Strategy of Development Communication on ‘Kawasan Rumah Pangan Lestari’ (KRPL) / Sustainable Food House Area Program in Madura Based on Community Based Organization (CBO)

Netty Dyah Kurniasari

Communication Department, Culture and Political Science Faculty, Trunojoyo University of Madura, Indonesia

ABSTRACT

Background: The KRPL program appoint one of them is the village of the District Kamal. This program has been running since 2013 at Banyuajuh villages and successfully obtained the title of provincial champion. The achievement is a proud thing worth remembering Madura is barren areas that are difficult to cultivate.

Objectives: The purpose of this study was to find out how the strategies of development communication in program Kawasan Rumah Pangan Lestari (KRPL) and the obstacles faced in KRPL program. The subjects of this study is KRPL in District Kamal. Researchers chose two locations: Banyuajuh villages and Gili. The method used is direct interviews, focus group discussions, observation and literature.

Results: The strategy of communication used include elements of communication that is a communicator, message, media, communican and effect. There are some obstacles faced at KRPL program. Firstly, KRPL members’ knowledge about the diversification of food though minimal; secondly the lack of guidance from the relevant authorities about the diversification of food though and marketing techniques.

Conclusion: showed that the communication strategy of empowerment that is used is elements of communication : moreover, there is a combination of top down and bottom up strategies.

INTRODUCTION

The most popular and most conceptually, development of communication comes from communication theory and the theory of development. Communication theory is used to bridge the flow of messages (information) between the public to the government or vice versa. Development theory is used as the characteristic form of directional changes, and progressive of the condition (state) to condition (state) in the other covering the aspects of health, education, environmental and economic aspects (Afdilah, Nur Hasnah, 2014).

Methodology:

The subjects of this study are individuals, the Department of Agriculture (BKP3) Bangkalan and women groups KRPL Jasmine (caretaker), villagers Banyuajuh and Gili District of Kamal. The methodology used is qualitative in order to understand the phenomenon of what is experienced by the subjects holistically, and in the manner described in the form of words and language, in a special context natural and by using various scientific methods [4]. Data collection techniques are interviews, observation (observation), focus group discussion (FGD) and litetatur studies. Interviews and FGDs conducted to the people at Banyuajuh, the Department of Agriculture (BKP3) Bangkalan, KRPL groups and citizens at Banyuajuh and Gili villages. To support and enrich the findings of the literature study data were also used related to the topic of research.

RESULTS AND DISCUSSION

Communication and development are the two things are closely interrelated, Status of communications in the context of development is "as am an integral part of development, and communication as an asset of instrumental variables. Communication development include the role and function of communication as an activity reciprocal exchange of messages between society with government, starting from the planning.
implementation, and evaluation of development. In a narrow sense, development communication is any and all means of delivering ideas and techniques.

Based on the above, the components must exist in development communication is the same as the elements of a communication strategy that is a communicator, message, media (channel), communican and what the expected effects. The expected effects implicitly contains other questions that need to be answered carefully, a. When (when implemented) b. How (how to do) c. Why (why done). In this case KRPL a development program that should be communican to citizens, so this program can not be separated from the elements of communication such as messages, media and effects used by the communicator to the communican.

Communication Strategy in KRPL Program:

Firstly, we discover the first element of communication, communicator. There are two communicators who was instrumental in this KRPL program that Mr Rauf in this case also serves as Chairman of RW (Rukun Warga). The second communicator is Mrs. Rauf as Chairman PKK RW 7. Pak Rauf besides RW also Food Security Agency officers and Agricultural Extension (BK3) Bangkalan. (Interview with Mrs. Rauf, Saturday, September 12th, 2015)

The second communication element is messages. The message conveyed to the citizens is emphasized that KRPL an effort towards adequacy and household food self-sufficiency. KRPL development also has a goal to reduce the cost of household expenditures by meeting the everyday needs by utilizing their resources, and to be able to avoid the impact of extreme climate anomalies. KRPL models will become the foundation for anticipating changes in agricultural land use in the state of utilization of the yard (Siti Fatimatus Zahro, 2011)

In addition the message delivered by BKP3 emphasizing that KRPL program aims to improve the availability and household food reserves, diversification of food, the nutritional quality of the family, increasing family income and grow the creative economy develop in every village (Focus Group Discussion, KRPL Melati Monday, 14 of September 2015)

KRPL chairman is Mrs. Rauf who often held meetings to coordinate and deliver a message about the importance of this KRPL. Some administrators among others that Mrs Hamid, Mrs Wowo, Mrs Jatim, Mrs Rusman (Secretary), Mrs. Komarus (accountant).

