

AGRICULTURAL MODERNIZATION COMMUNICATION NETWORK IN THE CITY OF SERANG BANTEN INDONESIA

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ABSTRACT

The population density in Serang town has a control the narrowing agricultural. This was the start the concept of slim land farming as food security. the ladies Farmers cluster (KWT) is an alternate thanks to strengthen food security, particularly throughout the Covid-19 amount that occurred in 2020. This analysis can describe the method of its formation through communication actions. 1) however did KWT Annisa amendment ancient farming designs into fashionable ones?; 2) what's role individual vocals in farmer groups?. The idea of communication is that the basis for knowing act of communication. Case studies square measure used as a technique during this analysis. Interviews, observations, and agricultural land information from the Central Statistics Banten became the sources for this analysis. The ultimate analysis shows the results of vocal opinion leaders being the middle that's ready to encourage the utilization of slim land.

Keywords: *Communication Network, Covid-19, Achievement Motivation, Agricultural Modernization*

Introduction

Efforts to forestall Covid-19 aren't solely associate implementation of the informal sector economy, that is one in every of those experiencing economic difficulties and has not been counted since the announcement of measures to contain its unfold. Analysis by Nwanmereni (2021) The Federal Republic of Nigeria in March 2020 proclaimed food palliative to alleviate economic hardship regulated by Covid-19 management measures, though it's still removed from what families in terms of groceries alone. Even the Federal and State governments acknowledge palliative food shortages. The condition Covid-19 pandemic and also the

handling steps by the Nigerian government square measure still.

The presence of recent concepts into the system is one in every of the communication processes. Initial new concepts that arise square measure then communicated directly or indirectly. The frequency with that an inspiration is raised to the general public makes it easier for the community to simply accept it. There square measure several prospects for concepts that enter the community, which might be accepted or rejected. Modernization are often aforementioned as a transition from a standard style to a additional sensible method of life. Changes that occur are often thanks to

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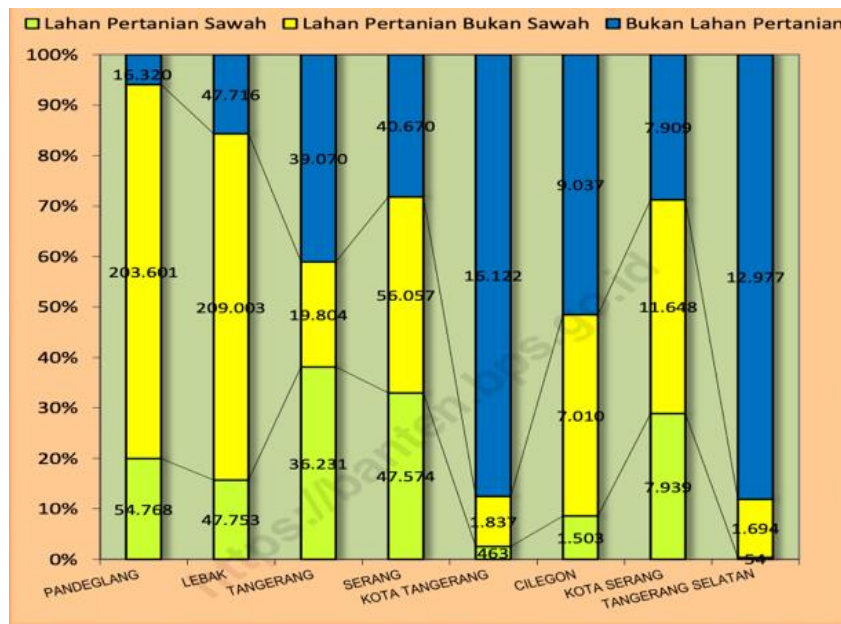
advanced technology, a additional sensible method. These changes square measure after all through a method of communication, that is what's required to accelerate the acceptance of recent concepts by the community. Therefore, communication is a very important consider the amendment method. the mixing of development designing in its implementation needs integration between development arrange information and development analysis information. additionally, the method should even be integrated. information center is required to support the supply, integrity, and integration of development arrange information and development analysis (Surahman & Poetra, 2022).

