who have not been able to fully attend during the activity. In response to this, the PPL conducts group visits on a regular basis and asks the women farmer group members whether they understand the message conveyed by the PPL.

In addition, the collection of group members to attend the coaching has not been maximized. Members of women's farmer groups have not been able to attend all of the training or coaching. In response to this, PPL continues to carry out coaching with group members who are present at the time of coaching. Furthermore, group members who are present during group coaching will convey and forward information to members who are not present. Another obstacle is the existence of community thinking, namely group members that agricultural activities require large areas of land. In response to this, PPL provided input in the form of using used goods or polybags as planting media in the yards of members of the women's farmer group.

#### **b. Ecological Barriers (Environmental)**

The obstacles from the environment in fostering women's farmer groups in the city of Binjai experienced by PPL and members of women's farmer groups are more on the implementation of practices in the field, namely disturbance from animals and plant pests. Animal disturbance due to environmental conditions that make it impossible to carry out two business activities of plants and livestock in the form of poultry. Plants belonging to the women's farmer group in the yard did not grow well due to disturbance from livestock. In response to this, PPL suggested options for group members to choose a plant or livestock business. If group members raise livestock such as chickens in the enclosure, then members can still carry out planting activities in the group demonstration plot (pilot garden). The next obstacle is plant pests. In practice in the field, these plant pests interfere with growth and damage crops. These pests are sometimes difficult to control and require pesticides to eradicate them. Based on the interview with informants, to reduce the disturbance of plant pests, biological pesticides are made to eradicate them.

Obstacles that come from the current environment during the covid-19 pandemic where there are no group activities and group meetings due to a government ban. During the pandemic, group activities did not take place as usual, where mutual cooperation activities in the form of demonstration plot processing and group plant seed gardens could not be carried out in groups. In response to this, the PPL did not conduct coaching by gathering many members, but instead made visits to the work area and meetings with members without gathering in groups. The visit conducted by PPL aims to foster enthusiasm and motivate members of the Women Farmers Group (KWT) to continue to care about the environment and activities so far.

### **V. Conclusion**

Based on the findings and discussion of the research, the researchers concluded that PPL communication in developing Sustainable Food Court activities is as follows:

1. The PPL communication process in developing Sustainable Food Garden activities in the Women Farmers Group is carried out by fostering attention, interest, desire, decision and action. From the research discussion, the communication process runs effectively with one-way communication between PPL and women farmer groups and transaction communication with discussions between women farmer groups. The communication strategies carried out by Field Assistance Officers in motivating and fostering women farmer groups in the city of Binjai are as follows:
  - a. In motivating the Women Farmers Group, PPL coordinates with village/kelurahan officials to obtain initial information; identify regional potentials and community interests; make visits with target adopters by conveying information and benefits of P2L activities; establish close and familial communication; reducing the distance

between PPL and the community of women's groups; be a listener and communicate using light and entertaining language (daily/non-formal conversation) and give appreciation to group members.

- b. In fostering the Women Farmers Group (KWT) as follows:
    - PPL recognizes the target audience for coaching by conducting a selection of Candidates for Candidates and Candidates for Locations (CPCL).
    - PPL prepares coaching materials based on conditions and needs in the field through group and individual approaches. In developing women farmer groups, PPL also conducts group exchanges to exchange knowledge between women farmer groups.
    - PPL fosters women farmer groups in the city of binjai by inviting/ persuading through the delivery of the benefits of the Sustainable Food Gardens activities; informative through various agricultural literature and program guides for the Sustainable Food Gardens; educative through outreach activities and group training; and communication on a redundancy basis and make scheduled meetings.
    - The communication media used by PPL in fostering women farmer groups is face to face.
    - Development activities for women farmer groups by carrying out counseling, socialization and training such as making natural fertilizers, biological pesticides, processing seeds and group gardens, food processing and other group activities.
    - The activities of members of the women's farmer group in utilizing the yard by planting various vegetables, livestock, medicinal plants and planting various flowers that are trending in the community.
2. Barriers to the development of Sustainable Food Gardens include:
    - a. Technical barriers in the form of time adjustments for coaching activities are still constrained where members of the women farmer group cannot be fully present in group activities, there are people's thoughts about agricultural activities must have a large area of land.
    - b. Ecological Barriers, disturbances in developing the Sustainable Food Garden program in the form of disturbances of plant and animal pests. Another obstacle, during the COVID-19 pandemic, was not being able to carry out group activities in the form of counseling and coaching by gathering lots of people because of a ban from the government..

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