

## Attendance Of Mass Media And Parents In Defining The Value Of Agriculture In The Eyes Of Rural

(Case Study of Rural Youth at Horticulture Center in Cianjur Regency)

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**Abstract** : The scarcity of human resources in the agricultural sector or the semi-forced involvement of most of agricultural labors due to the unavailability of other alternatives, has resulted in the unoptimized production process. The young people's attitude toward farmer as a profession and its agriculture activity is affected by three major aspects, i.e. micro aspect (parents, friends, and mass media); meso aspect (the nearby community); and macro aspect (the society). This study investigates the micro aspect in building agricultural values on young people. The study used a descriptive qualitative approach to reveal the reality of value transfer from parents and also mass media to young people in rural area. The study finds that parents particularly the father as the main actor in transferring agricultural values to young people. Television is the most accessed mass media by young people. Young people still have the interest in working in the agricultural sector, not as a main job but as a side job.

**Keywords:** attendance of mass media and parents, value of agriculture in the eyes of rural

### I. INTRODUCTION

The low level of youth participation in agriculture begins with the youth attitude toward agriculture itself, while one of the most important factors in shaping attitudes is socialization, as Mar'at (1981) attitudes are the fruit or result of socialization. Departing from the understanding mentioned by Mar'at (1981), then the attitude of youth who are in agricultural area is actually formed through the socialization that comes from within (micro) parents, peers (peers), and mass media. Socialization is done in the process of communication that occurs everyday life undertaken by the youth. Socialization by parents is an important aspect because each family member is tied to each other through the communication process. The family develops a series of messages, behaviors and specific expectations through the communication process (Suleeman, 1990). When talking about the family, it will talk about the family as a system consisting of interacting and influenced subsystems.

According to data from BPS 2010, there are 41.49 million people or 40 percent of the national workforce (Deptan, 2005). The worrying fact that can not be separated also from the human resources of farmers in Indonesia is as much as 35.5 percent of the labor of farmers have not finished primary school education. This condition is worsened by the low interest of the younger generation to enter the formal education path in agriculture which is marked by the

low level of enrollment in Secondary Agricultural School and Agricultural Higher Level (Deptan, 2005).

The interest of youth to work in agriculture is not solely the responsibility of the government, because the formation of behavior can not be separated from the influence of nearby systems around youth formed through a socialization process of the closest agents to youth (micro level) . Youth attitude toward agriculture will be influenced through three big aspect that is micro aspect (parent, friend and mass media), meso aspect (environment around), and macro aspect (Brofenbrenner in Puspitawati 2006). This study only looks at the micro aspect (parents and mass media) in building agricultural values in the eyes of rural youth.

#### Formulation of the problem

Youth attitude toward agriculture will be influenced through three big aspect that is micro aspect (parent, friend and mass media), meso aspect (environment around), and macro aspect (Brofenbrenner in Puspitawati 2006). This study only looks at the micro aspect (parents and mass media) in building agricultural values in the eyes of rural youth.

1. What is the pattern of communication between parents and children in the context of inheriting agricultural values?
2. What is the behavior of mass media use (radio, television, print media and internet) by rural youth?
3. How does the rural youth view agricultural values that are socialized by parents and the mass media?

**Research purposes**

This research generally aims to examine the inheritance of agricultural values derived from parents and mass media which then form the value of agriculture in the eyes of rural youth. However, the specific objectives of this study are as follows:

1. Assess communication patterns between parents and children in the context of inheritance of agricultural values.
2. Describe the behavior of mass media utilization (radio, television, print media and internet) by rural youth.
3. Describe the views of youth in the countryside against agricultural values that are socialized by parents and the mass media

**II. RESEARCH METHODS**

**Research design**

This research is designed using descriptive-qualitative approach to reveal the reality of parent and mass media inheritance value to youth in rural area. (Singarimbun and Effendi, 1995). The method used is case study, which is to do a detailed research about someone (individual) or something social unit for a certain period of time

**Research sites**

The location of the study was chosen purposively with some consideration (purposive). The village chosen in this research is Cipendawa Village, Pacet Sub-District, Cianjur District. The village represents the village where the majority of farmers are farmers of other people's land and is a center of vegetable production in West Java.