The emergence of recent concepts in society to form these changes. This activity isn't solely applied developing, however conjointly in developed cities. The presence of recent concepts is anticipated to extend people's

information and attitudes in order that changes occur in accordance with expectations. In essence, social amendment is required to enhance conditions for the higher. As happened to the KWT in Serang town, Banten Province, Indonesia. KWT utilizes slim land to hunt food security. This KWT alternate in terms of family. The concept of victimisation slim land is one in every of the most effective concepts throughout the Covid-19 pandemic.

Moreover, presently in Serang City, Banten Province, land itself is experiencing restricted agricultural land that's being worn by housing developments. Agricultural land is displaced by residential buildings. supported data from the Central Bureau of Statistics of Banten Province, Indonesia, regarding space|the world|the realm} of Banten Province in land and additionally the world of agricultural land in Banten Province, land shows.

Table 1. Rice Field Agricultural Land, Non-Paddy Agricultural Land, and Non-Agricultural Land in Banten Province in 2018



Source: (BPSTATISTIK, 2018)

It can be seen from the data that the area of agricultural land in Serang City is 47.574%, non-paddy agricultural land is 56.057%, and

non-agricultural land is 40.670%. This data shows that non-paddy agricultural land is larger than wet-rice agricultural land.

Table 2. Area of Paddy and Non-Paddy Land in Cipocok, Serang City, Banten Province in 2019

| Jenis Lahan | Luas Lahan (Ha) | Persentase (%) |
|--------------------------------------|--------------------|-------------------|
| (1) | (2) | (3) |
| 1. Rice Field | 625 | 19,77 |
| a. Irrigation | 317 | 10,03 |
| b. Rainfed (Pumpanization) | 308 | 9,74 |
| c. Tidal Swamp | 0 | - |
| d. Lebak Swamp | 0 | - |
| 2. Agricultural Land Not Rice Fields | 1220 | 38,60 |
| 3. Non-Agricultural Land | 1316 | 41,63 |
| Cipocok Jaya | 3161 | 100,00 |

Source: (BPSTATISTIK, 2019)

The data shows that paddy fields in Cipocok Jaya, Serang Banten City, cover an area of 19.77%, while non-paddy fields show 38.60%. Based on these data, it is clear that paddy fields are much smaller than non-paddy fields.

It's not easy to start a narrow land use program. Problems arise when the owner of the idea or idea is not an influential person. This is because the people of Serang City are still synonymous with character. Efforts to change the traditional system into a more modern system are also easy openings. Knowledge of how to grow traditional crops is still strong in the community, and they are still reluctant to adopt modern agricultural systems. Through the communication network, housewives around the housing are slowly being accepted by the community. Instill a people's mentality not to behave consumptively, but how to use land to reduce consumptive behavior.

Society is not an inanimate object. The presence of new ideas to the public needs to pay attention to the novelty of ideas. The newer the idea, the more likely it is to be accepted. In addition to new ideas, of course, people also see the usefulness of ideas. The greater the benefits to be able to solve existing problems, of course, the easier it will be accepted. Communication is not only an important thing to connect the process of modernization change for a society. However, communication is also an important force in spreading new ideas in a better direction. Modernization is a communication process, so modernization is important to be used as research material.

However, in reality not all ideas can be accepted by society, some accept and some reject. According to Rogers in modernization there are three main problems namely; 1) From expectations to community dissatisfaction, 2) The assumption that modernization is the same as westernization, 3) Conditions of neotraditionalization. (Rogers, 2017:12-16).

Communication Network

Individuals who communicate with each other are connected in groups which are then connected to each other into an overall network. It is called a personal network because the relationships an individual has with other people in the organization will look a little different to other individuals. Networks are social structures created by communication between individuals and groups. Humans tend to communicate more often with other organizational members, forming group networks (Little John and Foss, 2011: 371-372).

Theoretically in communication to distinguish small group communication from large group communication, it is not based on the number of communicants in mathematical calculations, but on the quality of the communication process. Group communication means communication that occurs between communicators and groups of more than two people. If the number of people in the group is small, it means that the group is a small group, the communication that takes place is called small group communication; if the number is large, it means that the group is large and is called large group communication (Effendi, 2003:75-76).