According Mrs Rauf, there are several benefits with KRPL, among others :

"Mothers with this KRPL RW 07 do not buy vegetables one day alone, the government has been lucky. Because vegetables are still exported from abroad. Diraway vegetables are organic species (in terms of health benefits) "(Focus Group discussion, KRPL Melati Monday, 14 of September 2015)

The third elements is media. Channel or medium used to realize KRPL is interpersonal communication (face to face). Field Coaches beginning a dialogue with citizens about the importance of this KRPL. The media used to use community-based organizations such as the PKK, turing organization and religious group and group. Mrs. Rauf pack and give an example first by planting his house with various kinds of vegetables. Having seen the results, women at Banyuajuh villages do the same thing.

“At first I planted in my house. Then many women see that. The said that it is really fun yes, there is the luffa vegetable imitate. Then a month of fasting there is cheap food then introduced to the residents. Initialy five people each RT (Rukun Tetangga) , and now a total of 30 people ". (Interview with Mrs. Rauf, Saturday, September 12th, 2015)

The fourth element of communication is communican (audience). Development KRPL is movement from and to rural communities begin the hamlet up to the level of household (RT) in cooperation with the women of the PKK began the provincial level to Dasa Wisma and government agencies only serves as a motivator, facilitator, and stabilizer for motion this (Siti Fatimatus Zahro, 2011)

KRPL program objectives are 1) the mother-housewife who joined the PKK and Dasa Wisma as a principal and manager of the yard; 2) Koperasi Wanita (Kopwan) in each village as a source of capital providers and subscribers production agroinput both fresh and processed."Initially Mr. Rauf and I were initiated. I should to sow first. After the seeds grow we invite mothers. We invites mothers to mothers Let us ground together (let mothers we equally do seeding). The result when it is harvest our own consumption. If the excess between mothers exchange of vegetables. Just lately the dry season, so a bit difficult to move the residents (Interview with Mrs. Rauf "(interview with Mrs Rauf, Saturday, September 12, 2015)

In addition to the PKK and dasawisma, Mrs Rauf also use the study group mothers to promote this KRPL program.

“The role of Mr. and Mrs. Rauf Rauf immense. Initially we used to sow the seeds. Once the seedlings are grown, they call the PKK to carry and move these seeds in polybags. Additionally every recitation, I always bring the mustard seed and sell it on lectures, meetings PKK. Let anyone who wants to buy, 5 thousand can be 3. (since 2013 I do it).”(Interview with Mrs. Rauf, Saturday, September 12, 2015)

The intended target on KRPL is the growing ability of families and communities economically, socially dignified in meeting the food and nutrition needs in a sustainable manner towards family and
community self-reliance, and prosperous (Siti Fatimatus Zahro, 2011).

The last element of communication is effects (expected effects). The Ministry of Agriculture (2011) states that the purpose of developing KRPL listed in the General Guidelines KRPL is:

1. Family and community are skilled in the use of their yards in urban and rural areas for the cultivation of food crops, fruits and vegetables TOGA, cattle raising and fishing, processing and processing household waste into compost (Siti Fatimatus Zahro, 2011)
2. The need for food and nutrition families and communities can be fulfilled as well as sustainable in an area. (Siti Fatimatus Zahro, 2011)
3. Families can develop productive economic activity and the creation of green environment clean and healthy independently. (Siti Fatimatus Zahro, 2011)

