

Communication Strategi of Field Agricultural Extension in Postharvest Technology Development for Corn in the Mulia Bakti Farmers Group, Sumuran Village, Batangtoru Subdistrict, South Tapanuli Regency, North Sumatera

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Abstract

This study aims to analyze the communication strategy of extension workers field agriculture in the development of corn postharvest technology in mulia bakti farmer group, sumuran village, batangtoru district, district south tapanuli, north sumatra province, as well as analyzing the barriers and the efforts made by field agricultural instructors in delivering post-harvest messages or information to the mulia bakti farmer group. Paradigm method used is the constructivism paradigm with qualitative and qualitative methods data collection techniques through in-depth interviews and observation. Subject the research is the field agricultural extension officer in sumuran village and members of the mulia bakti farmer group in sumuran village. The results show the strategy communication carried out by ppl, namely (1) Ppl as a communicator for increasing the confidence of farmers must increase knowledge and have the ability in agriculture by participating in training. (2) Identifying audiences by education level and age. (3) Convey messages and information in a persuasive, gentle, and repetitive manner. (4) The communication channel chosen is direct visits to the land as well as to the farmer's house and if there is something important the farmer can contact ppl by cell phone. Barriers experienced by ppl exist two, namely technical and ecological barriers. The technical barrier is the level of low understanding of the material by farmers. Steps were taken by ppl to pay special attention and provide repeated counseling until they understand and activate the group's function, namely as a forum for exchanging ideas.

Keywords

ppl communication strategy;
corn postharvest; noble farmers
group bakti; sumuran village;
batangtoru district



I. Introduction

Corn is one of the food crops in indonesia. food crops are a very vital sector because they are related to fulfillment of basic human needs. there are so many challenges faced by the government in terms of food sovereignty and food security in the indonesia, for example, the increasing population, land conversion agriculture to industry and housing, climate change, limited agricultural infrastructure, availability of good seeds and fertilizers, and much more another problem faced by farmers. meanwhile, according to the law food of the republic of indonesia number 18 of 2012 states that food management is carried out to meet basic human needs that provides fair, equitable, and sustainable benefits based on food sovereignty, food independence, and food security. from year to year, the need for corn is increasing. this matter is because corn is not only used for direct consumption for staple foods but also in the feed industry, independent farmers, seeds, and for the non-feed food industry but the greatest need for corn namely for the animal feed

industry. the increase in the animal feed industry is due to the increasing consumption of meat in the community, especially chicken meat making chicken farming more and more in indonesia. it is also not despite the rapid population growth in indonesia (panikkai, 2018:29). nationally, north sumatra province is included in the 10 (ten) the largest corn production centers in indonesia, namely, east java, central java, south sulawesi, lampung, north sumatra, west nusa tenggara, west java, gorontalo, north sulawesi and west sumatra. in 2020 harvested area corn in north sumatra province covered an area of 321,184.20 hectares with a total production of 1,965,444.20 tons and an average production of 61.19 kw/ha. from the following table, we can see the comparison of harvested area, production, and average production maize in north sumatra province from 2015-2020.

Table 1. Harvested Area, Production and Average Corn Production, 2015 – 2020 in North Sumatra Province

Years	Harvest Area (ha)	Production (ton)	Production Average (kw/ha)
2015	243.772,00	1.519.407,00	62,33
2016	252.729,20	1.557.462,80	61,63
2017	281.311,40	1.741.257,40	61,90
2018	295.849,50	1.710.784,96	57,83
2019	319.507,00	1.960.424,00	61,36
2020	321.184,20	1.965.444,20	61,19

From table 1 above, it can be seen how the production and land area maize crop for the last 6 (six) years in North Sumatra Province. From year by year corn production is increasing, this is due to there is a commitment from the Ministry of Agriculture to boost corn production in Indonesia by increasing the planted area of corn to increase farmers' corn production and automatically increase farmers' income.