The difference between group communication and interpersonal communication is the intensity of individual encounters. In principle, group communication is almost similar to interpersonal communication, namely messages sent to other individuals are also responded to with messages that have been interpreted by the recipient of the message before being delivered in response to the message sent (Tutiasri, 2016: 82).

Participatory Communication

This culture-centered approach examines the expression of the wishes and voices of the people that produce positive values, including: 1) the foundations of people's thinking; 2) involvement of community partners; 3) community-centred partnership results; 4) participatory process. The importance of participatory communication in development is also conveyed by (Nwanmereni et.al., 2021) which states that community-based participatory communication and has full support from the community is a fair partner in overcoming existing gaps. This is because participatory communication creates participatory space and signifies a "community voice" that is centered on collective roles, shared interests, and views on the conditions at hand.

Material and Method

Qualitative research is used in this study to describe the perspective arrangement of a problem. This type of case study research involves systematically obtaining information about people, social cohesion of events or groups that allows researchers to effectively understand how subjects behave, the analysis is dynamic and not rigid (Kriyantono, 2021). Through observation, documentation, and interviews to obtain the required information. Intensively the researcher conducted a data search with the help of the team. Several types of data in this study 1) primary data, among others: everything that is directly related to the existence of KWT Annisa; 2) secondary data, among others: library research by studying and reviewing literature related to the problem under study to support assumptions as a theoretical basis. Data collection was carried out by direct research at the research location.

In addition to field research, researchers also conducted interviews with informants who were the initiators of the establishment of KWT, administrators, and members of KWT Annisa. Data analysis started from data analysis from observation, interviews, and documents. Then the researcher explains and interprets related to the theory as the basis for analysis.

Results and Discussion

Traditional agriculture is characterized since humans cultivate crops in locations that do not move around. This farming system can also be referred to as a simple agricultural model that is broad in nature and does not maximize the use of technology. Yields depend on soil fertility, water availability, climate and farm topography. This condition encourages the development of agriculture with modern agricultural systems.

Modern agriculture during the Covid-19 pandemic has become a way of life, not just an economic activity to generate income for farmers. So, farming on narrow land is not only an economic activity, but has become a culture of life with socio-cultural values of the community. Based on the findings and interviews with the KWT chairman to change traditional and agricultural lifestyles to become modern during the Covid-19 pandemic to realize this agricultural program with narrow land use through: 1) All KWT Annisa administrators increase knowledge, attitudes, behavior and community skills towards innovation new in narrow land use; 2) KWT Annisa provides subsidies for planting media, fertilizers and seeds; 3) KWT Annisa provides capital assistance for a savings and loan cooperative farming business; 4) KWT Annisa has improved the welfare of women farmer groups.

The role of group members in the communication network can be divided into several levels, including: the opinion leader level, the isolated level, the bridge level, and the alliance level. In KWT Annisa, in the context of efforts to form, change and educate the community, it is necessary to have the influence of community leaders as role models to be able to move the community.

It can be seen from the research results that the communication that occurs between KWT members is interconnected. However, there is a tendency for the intensity of the members who were elected as vocal opinion leaders to focus on Hj. Anisa is the most frequently mentioned. Communication interactions carried out by each member have formed a communication network with a pattern that tends to rely on one opinion leader as an influential leader. As individuals, of course, each KWT member differs from one another in terms of influence and involvement in the communication network. Internal and external factors are related to the communication network which consists of the level of connectedness, the level of integration of the vocal opinion leader and the level of influence of the presence of the vocal opinion leader.

Conclusion

Narrow land farming is not just an economic activity, but has become a culture of life with socio-cultural values of the community but has changed modern life, especially farming. The structure of the communication network that is formed illustrates that the network patterns that occur between individuals in the system are Personal Networks that are mutually centralized and tend to rely on one vocal opinion leader. The special role individual vowels play in the system is the presence of a star. The communication network established at KWT provides strength and increases achievement motivation and builds a modern cultural mentality.

Recommendations

The limitations of this study square measure solely to look at the communication network of the ladies Farmers cluster because the leader of slim land agriculture in Serang town. From this analysis it's hoped that it will give motivation for different girls farming teams within the town of Serang, Banten. it's additionally urged that any analysis will cowl a wider space of analysis altogether of Banten province.

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