The forth element of communication is effects. Talking about the expected effects of the program could be divide into three component: when (when to implement them), how (how to do it) and why (why done so)

a. When (when implemented):

Banyuajuh KRPL activity in the village has been started since 2013 at the initiative of Mr. and Mrs. Rauf. It can be seen in following quotes:

"Initially the program is the initiative of Mr. and Mrs. Rauf. Mr. Rauf also as a clerk at the Department of Agriculture Bangkalan. Mr Rauf often handle KRPL Burneh. Then Mr Rauf asked what that could be held in the village KRPL Banyuajuh Housing? Banyuajuh village eventually became one of the pilot villages ". (Interview with Mrs. Rauf Saturday, September 12, 2015)

b. How (how to do):

The main principle of KRPL is to realize the resilience and self-sufficiency, food diversification based on local resources, the conservation of food crops, and maintain its sustainability through the Village Garden Seeds (KBD), to the increase in income and welfare (Siti Fatimatus Zahro, 2011)

KRPL formation process in the village Banyuajuh at the initiative of the Chairman of RW 07 and Mrs Rauf.

"The trick is to establish five pilot house (cadre) each RT. So RW 7 no 6 RT. Each RT 5 houses. Total house cadres were 30 houses trained pilot. KRPL Jasmine is a provincial champion. Currently in Bangkalan allotted 12 villages to be developed into KRPL. Initially only 3 villages. After the village Banyuajuh become champions then expanded to 12 villages. "(FGD, Monday, September 14th, 2015)

"In KRPL Melati there KBD (Nursery Village), which was centered in the home Mrs. Rauf (Mrs. Chairman RW). Each maing RT was assigned in rotation to take care of the nursery garden. Once the seedlings planted and grown, respectively Rt taking the seedlings to be transplanted in their respective RT (sample RW 05). But there are also the RT which could sow itself, namely to RT 01. (FGD 14 of September 2015). Melati group contained in cash used for operations including purchase of fertilizer and maintenance. Seedlings originally came from the Department of Agriculture (for vegetables eggplant and spinach). But for others like a mustard seed we buy ourselves. "(FGD 14 of September 2015)

c. Why (why done so):

The reason why KRPL implemented community-based is in line with the strategy of development of East Java to realize the vision and mission of regional development in East Java in 2009-2014. There are four main strategies, namely Food Security Agency, East Java in (Siti Fatimatus Zahro, 2011):
1. Sustainable development is centered on people (people centered development) that promote community participation in planning and overseeing the development program concerning lives of their own
2. Siding with the poor (pro-poor)
3. Gender mainstreaming
4. The balance of equitable development and economic growth, particularly through the development of agro-industry (agribusiness)

Obstacles encountered KRPL during the implementation process:

There are several constraints (barriers) among others KRPL members (FGD, September 14)
1.) Technical though food (after a couple of times there are few commodity crops such as eggplant stacked up. The group is still lacking knowledge). Lack of training conducted by relevant agencies. 3.)During the dry season, many polybags dry (empty)

“One of the barriers now is motivation women began to decline, the reason being the dry season. I say, let our mothers again KRPL activate it again, if anyone visits how? Because after we become provincial champion many visits from various regions such as Sumatra” (Interview with Mrs Rauf Saturday, 12 of September 2015

Conclusion:

Program Areas Sustainable Food House (KRPL) is a program that originally came from the government in this case refers to the Department of Agriculture in this case (BP3). Initially the program in top-down (from the government however, gradually turned into a bottom up because of the involvement and active participation of citizens (especially women) is very large. Strategy, communication used include elements of communication that is a communicator, message, media, communicant and effect. Communicators program KRPL is Mr. Rauf and Mrs Rauf
(community leaders, Chairman RW), the message stressed that the program KRPL can help food security of households, media socialization used madalah PKK and study. The effects are expected to include when the program is done (started in 2013); how to do (to give an example to citizens); and why do it (because KRPL is a program that emphasizes community participation) Obstacles encountered include members’ knowledge KRPL of diversification if food minimal, the lack of guidance from the relevant authorities about diversification if food and marketing techniques.

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