The agricultural instructor is one of the communicators who play a role in convey a message to the communicant who in this case is a farmer. More clearly, agricultural extension is defined as non-formal education that aimed at farmers and their families so that they are willing and able to change knowledge, attitudes, and skills so that they can use it is potential to increase production, income and his welfare. With the presence of extension, farmers can be fostered and guided by good communication and keep giving encouragement and a strong belief in farmers to believe in and accept an usefulness of new things (Batlayeri, 2013: 82).

Agricultural extension is now increasingly diverse, not only in terms of agricultural production but also related to marketing and also the existence of regulations that limit farmers. Agricultural extension is an important mechanism for conveying information and guidance as well as input in modern agriculture, even some farmers have to pay to get related services the agricultural extension (eg consulting).

Farmers and farmer groups who live in rural areas generally experience a lack of information on implementation strategies to be able to improve their farming method skills, especially regarding technology post-harvest their agricultural products. Postharvest technology is a device used to improve the quality of handling by aim is to reduce losses due to product quality degradation involving the process's normal physiology and/or response to unsuitable conditions resulting from environmental changes physically, chemically, and biologically. Postharvest technology needed to reduce or where possible eliminate shrinkage post-harvest. Post-harvest shrinkage of horticultural products ranges from 15 percent up to 25 percent depending on product type and postharvest technology used (Effendi, 2011).

One of the post-harvest handlings that are often forgotten is the problem of marketing. It is at this stage that it is determined whether the farmer earns a profit big or vice versa. Commercialization of agricultural products is an obstacle faced by society in increasing income for welfare due to the condition of agricultural commodity products that do not meet the standards, Meanwhile, the market requires standard products to compete. The challenge faced about product competitiveness, including assistance efforts from stakeholders in the marketing management process which is still weak. The role of a mentor who is tenacious and masters his field is a major need in addition to conducive government policies (Abbas and Rita, 2016:26).

The Mulia Bakti farmer group in Sumuran Village is one of the groups farmers in Batangtoru District, South Tapanuli Regency. Group This farm was founded in 2016 and was revised again in 2019 with the number: 170/2019/145/03/2019 due to the change of management. Even though it's said to still young, because of the activeness and persistence of all the members of this group has been able to establish a cooperative and this year the Mulia Bakti group become a candidate for a representative farmer group from Batangtoru District.

II. Review of Literature

2.1 Research Paradigm

The first step in a study is to determine or choose a research paradigm that is used as a guide during the process study. Through the research paradigm, a researcher can understand the phenomena to be studied. Paradigm is a way of perspective and basis in determining the direction of thinking for researchers in doing their research. According to Nurhadi (2015: 6-7) paradigm is a set of basic beliefs that guide action.

The paradigm used in this study is paradigm constructivism. This paradigm views the reality of social life as not a natural reality but formed from the results of the construction. Constructivism

states that individuals interpret and act according to various concepts in his mind. Reality doesn't show itself in its crude form but must first be filtered through how one sees things. (Morissan, 2013: 165-166).

The constructivism paradigm recognizes that personal constructs have a social background, thus personal construction is learned through interaction with other people. This paradigm prioritizes observation on various individual differences through the complexity of their construction and also the strategies used in communication. In view, Language constructivism is no longer seen only as a means of understanding reality purely objective and separated from the subject as the messenger.

Constructivism considers the subject (communicant/decoder) as a factor central to communication activities and social relationships (Morrison, 2013: 167). Communication used by Field Agricultural Instructors in coaching for farmer groups is a social fact that is constructed by the Field Agricultural Extension so that the expected goals can be achieved understood by farmer groups. In the science of communication, which is constructed is human action in conveying a message, including the content of the message itself, for example, news is interpreted as a construction of reality (Vardiansyah and Febriani, 2018).