**Determination of Research Subject**

This study uses a qualitative approach where this approach does not use the term population but rather leads to social situations consisting of the context of place, actors, and activities. Based on these three contexts, the subjects in this study are parents and youth behavior (perpetrators), villages in Cipendawa village (place), and parental socialization, behavior of mass media use by youth (activity).

**Data collection technique**

The primary data source is data obtained from the case subjects of the informants. Observation activities in the field aims to see the daily activities undertaken by youths that are related to agriculture or not. Meanwhile, in-depth interviews were used to obtain related information: (1) communication patterns between parents and children in the inheritance of agricultural values, (2) youth behavior in using mass media, and (3) youth views on agricultural values derived by parents and the media. Focus Group Discussion (FGD) was conducted to confirm the findings found from in-depth interviews and observations.

**Data analysis technique**

Data analysis is planned to be done in parallel during the research activity. Data analysis has been done since the data collection until the writing of the final report. The plan, stages of data analysis include:

- a. Data reduction .
- b. Preferences of data.
- c. Interpretation of data,

**III. RESULTS AND DISCUSSION**

**3.1. Agricultural Condition**

In the context of land ownership, there are 2,870 families in Cipendawa Village that do not have agricultural land (67.21%), while 1,175 households own less than 1 ha (27.52%), and there are 225 families with ranging from 1-5 ha (5.27%). Based on the data in Table 4.4, the control of agricultural land in Cipendawa Village is still very small for more farmers who do not have agricultural land.

Table 4.4. The description of the ownership of agricultural land in Cipendawa Village

Land Ownership of Cipendawa Village (Number of Families)	Land Ownership of Cipendawa Village (Number of Families)
Has No Land 2.870 (67.21%)	Has No Land 2.870 (67.21%)
Has <1 ha of 1.175 (27.52%)	Has <1 ha of 1.175 (27.52%)
Has 1 - 5 ha 225 (5.27%)	Has 1 - 5 ha 225 (5.27%)
Have 5 - 10 ha -	Have 5 - 10 ha -

Source: Village Profile of Cipendawa Year 2014.

Agricultural commodities cultivated by farmers in Cipendawa Village are horticultural crops such as highland vegetables such as carrots, onions, potatoes, broccoli, tomatoes and pakcoy. Although there are various types of vegetable crops, but most farmers in Cipendawa Village grow carrots, there are farmers who also grow broccoli but there is also a carrot intercropping with onions. Panamanan technique is usually done monoculture technique (one type of plant), but there are farmers who also use the technique of intercropping, which is planting several types of plants in one plot at the same time.

**Agricultural Institution**

Both villages of this research location have a Combined Farmer Group (Gapoktan). In Cipendawa Village, there is a Joint Group of Farmers of Multi Tani Jaya, Gapoktan was inaugurated in 2009. Chairman of Gapoktan is an active farmer who often conduct experiments both experiments related to seeds, seeds, or experiments related to pests and plant diseases

Farmers from Cipendawa Village obtain Production Facility quite easily, they can obtain seeds or seeds by buying from kiosks located in Cipanas Market. But not all farmers buy seeds or seeds from the

market, there are also some farmers who also do their own breeding from their previous crops.

#### **Agricultural Program in Kecamatan Pacet**

The National Integrated Pest Management program has initiated the socialization and institutionalization of IPM in rural areas through training for farmers during one growing season with a Field School approach (SL). Based on this matter, BPBTPH Kecamatan Pacet holds institutional growth of integrated pest control team (RPHT) which is held at Secretariat of Gapoktan Multi Tani Jaya Giri (Mujagi). Even the Mujagi Farmers Group has now been appointed directly by the agriculture ministry as one of the "champion" chili in West Java. This status makes this gapoktan become one of the chili farm supervisors in Cianjur and even West Java. Based on interviews with Didin (33),

#### **The Life of Cipendawa Village Community**

The life of the people in Cipendawa Village started when Adzan Subuh. k performing dawn prayers in congregation. When the time was 6.30, the farmers began to move to their garden which is 2-3 km away at the foot of Mount Gede Pangrango, or about 45 minutes on foot. In addition to walking, there are also farmers who go to the garden by using a modified trail bike, travel time required by using the trail bike about 15 minutes. In addition to the men, the women farming activities that are not different from the men

