

**Self Conception of Cocoa Farmer's Children
(Case Study : Cocoa Planting Centre In South Sulawesi)**

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Abstract

The self-concept of children of cocoa farmers is a frame of reference for him to interact with the external world. The self-concept is relatively consistent to the situation, timing, and behavior patterns are relatively consistent. Formation of child's self concept is affected by external factors and internal environment of the child interacting with other individuals.

A qualitative approach which refers to the case study. The purpose of case studies to analyze specific issues. Location of the study in two sub centers cocoa plantations in South Sulawesi, namely: Luwu and Luwu Timur. Instruments of data collection using observation, interview, Focuss Group Discussion (FGD).

Results of the study revealed that self-concept of children of cocoa farmers develop positive self-concept. Characteristics of positive self-concept is a child have pride as children of cocoa farmers and have self-confidence and motivation high. For example, the motivation to aspire to be a successful cocoa farmer, proud as children of cocoa farmers, contribute actively to help their parents, independent, polite, responsible, patient behaves in the face of failure, and be able to resolve problems in the environment.

The self-concept of children of cocoa farmers tend to be negative, for example, less accepting and shy as children of cocoa farmers, lack the motivation to become cocoa farmers. On the other side of this category of children lacking the initiative to help their parents, and avoiding work as a cocoa farmer. Behavior that is less willing to take decisions, are less able to withstand the pressures and tend to avoid the difficult conditions in the environment.

Keywords: Cocoa Farmer, Interpersonal Communication, Self Concept, South Sulawesi

A. INTRODUCTION

Background

The formation of self-concept is the result of interaction between individuals and their environment, both internal and external. In the formation of self-concept

interpersonal communication factors influence the formation of the concept of self-identification of children with the surrounding environment. Such as family members and playmates reference groups or both at home and school environment.

Interpersonal communication in cocoa farming families play an important

role in the inheritance of attitudes, beliefs and family values to children. Works as cocoa farmers must be transmitted and taught to children from an early age so that children acquire the knowledge and supplies in the formation of his character in the future. The role of parents is indispensable in providing an understanding to form and develop the self-concept of children of cocoa farmers.

It is based on research results Bahfiarti (2016) revealed that the family environment is the environment of the earliest and dominant in instilling, cultivating and fostering interest in developing the profession as cocoa farmers. Interpersonal communication within the family as regeneration cocoa sustainability efforts on the children of farmers is the most effective form of interpersonal communication. The goal raises closeness and love of children at work that was involved parents as a source of livelihood of the family. On the other hand, the level of emotional closeness between parents and children, became the focus of keeping the love of children on cocoa.

The self-concept of children of cocoa farmers is a frame of reference for him to interact with the external world. The self-concept of children of cocoa farmers is a factor that distinguishes the concept of self urgent because children of cocoa farmers with children in general. The self-concept is relatively consistent to the situation, time, and generate behavior patterns are relatively consistent. As described, according to Combs and Snygg (Fitts, 1971 quoted in Andreas, Setiawan, 2011) that the role of the family in the formation of self-concept is dominant, because the family is the first place a person recognizes and interacts. Within families that the first time someone invented the concept it self, and this affects behavior in the future.

The self-concept of children of cocoa farmers at the center of South

Sulawesi cocoa cropping through interpersonal communication, shaped and influenced by significant others namely the family, reference groups, peers. The concept itself is aspects that exist within the individual, such as emotions, thoughts, roles and values in him. For example, the process of interpersonal communication between parents and children of cocoa farmers involves the exchange of verbal and non verbal messages in instilling self-concept of children of cocoa farmers.

The results of the study, Bahfiarti (2016) found the closeness of interpersonal communication between parents and children of cocoa farmers farmers in South Sulawesi high category. Through close interpersonal communication they promote unity and mutual understanding among family members, especially the nuclear family of parents and children. The closeness of the relationship is emotionally a strong bond to motivate each other, and develop a mindset change in a positive direction. This communication process is helpful to the openness of children and parents in the family, a cocoa farmer in motivation, inspiration, passion and the drive to change the thoughts, feelings, and attitudes and behavior of children of cocoa farmers.

The self-concept of children of cocoa farmers is very important to maintain the sustainability of cocoa production as a legacy of their parents. It is also a first step which is continuous with the social environment, and the nuclear family. A positive self concept for children of cocoa farmers in attitude or belief as well as the values of conduct.

Regeneration of crisis conditions of cocoa farmers is very influential on the concept of self-possessed child. The more positive self-concept children have higher cocoa farmers wanting to be a cocoa farmer. Conversely, the more negative self-concept of children of cocoa farmers less and less motivation to become cocoa

farmers. Therefore, it is important to assess the child's self concept as a cocoa farmer regeneration cocoa sustainability efforts in cocoa cropping centers in South Sulawesi.

Research Focus

Referring to the background above, this study focuses on how the child's self concept cocoa farmers in cocoa cropping Sentra in South Sulawesi.