2.2 Previous Similar Research

Previous similar research that is considered related and relevant to research that will be carried out by researchers and can be used as material for references are as follows:

The first research is entitled "Communication Strategy for the Jajar Planting Program". Legowo to the Rice Farmer Community". This research was conducted by Nuzuwir Joni, Asmawi, and Ernita Arief (2019) and published in the Journal of Anthropology: Issues Socio-Cultural, volume 21 number 01.

This study aims to describe and inform rice farmers in Padang City about methods jajar legowo planting program communication. The research was conducted in Koto. District Tengah, Padang City through resource persons who served as extension workers Agriculture at the Koto Tengah Agricultural Extension Center (BPP) using the method qualitative descriptive research. Data collection techniques are carried out by: in-depth interviews, participatory observation, and documentation.

The findings of this study are in the form of communication strategies in the system planting jajar legowo consisting of getting to know the audience, compiling communication messages, establishing methods, and selecting communication media.

First, to get to know the audience, then the Agricultural Extension Officer reviews from the sociodemographic aspect by looking at the aspect of work and the amount of income.

Second, when composing messages, The instructor first arranges the communication message for the target audience according to needs, behavior and knowledge, desires, socio-cultural, attitudes, and the level of audience understanding. The instructor conveys a message to an audience in the form of procedures for implementing the program while in the field as well as program usability.

Third, determine the method, by applying several methods repeatedly, such as: persuasive, informative, and educative.

Fourth, select the appropriate communication media. As for the media, the communication chosen is in the form of direct or face-to-face communication with a method of discussion and lectures with farmer groups. This meeting is completed with publication media in the form of banners, leaflets, brochures, banners, and media in the form of infocus when presenting the material of a communication message. Besides formal meeting as described above, the Agricultural Extension take advantage of community habits, such as: visiting and face-to-face discussions in shops or on community lands to introduce jajar legowo technology.

The second research is entitled "Chairman's Communication Strategy in Improving Group Existence (Case in Sidodadi Farmer's Group in Desa Junrejo, Junrejo District, Batu City, East Java). This research was conducted by Agus Subhan Prasetyo, Reza Safitri, and Kliwon Hidayat, published by Journal of Habitat, January 30, 2019, pages 26-34. The purpose of this research is to describe and analyze communication strategies and review various problems obtained by the chairman to improve the existence Sidodadi Farmers Group. Qualitative descriptive analysis was applied to this research method. Data collection was carried out using interviews and observation and recording, then data analysis is carried out by examining all data obtained. The findings of this study are in the form of communication dialogue and interpersonal activities carried out by the Head of the Farmer Group as an effort to increase the existence of the Sidodadi Farmer Group. However, when implementing a communication strategy, there are various problems encountered by the Head of the Farmers Group in the form of differences of opinion, members do not seriously listen, also limited time.

The third research was conducted by Aninun Ni'matul Khusna, Endang Erawan, Annisa Wahyuni Arsyad with the title "Officer Communication Strategy" Agricultural Extension in Improving the Yield of Rice Crops Commodities in Purwa Jaya Farmers Group, Sebakung Jaya Village, Babulu District, District North parser sharpener". This

research has been published in the eJournal of Communication Studies, 2018, Volume 6 (No. 4): 299-313.

This study aims to describe and analyze the communication strategy of Agricultural Extension Officers in the handling of rice commodity yields at Tani Purwa Jaya, Sebakung Village Jaya, Babulu District, North Penajam Paser Regency. This research method uses qualitative descriptive research methods. Type of data presented through observation and interviews using primary data and secondary data.

2.3 Definition of Group Communication

According to Mulyana (2011: 82) states that the group is a group of people who have a common goal interact with each other to achieve a common goal (the dependence), know each other and they are seen as part of the group because each member has a role different. For example family, discussion groups, neighbors, and others. Thus group communication usually refers to communication what small groups do, so face to face. Participants who Providing feedback in group communication is still possible identified and responded to directly by other participants. G.R. Miller divides communication into 6 (six) categories.

