The Level of Mass Media Usage in Cattle Extension Communication Network

A. Saleh
Department of Communication and Community Development Sciences, Faculty of Human Ecology, Bogor Agricultural University
email: amiruddin_ipb@yahoo.co.id

ABSTRACT

This research aim were: (1) to recognize the communication behavior of cattle farmers in searching information, (2) to analyze the level of farmer participation in cattle farmer communication network, (3) to explore the relationship between individual characteristics, (4) to explore interpersonal communication behavior and mass media utilization in cattle farmer communication network. The results showed that: (1) there was a significant difference of communication behavior between the advanced cattle farmers group and the less advanced one. This result informed the distinction of mass media used by cattle farmers in searching information i.e. interpersonal communication relationship in receiving and diffusing information and impersonal communication (media communication) behavior, particularly from television, broadcast and newspapers. (2) There was a significant relationship between formal education characteristic and impersonal communication behavior (television and radio and newspaper). There were significant relationship between economic class and newspaper impact behavior, between mass media ownership and television impact behavior, between education level and mass media ownership with the information search behavior. Individual characteristics of advanced farmers group have negative correlation with the information distribution behavior. Advanced farmer group were characterized by: well educated, higher economic class, more variety of mass media ownership, have more capability to select information according to their needs, profit oriented, risk taker, cosmopolites, have a communication pattern and good relationship among cattle farmer group. All of those characteristics caused un-proper of information diffusion.

Key words: mass media usage, extension communication, cattle farmer

INTRODUCTION

This article deals with the cattle agribusiness extension activities, which were supposed to be a changing in communication structure. The communication pattern usually in the form of "oil droplets"(an effort in extension to diffuse innovation speedily and broadly) extension processes. The extension activity was scheduled from top down, or relying on the visiting and training (so call LAKU). LAKU is a dynamic pattern, integrate of top down and bottom up interest by interpersonal or group communication approach. The intensity of providing extension, the improvement of knowledge and the more experiences from "farmer as partner", will create synergism between advance technology and local traditional technology application. Farmer communication pattern in cattle extension suppose to be fully dependently on interpersonal communication.

Puspadi research (2002) exposed that there were a changing in information requirement according to farming business phases (from less to more commercial). This research intended in changing of communications channel, and the model of extension communications. Furthermore, this research to support Slamet (1995) statement was farmers have changed clearly. Higher level of the farmer education, will be more progressive in farm business, better skill, and better in impersonal communication.

The objectives of this research were (1) to explore communication behavior of cattle farmers in pursuing information, (2) to analyze the relationship between individual characteristics of cattle farmer, interpersonal communication behavior and employing mass media, (3) to develop the communication extension model.

MATERIALS AND METHODS

The respondent consist of 125 cattle farmers come from two developed cattle farmers groups (in Gedangsari District Gunung kidul Regency Yogyakarta, and Polokarto District Sukohardjo Regency Central Java) and two less develop