

Climate Communication on Improvement of Group Capacity

Eni Kardi Wiyati¹, Amiruddin Saleh², Sarwititi Sarwoprasodjo²,
Aida Vitayala S Hubeis²

¹) Lecturer at the Faculty of Communication Moestopo University-Indonesia,

²) Lecturer at the Faculty of Human Ecology, Bogor Agricultural University-Indonesia
Kampus IPB Dramaga Bogor-Indonesia
Email: enikardi@yahoo.co.id

Abstract

Group is one of medium used by the change agents to improve farmers' knowledge. The Ministry of Agriculture through the Bureau of Human Resources Extension outreach groups to improve the welfare state of the poor in the province of Central Sulawesi. One of the efforts made to increase the capacity of the group to provide guidance to the group. Group formed tailored to the type of commodity that is owned by the community. The existence of the group is influenced by many factors, one of which is climate of group communication. Differences in the degree of group climate, is influenced by how the group reach a level of reaction that members of the group create process of communication, participation raises the warmth and friendship, mutual trust, mutually acceptable, so that each member feels recognized and seriously satisfied to be in the group. The purpose of this study is to identify and analyze the group communication atmosphere in conjunction with effort to empower the group capacity.

The Population are group members of READ (KR) in Poso District in Central Sulawesi Province. The study was designed using survey research is description.

Keywords: Group Characteristics, Climate Communication and Capacity Improvement Building Group

Introduction

One of the major challenges in the group is how to convey the information from all parts of the group and how to receive information from all parts of the group. Group should strive to maintain a two-way communication. Mutual communication as a means to provide informations and opinions on the issues of the group. However, in the progress of a group sometimes not always be in a normal condition, the problem could come anytime. Moreover, problems are related to communication within the group which can to affect the development of the group.

Atmosphere communication plays a central role in encouraging group members to devote an opinion or any attempt to group. Enterprises in this case is any activity or cooperation in group to achieve goals or objectives of the group. Atmosphere certain communications provide guidance for

decisions and behavior of the group members. The decisions taken by the members of the group to carry out the activities of the group members, to bind themselves to the group, to be honest at work, to grab the opportunity in the group is excited to support the rest of the group, to carry out the task creatively and to offer innovative ideas to improve the group. Negative climate can really ruin a decision made by the group members about how they will work and participate in the group.

The degree to achieve the reaction rate group members so that the creation process of communication, participation raises the warmth and friendship, mutual trust, mutually acceptable, mutually appreciated so the members feel satisfied and to actually be in a group climate group (Beebe, 1994).

The problem of poverty in Indonesia is a major and urgent problem to be taken into account. Particularly in rural areas, one of which is the physical

condition of the poor who do not have access in many areas and have not settled livelihood. The number of poor people in Indonesia in March 2012 reached 29.13 million, or 11.96 percent, down 890,000 compared to the same month in 2011 (BPS, 2012). Based on BPS data release of Central Sulawesi, Central Sulawesi Province the poverty level in March 2012 reached 15.4 % or above the national average of 11.96 % (BPS, 2012).

In order to improve access of the poor, one of the efforts made by the government, in this case the Ministry of Agriculture is to conduct Community Empowerment Programme in Central Sulawesi province. One is a program on Rural Empowerment and Agricultural Development (READ), or the empowerment of rural communities and agricultural development in collaboration with IFAD. READ program locations are in Central Sulawesi. In addition to support the empowerment of rural and agricultural development programs in Central Sulawesi, the province of Central Sulawesi is considered as one of the poorer province in Indonesia.

To achieve the successful of the READ program, the government also seeks to involve the private sector, in this case is a Non Governmental Organization (NGO). Harmony between communities and the government or NGOs in implementing development programs more easily realized if there is the presence of development communication. Actual construction has a purpose that can be packed into the communication messages that can be understood, and to be a consensus among many stakeholders.

Jamees and Jenoe in Simamora (2004) expressed views on climate groups, namely: 1) climate group as a collection of group characteristics that can be explained with reasonable

objectivity. These characteristics distinguish the group.

The other groups that are relatively resistant and influence the behavior of individuals within the organization, 2) climate as a concept that reflects the content and the excess of the values, norms, behaviors, and feelings of the members and a social system that operationally be measured through the perceptions of the members of the system and 3) climate group that has something significant only at each individual. That's because the individual involved or not involved in decision-making, experience or no effective communication and warm, or do not have autonomy, and so on.

The development communication aims to strengthen community institutions especially the existing READ groups that exist or have been established, especially also focused on strengthening its role as a driving force in the 'institutionalize' and 'civilize' re human values and society, social capital in the community. Through these institutions that will contribute poverty reduction by the local community. Through these community institutions it is expected no more groups of people who are still trapped in the cycle of poverty. It is expected that through the group approach it can increase empowerment of the poor. For that will be studied further climate group communication that occurs in the poor. The study will focus on the Poso District.

Methods

The study was conducted on the poor was selected by the READ program Poso District of Central Sulawesi province. The choice of location is purposely selected as to analyze the difference within the group

READ based on the number of poor households in Poso District.