Research Objectives and Purpose

This research has a purpose to express, explain and categorize the child's self concept cocoa farmers in cocoa cropping Sentra in South Sulawesi. The usefulness of this research is expected emergence of consciousness, motivation, especially, parents cocoa farmers in understanding the positive self-concept in children. Effective interpersonal communication patterns and creative in the process of accepting any changes in attitudes, beliefs, and positive values in children of cocoa farmers.

B. LITERATURE REVIEW

Self Concept

The concept of a person not associated since human beings are born and settled but it is a tedious process that can change. The self-concept changes that occur at the age of 12 years (early teens), because at this age people tend to show self-concept and perception is not good in itself. This is because the physical changes very quickly. However, the age of the child causes the self-concept is becoming increasingly sedentary. The concept of self-settled and stable in their late teens and early adulthood (Hurlock, 1990; Burns, 1990 cited in Fransisca Vivi Shintaviana, 2012).

Various definitions of the concept of self given by the experts, which are, according to (Baron & Byrne, 2000; 160) and Fittz, 19971 excerpted in Andreas, 2011) stated that the concept of self “An organized collection of Belief and self perceptions about oneself” dan “Self as seen perceived and experienced by him”.

Definitions of other experts (Shavelson, Hubner and Stanton, in Bracken, 1996: 56) and (Kinch, in Fitts, 1971; 13 adapted Andreas, 2011) explains that : “Self concept is a person’s self perceptions formed through experiences with interpretations of his or her environ. They are influenced especially by evaluations by significant others, reinforcements, and attributions for the individual’s own behavior”. “The individual’s conception of himself emerges from social interaction and in turn, guides or influences the behavior of that individual”.

Referring to the explanation put forward by some experts that there are similarities, that self-concept is always related to cognitive aspects, feelings, and perceptions of the individual against himself. In addition, the concept of a self owned by individuals gained through experience and interaction of individuals with their environment. The concept itself is something that is important in human life. The concept of self is the views or perceptions, thoughts, feelings, and attitudes of individuals about themselves and their relationship with other people, gained through experience and interaction with the environment, directing and influencing the behavior of the individual.

The development of self-concept is not an inborn. The development of self-concept initially involves the process of differentiation. Self-differentiation process is running in line with the development of the individual, for example, in communication. The process of development of self-concept. Furthermore,

it is generally believed to be more of a social nature, including identification with others, projecting oneself characteristics based on the views of others and ultimately the expansion of space ego involvement.

C. RESEARCH METHODS

Methods of research activities using the type of case study research methods. Type of case studies can perform a qualitative analysis of the specific issues which can then be used as a variable measured and analyzed quantitatively.

Type of case study have been selected for the case study is "an instrumental case study", which is a type of case studies with a focus more on the issues of the case it self. In other words, a case study is a type of study that focus on specific issues of the case itself, the case has become the means (a vehicle) to better understand the issues in question. As described Stake in Cresswell (2009: 250) that "this is type of case study with the focus on a specific issue rather than on the case itself. The case then become a vehicle to better understand the issue".

Location of the study in two sub-centers of the largest cocoa plantation in South Sulawesi. Furthermore, the determination of the target sample study or research subjects in the study site based Sampling Area districts/cities. Area sampling include both sub sentra largest cocoa cropping area or production of cocoa. Results of the sampling area area area surrounding regions of South Sulawesi: Luwu and Luwu Timur. Selection of source of research data is determined by identifying the source of the data and/or the research informants. The data source of this research include: children of school age members of farmer groups and a reference group to function as a comparison in assessing the child's self concept cocoa farmers.

Data collection instruments used in-depth interviews and focuss Group Discussion (FGD) were analyzed qualitatively. According to Creswell, John W. (2009), suggests that activity in the qualitative data analysis performed interactively and runs continuously until complete until data saturation. Activities in the data analysis, namely: Data Collection, Reduce the data, presentation of data, and Concluding Drawing/ verification.

D. RESULTS AND DISCUSSION

The results of the study child's self concept cocoa farmers coming from the perspective of the participants themselves. The self-concept from the perspective of the participants themselves children of cocoa farmers is a description of himself as a child of cocoa farmers by saying attitudes, values and other assessments that exist within the participants perceived by the participants themselves worth the negative and positive self-concept. In the formation of self-concept of children of cocoa farmers through social interaction, the most important thing that affects interpersonal communication dominant self concept that communication within the family and significant others.

Furthermore, the development of self-concept of children farmers in crop centers of South Sulawesi initially involves the process of differentiation. This self-differentiation process runs quietly, development time, language development, communication, this process goes quickly. In particular, the ability to communicate make a child can make a sharp distinction between himself and other things that exist in the surrounding environment. To identify and understand her experience.

After the initial differentiation of self to the surrounding environment occurs, the process of the development of self-concept of children of cocoa farmers. Furthermore, it is generally believed to be

more of a social nature, including identification with others, projecting themselves berdasarkan characteristics of the views of others and ultimately the expansion of space emotional involvement. This is according to according Sullivan (Fitts, 1971 in Andreas, 2011) in terms of reflected appraisals that will form the concept of a person. Through reflected appraisals, children of cocoa farmers to assess and look at him self through the assessment or treatment of others against him.