The most common indicator for classifying communications based on context or level is the number of participants involved in the communication. The six categories consist of, communication intrapersonal, interpersonal communication, group communication, communication public, organizational communication, and mass communication. These six categories are often understood as absolute types of communication. (Mulyana, 2011)

The characteristics of group communication According to Gurning et al., (2012:3) namely:

- a. Communicating through face to face,
- b. Having few participants,
- c. Work under the direction of a leader,
- d. Share goals or common goals,
- e. Members influence one another.

Group communication is a field of study, research, and application which focuses, not only on group processes in general and also on the communication behavior of individuals in face-to-face activities small discussion group. Several elements in group communication (Gurning et al., 2012: 3), including oral communication, leadership, group goals, group norms, roles, group cohesiveness, and group situations.

2.4 Group Communication Function

The existence of a group in society is reflected by how many functions will it perform? Communication function groups include (Bungin, 2009:274): The function of social relations, in the sense of how a group can maintain and strengthen social relations among its members, like how a group routinely provides opportunities to its members to carry out activities that are informal, relaxed, and entertain. Education and skills are the main keys in gaining social status in community life (Lubis *et al*, 2019). Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah, et al: 2018).

Effendi in Wonodihardjo (2014) said that group communication (group communication) means communication that takes place between a communicator and a

group of people who more than two people. Group communication consists of two, namely:

- a. Small Group, namely the number of people in the group is small, The communication that takes place is called small group communication group communication); Small group communication has several characteristics, namely facilitating group personality, meetings, friendly, compactness, commitment to the task, the existence of norms groups that depend on each other. The communication process occurs in small groups takes place in a dialogical manner. Communication Small groups are generally homogeneous (among others the same sex, the same education, the same age, the same social status). Examples of small group communication are lectures, lectures, discussions, seminars, meetings, and more
- b. Large Groups, i.e. if there are many, and good communication takes place is called large group communication communications). In large group communication, messages delivered by the communicator are addressed to the communicant's affection, to his heart, or his feelings. Examples of large group communication such as a giant meeting on a field, a campaign in a stadium, and others.

Communicants in large group communication are generally heterogeneous or of various types. Those who are heterogeneous in the relatively large number of them did not have time to think logically to the communicator's message, because their minds are dominated by feelings, then in a large group situation what is called "Contagion mentale" means a mental plague.

III. Research Method

3.1 Research Methods

Qualitative research is a type of research whose findings are not obtained through statistical procedures or other forms of computation and has an aim is to express the symptoms holistically contextually through collecting data from a natural setting by using the researcher as a researcher a key instrument, namely the researcher who determines the focus of the research, selects the informants as data sources, collect data, interpret data and conclude their findings (Sugiarto, 2015:8).

Qualitative descriptive research aims to describe, summarizing various conditions, various situations, or various phenomena of reality that exist in the community that is the object of research and seeks to draw that reality to the surface as a feature, character, trait, model, sign or description of certain conditions, situations, or phenomena (Bungin, 2011:68). For this reason, this study describes, records, analyzes and interpret the current state of affairs. This research explores information in depth without trying to disturb or influence informant thoughts. Through this research method, the researcher describes what is the communication strategy of Field Agricultural Extension and also obstacles experienced in the process of delivering messages.

3.2 Study Aspect

This study examines the communication strategy of agricultural extension workers field in the development of post-harvest technology for maize in the group Mulia Bakti farmer, Sumuran Village, Batangtoru District. The study aspect of this research are:

- a. The communication strategy carried out by the field agricultural extension workers in development of post-harvest technology for corn in Mulia farmer groups Serving Sumuran Village, Batangtoru District

- b. Aspects of obstacles and efforts made by field agricultural extension workers in delivering messages and information to the Mulia Bakti farmer group Sumuran Village, Batangtoru District

3.3 Research Subject

In qualitative research, what is known is the subject or informant. Informants in qualitative research do not function to represent the population, but represent information. Therefore, the determination of research subjects is not based on the large number of people needed to provide information (data), but which of them has more or the most involved in the event or have important information needed in research so that qualitative research tends to use purposive (Ahmad, 2016:83).