The research design using survey research (Singarimbun, 2011) is a study using a sample from a population and used a questionnaire as the main data collection tool. Design of Descriptive survey research, namely to determine the depth of the variables.

Data collected in the form of quantitative and qualitative data. Quantitative data are subject include: (1) Characteristics of the Group, (2) Climate Group Communication (3) Capacity of the Group.

Data were collected by structured interview techniques, in-depth interviews to the chairman of the group and elected members.

Results and Discussion

Forms of Media Capacity Building Group



Figure 1. Media and Group Meeting

Forms of media training Kakao by MARS. MARS works with provincial policy. Although the implementation is determined by the district, such as Space School's training is given to a village, but actually the training is e combined into 1 of 3 time countryside.

Designs are done by group meeting, general meetings cluster managers do at home. Even so members feel comfortable in answering all questions and discussion. With the READ program through training and mentoring, there has been an increase of skills, knowledge, and ability of the community, as mothers have additional knowledge, such as the sale of plate made of bamboo stick "Inko". They know the advantages to be in a group, do group sessions, group managing money, and more concerned about fellow group members.

The ability of the community is also increasing in finding and using information to cope, adapt, adjust and

innovate. There could be no innovation and new technology in this country, but there are initiatives such as village head combat rodents with an environmentally friendly manner, that is to confine cats on farms community. Cats reduced feed ration diving 3 days or not fed so grumpy. Based on the experience in this way is quite effective. It's been socialized to the community but do not know or have not been implemented.

Low levels of education also affect the level of complexity (complexity) local environment that demands greater the importance of knowledge, motivation motivate people, especially members of the group to actively following activities performed by the group, such as group meetings, periodic capacity building, outreach and other revolving fund management.

Media information can be accessed by the public, but very limited. No radio, Newspapers are in the countryside is Sopeng, Nuance Post,

Postal Poso, Kusuma (Morowali), with a total of to rule the countryside just around Poso.

Extension Workers source of information for the community related to the cultivation of agriculture, horticulture and livestock, PPL live in Taripa. If the community, need to consult to the Extension Workers, they ask the village head to invite the Extension Workers joint group meeting,

especially if the farmers face problem on pests, to agricultural info they usually ask a letter to the Extension Workers then to the village head to a letter inviting PPL come join group meetings for conveying the message of counseling. Creative counseling have been done related to diseases and pests that crops in the village. This is done every season and in meetings in the village.

Characteristic Groups

Table 1 Types of Commodity Groups and Membership

Name KR	Comodities	Kind of Use	Amount Group Membership		
			Male	Female	Amount
1	Padi 1	Paddy	9	16	25
2	Padi 2	Paddy	11	14	25
3	Kakao	Cacao	13	11	24
4	Sayuran	Vegetable	4	9	13
5	Ternak	Livestock	8	13	21
Group			45	63	108

Table 1, shows that there is different membership of groups which dominated by females. More cluster types in agricultural commodities namely rice fields and cocoa. In implementation of activities to support the needs of the poor to access agriculture, has been developed in a participatory manner among them the building of roads bag production, development drained rice. The perceived benefits of them with the building of roads to facilitate bag production cluster that is transporting the cocoa harvest. These facilities have an impact on production costs, namely the cost of transportation that previously they hiring a man to carry cacao. But now this can be done with motor cycle wheel vehicles. In general, the group has a motor cycle.

In addition to infrastructure development, there are also training and empowerment. The training is intended

to provide knowledge to the cluster of cocoa, as will pests prevention, how to produce new seed sprouts sustain. Training is provided by the MARS to use school facilities. Training is also provided to empowerment groups, namely the group bookkeeping training, training on marketing and training of gender. Feel the benefits of the training group, which knows how to do bookkeeping. Although only the staff managers whowere trained, but all the members feel the benefits of book keeping training. This corresponds to a revolving fund received by the group.