Positive and Negative Self Concept Children Cocoa Farmers

Referring to the process of development of the child's self concept cocoa farmer explained that the concepts themselves are formed as the result of interpersonal communication with someone in the neighborhood, especially relationships with family members. With an expression that affect interpersonal communication dominant self concept. Through this process can form a negative self-concept or positive self concept in every individual.

Positive self-concept refers to children of cocoa farmers that they are aligned with the concept of self-evaluation and self-acceptance are positive. Children's cocoa farmers with self-assessment and self-esteem is high in general can accept themselves well. Acceptance of himself as the son of a cocoa farmer and this quality then generates an attitude of humility and generosity than vanity rejection. Generally, children of farmers accept yourself with positive self-concept based on thorough knowledge of him.

Characteristics of children of cocoa farmers who have a positive self-concept, for example, dreams of becoming a cocoa farmers who work, willing to accept, learn and help their parents, independent of the others, polite, responsible for his behavior,

patience in the face of failure and was able to finish problems with confidence and trust. Children's cocoa farmers who have a positive self-concept can develop themselves optimally according to their talents and abilities, and although sometimes feel confident with himself and his family life in the future.

In addition to a positive self-concept, children of cocoa farmers can form a negative self-concept. Negative self-concept is a negative self-evaluation. For example, self-hate, feel inferior, and lack of sense of self-worth in the reception. Children's cocoa farmers who have a positive self-concept is a picture of a child cocoa farmers have confidence in its ability to overcome the problem, feel equal with others, are able to accept praise for worthy, realize that everyone has a variety of feelings, expectations, and behaviors that are not approved in the environment , so it has the ability to transform themselves to better the quality of life.

Individuals with a negative self-concept is the picture of children of cocoa farmers are sensitive to criticism, responsive to praise, excessive crisis, tend to feel disgust of others. As well as being pessimistic about the challenges and competition, as a child of cocoa farming families.

The self-concept of children of cocoa farmers is a negative self-concept is too unstable and too regular or stiff. The concept of self that includes: a lack of initiative in helping parents, avoiding work as a cocoa farmer, shy and do not want to take risks, lack the ability to withstand the pressure and try to shy away from difficult circumstances. Children's cocoa farmers who have a negative self-concept are more likely not be able to accept his situation as the son of a farmer. The possibility of the individuals concerned feel inferior or may cause adverse effects for his own development and influence its behavior. The self-concept has an important role in

determining the behavior of children of cocoa farmers, looked at her, looked in all his conduct. Such behavior towards conformity with their views himself.

The following categorization of positive and negative self-concept of children farmers in South Sulawesi Cocoa cultivation centers, namely:

Furthermore, the development of self-concept is never truly ends, it goes on with the active from the moment of birth until death in accordance with the individual continually find new potentials in its development process. To have a concept of self, one must look at himself as an object that is clearly different and being able to see himself from other objects.

Table 1. Categorization of Children's Self-Concept Cocoa Farmers

Positive Self Concept	Negative Self Concept
<ul style="list-style-type: none"> - Have a goal of becoming a cocoa farmer at work parents. - Independent, polite, responsible for helping parents to farm cocoa. - Having high self-confidence and pride as the children of cocoa farmers. 	<ul style="list-style-type: none"> - Lack of initiative in helping his parents. - Avoiding work as a cocoa farmer. - Shame and can not accept his situation as a son of farmers.

Source: Research Data Verification Results, 2016

The concept itself is the view or vote against the children of cocoa farmers themselves, whether physical, social or psychological, which is obtained from the interaction with other people and experiences that passed during his lifetime. Similarly, self-concept of the cocoa farmer's son, is a social product that is formed through a process of internalization and secret societies psychological experiences. These experiences are the result of individual exploration of the physical environment and the reflection of himself received from important people (significant others) around it. Provide good environment and a positive attitude, then one feels himself quite valuable so that there arises a positive self concept, and vice versa.

E. CONCLUSIONS AND SUGGESTIONS

Conclusions

The self-concept of children of cocoa farmers develop positive self-concept feel himself worthy so much trust in him in dealing with various situations. For example, dreams of becoming a successful cocoa farmer, accept, learn and help their parents, independent of others, polite, responsible for his behavior, in the face of failure and the patient is able to resolve issues with confidence and trust.

Then, the self-concept of children of cocoa farmers develop a negative self-concept, have difficulty in accepting themselves and often reject him as the son

of cocoa farmers. Include: a lack of initiative in helping parents, avoiding work as a cocoa farmer, shy and do not want to take risks, lack the ability to withstand the pressure and try to shy away from difficult circumstances.

Suggestions

Increasing the intensity of positive interpersonal communication and closeness of interpersonal communication between parents and children to other cocoa farmers in transferring information in a negative self-concept development process to a positive self-concept. Furthermore, the increased role of parents in an effort to establish openness in communication, creating a familiar atmosphere, a warm and pleasant home, mutual encouragement, in communicating that the best option cocoa plant is the source of family life in the future.

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