Determination of informants using a purposive technique namely the technique of determining informants that are adapted to certain criteria that determined based on the research objectives. The subject of this research is the Mulia Bakti Farmers Group in Sumuran Village Batangtoru District, South Tapanuli Regency. From this subject Then the informants who meet the criteria are determined, namely knowing about the problem to be researched, namely postharvest technology for corn plants.

The informants of this research are:

- a. Field Agricultural Extension (PPL) assigned to the Work Area Agricultural Extension Officer (WKPP) Sumuran Village, Batangtoru District
- b. The management of the Mulia Bakti farmer group, namely the chairman, secretary, treasurer and some members of the farmer group.

3.4 Data Collection Technique

This data collection technique is largely determined by the research method, whether quantitative or qualitative. In this study, the research methodology used is qualitative. Data collection techniques are the most strategy in research because the main purpose of research is to get data (Kholil, 2016: 96-108). As for data collection techniques, this research is:

a. In-depth interview

Data collection techniques used in this qualitative research more emphasis on types of interview techniques, especially in-depth interviews (in-depth interview) data collection technique that is characteristic of qualitative research.

This research uses in-depth interviews with the aim that researchers have the opportunity to obtain broader information and through direct question and answer and face to face with informants. Guidelines interview used is an in-depth structured interview an interview where the researcher uses a structured interview guide systematically and completely for data collection and to find out answers to questions in depth. In this study, researchers also using mobile phone media as a voice recording device in the process Interview.

Interviews were conducted with informants to collect data as much as possible. Researchers conducted interviews with PPL at the Balai. Office Agricultural Extension. Researchers also conducted interviews with members of farmer groups are at home and on farmers' land, while the informant's triangulation is carried out directly in the office and some through telephone connections phone.

b. Observation

Observation or observation is a human daily activity with using the five senses of the eye as the main tool for the five senses such as ears, smell, mouth, and skin. Observation is

a method collecting data through careful observation or review and directly or observing about what is happening in the field or location study

IV. Results and Discussion

4.1 Research Process

After holding a proposal seminar on April 5, 2021, researchers get inputs from seminar participants as well as from the lecturer's supervisor and examiner. Then the researcher discussed with the Lecturer Advisor 1 and Lecturer 2 regarding the inputs suggested at the proposal seminar. After that, the researcher went to the field to do research. The first thing the researcher did was: report to the Extension Center, Batangtoru District, South Tapanuli Regency, or what is usually abbreviated as BPP on April 19, 2021. Here the researcher meets the BPP Coordinator who is the supervisor of all extension workers Field Agriculture (PPL) in Batangtoru District. During a discussion with the Coordinator of the Batangtoru District BPP, we are still paying attention health protocol is to keep a distance and wear a mask.

The researcher explained the purpose and purpose of coming to BPP Batangtoru, namely:

Researchers want to research their work area. Precisely researchers want to research the Mulia Bakti Farmers Group, Sumuran Village, Subdistrict Batangtoru. To strengthen the reason for his arrival, the researcher gave a letter application for a research permit to the District BPP Coordinator Batangtoru. Furthermore, the Batangtoru District BPP Coordinator gave written permission to the researcher to research the Farmers Group Mulia Bakti, Sumuran Village, Batangtoru District, South Tapanuli Regency.

Researchers get information from PPL who are the informants who competent to interview researchers after the PPL itself. As for the name recommended by PPL, namely, Mukson as the Head of the Farmers Group Mulia Bakti, Suriadi As Secretary of the Mulia Bakti Farmers Group, Satu is the person in charge of postharvest machinery and equipment the last is Ramadan Santiago who is a member of the Mulia Bakti Farmers Group.