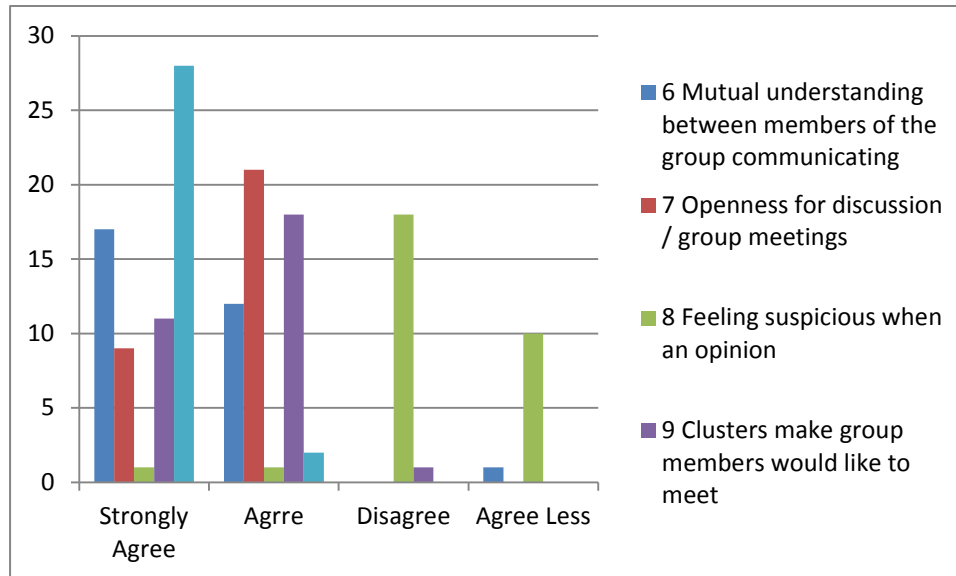
Climate Group Communication

Based on the graphic brought, preliminary data showed that the group is able to feel the climate of success cluster. Although there are still members of the group do not agree with the state that was built by the cluster

environment. Besides that the existence of clusters at the beginning of the formation of highly enjoyed the benefit,

because the group expects the assistance of the group, the nature of the good or material support.

Figure 2 Climate Group Communication



Group meetings were conducted an average of 1-2 times a month a strong influence on the existence of the group. Group meeting has many benefits, both for groups and facilitator, so despite the rain condition, group members took time to come to the group meeting. With this group, namely the members feel the benefits of activities can be done in batches, add the proximity of the group meetings with employees, increase knowledge. As expressed by one of the group member:

"I was invited grouped SL training and many do not know the know and dikasih know each meeting and the results of the meeting. I enjoyed the group, due to the loan, has never before been able to loan . Head of group often know and already matched group leader."

Illustrated that the existence of the head group influence among them members of the group leader to keep reminding the member will loan as well as the problems faced by members of the group. Also feel the benefits of

group meetings, although sometimes there are group members who did not attend. In group meetings occurred openness in opinion and no member of a proscribed group despite the group members rarely spoke. As in the cluster Cocoa, a female member including active members in the group and spoke in a cluster. While the female members of the group, more rarely spoke. This is because the majority of the members of his group are male. The capacity of group members is depending on the existing of village facilitator (private Extension Workers/FD). Up facilitatorsdo approach and direct visits to members of the group who still have debts on revolving fund.

The role of the facilitator in empowering communities one of which is the strengthening of the group. The good relationship between the facilitator and the group encourages the growth of the group. This can be seen during the discussion/group meetings, where the members of the group established familiarity. This condition is in addition to support the existence of social capital

is also the facilitator of the group members.

The presence of FD is felt by the group. One of the facilitators felt by Animal Village is a cluster that so far compactness in clusters. Nonetheless FD have endeavored to provide a good understanding of the many benefits to the group and gave a clear example of several groups that have been developed and FD remains in close contact with the group and is always motivation.

Illustrated that the existence of the head group influence among them members of the group leader to keep reminding the member will loan as well as the problems faced by members of the group. Also feel the benefits of group meetings, although sometimes there are group members who did not attend. In group meetings occurred openness in opinion and no member of a proscribed group despite the group members rarely spoke. As in the cluster Cocoa, a female member including active members in the group and spoke in a cluster. While the female members of the group, are considered speak less. This is because the majority of the members the his group are males.

The warmth aspect shown during group discussions or group meetings. Besides the good response in the group, in the form of mutual understanding between group members while communicating and there is no suspicion in the group . The existence of the group also felt by members of the group to be challenged, ie work harder. Climate group also provides enhanced knowledge and skills possessed by members of the group. Although there is still information that has not been obtained by the group as a group expect any information about the manufacture of organic fertilizers.

Muksin (2002) showed that there were significant and positive

relationship between group climate and plant control applications. Added that one of the factors that support is the presence of local values in the community. This condition also is still felt by the poor that the level of relatedness between group members so that each discussion/group meetings occur reciprocal relationship of both administrators and members of the group.

Conclusion

Within a group in order to grow we need a dynamic group. One is the existence of good relationships and communications between group members. The group was formed in the READ can grow and helpless, if each group well acceptable climate group for increasing the capacity of the group each member. Groups can evolve positively if found a good atmosphere group, so that the capacity of the group can be improved.

References

- Beebe SA, Materson JT. 1994. Communicating in Small Groups: Principles and Practise Fourth Edition. New York: Harper Collins College Publisher.
- Badan Pusat Statistik (BPS) Provinsi Sulawesi Tengah, 2012
- Muhsin. 2002. Jaringan Komunikasi dan Kohesivitas: Kajian Iklim Kelompok dan Aplikasi Pengendalian Organisme Pengganggu Tanaman Ramah Lingkungan di Desa Purwasari Kabupaten Bogor. [tesis]. Bogor: IPB.
- Simamora, Bilson.2004. Panduan Riset Perilaku Konsumen.Jakarta. PT.Gramedia Pustaka Utama.
- Singarimbun M, Effendi S. 2011. Metode Penelitian Survai. Jakarta: LP3ES.