Next, the researcher asked the PPL when they were ready to interviewed. Since PPL that week was busy, so he willing to be interviewed on Monday, April 26, 2021 morning at the BPP office

Batangtoru District. Next, the researcher asked for the PPL contact number and the head of the Mulia Bakti farmer group.

On April 26, 2021, the researcher interviewed with The first informant is the PPL of Sumuran Village. Equipment used by researchers namely cameras, recording devices, and stationery. Interviews are conducted in the room Batangtoru District BPP meeting in the morning, the time of the morning is chosen so that the body is still fit and strong because we are fasting Ramadan.

The interviews that we do still pay attention to the health protocols, namely wearing a mask and keeping a distance. The previous researcher introduce themselves and ask the informant if they are ready interviewed, and Alhamdulillah the informant was willing to be interviewed. Researchers don't have difficulties when conducting interviews with informants, because the informant seems to be an open and sociable person. So all questions submitted by the researcher were answered smoothly by the informant. An informant tells his experience while guiding members of the Mulia farmer group

Bakti starts from cultivation to post-harvest corn. During the process of interviews with informants a lot of data was obtained from the PPL. After the interview was finished, the researcher thanked the informants for agreeing to be interviewed.

4.2 Description of Research Site

This research was carried out in Sumuran Village, Batangtoru District South Tapanuli Regency, North Sumatra Province. Batangtoru District is one of the fastest-growing sub-districts in the Regency of South Tapanuli, North Sumatra Province. The Capital of Batangtoru District is Wek I. This district was established in 1945. Batangtoru. The district has an area of + 281.77 km² administratively consists of 19 Villages and 4 Kelurahan, 45 Hamlets, and 8 Neighborhoods. Territorial boundaries Batangtoru District: Northside: North Tapanuli Regency East side: West Angkola District South side: Muara Batangtoru District West side: Marancar District and Angkola District East Distance from the capital city of Batangtoru sub-district to the district capital South Tapanuli in Sipirok ± 61 Km² with flat topography and hilly.

Sumuran Village is one of the villages located in the power of the Batangtoru District. Currently, Sumuran Village is led by Mr Sarman as the village head. Sumuran Village has 5 hamlets and is a spacious area of 10.15 Km² The topography of the area is hilly. Amount Most of the residents of Sumuran Village make a living as farmers.

Farmer groups are a forum for the exchange of knowledge and experience among their members. So that every farmer is expected to become a member of one of the farmer groups, besides that also so that the guidance by PPL becomes more effective easy. South Tapanuli Regency has 1,229 Farmer Groups. Whereas in the Batangtoru sub-district there are 84 farmer groups and in Sumuran village there are 84 farmer groups there are 9 (nine) farmer groups.

4.3 Interview with Mukson, Head of the Mulia Bakti Farmers Group

Mukson is the chairman of the Mulia Bakti Farmers Group at the same time concurrently as chairman of the Mulia Bakti cooperative. Informants are immigrants from the island of Java, and previously worked in Dumai and settled there. The informant married a woman from Sumuran Village and eventually settled in Sumuran Village until now. Experience gained overseas to become a provision for informants to lead the Mulia Bakti farmer group.

According to PPL, the informant is a responsible and willing person to perform work that cannot be done by its members. This can see from the words of PPL in the interview as follows: "This Mr. Mukson" the spirit of the person. He's the chairman who wants to play a role, sometimes the members are not active he is also the one who backs up everything he does. He's the only one who thinks where have you been assisted if you don't develop it, dear".

Researchers conducted interviews with informants on Thursday April 29, 2021. At that time, it was the fasting month of Ramadan. so that the informant is willing to be interviewed in the morning at 10.00 WIB so that the stamina is still strong. The following are the results of interviews between researchers and Mukson:

Selecting and Assigning Communicators

In choosing a communicator in this case the PPL who fosters in Sumuran Village, including those who foster the Mulia Bakti Farmers Group especially post-harvest corn, informants have the opinion that PPL has a role and skills as a guide in terms of marketing. In addition to the role of PPL, there is also the role of PT AR, exhibitions, and events marketing using Facebook. As the informant mentioned in the following interview:

The role of PPL must be there, the marketing we do so that our products are known that is with the help of third parties, for example In the past, PT AR helped us market to PT Pokphan, then PPL helped us market to Padangsidimpuan. Apart from the help of third

parties, we have also had several times take part in exhibitions such as birthday building exhibitions South Tapanuli. And have our members also marketed in Facebook first.

The role of PPL for the Mulia Bakti farmer group is very large in terms of corn, starting from land cultivation to post-harvest. With counseling from PPL farmers' corn production in the Mulia farmer group Devotion is higher than usual because you already have knowledge and skills in corn plants. This was mentioned by the appropriate informant by interview: PPL helps a lot from the procurement of seeds to post-harvest and if there are problems, they are notified, for example, fertilizers.

This was first, how to plant, cropping patterns, there's more after harvesting sometimes take samples or tiles. Corn plant in Sumuran Village in the beginning before there was a group are we still each or individually? the corn is carelessly so that the harvest is not optimal, so that after a group is created there is a place to exchange thoughts of fellow friends, PPL, or third parties who help in the cultivation of the corn so that the farmer can experience an increase in production because it already has knowledge of corn cultivation, which was originally a hectare at most hundreds of kilos so there is already a group and it is given a knowledge of corn problems so that the harvest can be 5 to 6 tons per hectare. Informants also said that they used to work on the plants The corn in the Mulia Bakti Farmers Group are mothers but after there guidance from PPL causes farmers' corn production to increase. This made the fathers interested in this corn business, which used to be just a side job is now the main job so Sumuran Village become the center of corn products in Batangtoru District.

V. Conclusion

Based on the findings and discussion of the research, the researcher is interesting the following conclusions:

- a. Communication strategy of Field Agricultural Extension in coaching post-harvest technology for maize at the Mulia Bakti Desa farmer group Wells, Batangtoru District, South Tapanuli Regency, namely:
 1. PPL as a communicator to increase farmers' trust must increase knowledge and have the ability in the field of agriculture by attending training.
 2. Identifying audiences with education level and age
 3. Convey messages and information in a persuasive and gentle manner and over and over again.
 4. The communication channel chosen is to make a direct visit both to the land and the farmer's house and if there is something important farmers can contact PPL by cell phone.
- b. Obstacles in developing post-harvest technology for maize Mulia Bakti farmer group, Sumuran Village, Batangtoru District South Tapanuli Regency and its solution efforts include:
 1. Technical barriers, namely barriers from the communicant, namely the level of low understanding of the material by farmers. Efforts made by PPL by paying special attention to members of the group that does not understand it by giving repeated counseling until they understand. Also activate the group function which is the function of a group Farming is a forum for exchanging ideas. Barriers from the self communicator, namely Barriers that come from PPL as communicators have a very busy schedule because they have 2 (two) villages as the target area. To deal with things The PPL gave its contact to the group administrator and if there is a problem in the group can contact him or through group administrators.

2. Ecological Barriers, ecological barriers experienced in post-harvest development of corn plants, namely the weather factor one of the determinants of the quality of corn farmers. Good weather can speed up the drying of corn and avoid the threat of mold. On the other hand, when it is a rainy season, farmers' corn will be moist and dry susceptible to fungus attack. The solution is PPL suggesting when it's a rainy season to make a tent from tarpaulin to protect so that the harvested corn is not exposed to rain. If for a week the rain is still there, try to make a roof from the tent so that the corn it was closed once, it can be opened so that air can flow and corn is not moist. Barriers from other environments currently in the era of the non-existent covid-19 pandemic group activities and group meetings because of the government prohibition. In response to this, PPL did not do group meetings but made individual visits. PPL come to the farmer in his field and house to find out the problem faced by farmers.

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