There are parents who deliver their children to go to school. When the time showed at 07.00 am, just seen Cipendawa village began to quiet. Farmers and peasants began to descend from their gardens after 12.00 noon for lunch and performing Dzuhur prayer worship. The farmers arrived at their house ranging from 13:00 to 14:00 it all depends on the distance of their garden, if there is still activity to be done in the garden then they do not go home and bring food and worship in saung near the garden. Community activity in Cipendawa Village was crowded again when the hour showed at 16.00. There were young men and women hanging out on the damaged sidewalks to just smoke and chat with their friends but there were also some young men and fathers who had to return to the gardens to restore their vegetable farms and also there who grass the grass to feed their sheep as well as the sheep have farmer groups. Small children usually when they come home from school to come to a place like pesantren where the children participate actively in recitation activities that lasted from Ba'da Ashar until the evening. Farm gentlemen usually just sit in front of their house while using gloves and jackets because of the air in the cold Cipendawa Village (can reach 18 degrees Celsius at night). In addition there are also fathers who fill the time to rest in the house by watching television.

When the time began to show at 17.30 residents who had gathered and chatted on the edge of the village

road began to disperse and prepare to follow the congregational magical prayer

#### **Communication Patterns between Parents and Children in the Context of Inheritance of Agricultural Values**

The process of inheriting agricultural values occurs naturally in the family, as well as inheritance of agricultural values from parents to children. Both consciously and unconsciously the inheritance process occurs. The inheritance occurs in different patterns between families.

##### (1) Father as the agent of Socialization in the Inheritance of Values.

In this study found that the main socialization agency in passing the value of agriculture from children to parents is the father. Father is the main actor who socializes the values of agriculture to his son. Asep said by Asep (20), he said that when talking about farming with his father, he is very happy because his father can make him more knowledge about agriculture and can motivate him to stay in the agricultural sector.

The same thing also expressed by Farhan (20), parents teach how to farm does not use many theories but by way of direct practice into the field. This way according to him is the most effective way to learn because agriculture is not much need theory but practice in the field and can be seen immediately results.

However, not all socialization agencies reduce or leave agricultural values well to their children. because the assumption of his parents if working in the agricultural sector with a lot of land that is not so much will only make the body and not produce too much so that parents recommend that children should work in other sectors such as at the factory.

This study found differences between young men and women, young women rarely or almost never get the inheritance value from their parents. As stated by Santi (15), currently he works to keep a stall paid 250,000 rupiah per week and he was not interested in working in the agricultural sector because if he saw his mother came home feel pity or pity for looking tired.

##### (2). Communication Arena

The communication arena is the location or place where the inheritance process occurs, the context of the place is very important to see because it will affect how the messages given by the parents will be accepted or not. In this study found several arena of communication.

###### a. Chatting In The Farm While Working

Farming is a place where horticulture / highland agriculture activities are conducted. In addition to Farhan, Ali (27) himself also said that since elementary school was involved by his father in agriculture activities, initially he was only asked to help bring his

parents' equipment, then began to be trusted to weed or weed the weeds that grow around the plants, until now he has started to manage the land owned by his parents. This is not much different from what experienced by Didin (33), he admitted that has been asked to help his parents since grade 4 elementary school. Since the age of 15 years he was trusted to help manage the fields owned by his parents area of 0.1 Ha or about 1000 meters. Until now he has managed 0.5 ha of land owned by landlords from Jakarta. .

Inheritance of values through the arena of communication becomes very important considering the communication arena determines whether messages, whether positive or negative messages, are well received. In addition to the fields, in this study also found another communication arena where agricultural values are inherited from parents to their children.

(b) Gathering at home.

Home is a domestic arena where all family socialization actors meet. In this research found that in addition to the fields there arena - the parent and child communication arena, which is a night gathering at home. The same thing is also expressed by Santi (15), he often listened to tired complaints from his mother and father during the night. Tired of working and scorching heat into messages that Santi remembered. Time - hours when watching TV almost all family members gathered in the house. This condition becomes an important arena because in addition to socializing the values of agriculture, basically in this arena occurs inheritance of other values such as education, and rules - the rules in the family. Adinugraha (2012) in his research said that parents relatively rarely lower agricultural values because the meeting arena is very rare and even when meeting usually only talk about negative things about agriculture .

From this study found a common pattern that basically women and men have different communication arena, men have a tendency of communication arena in the fields, involved by parents in agricultural activities. In contrast to women, the communication arena built is at home or elsewhere. The form of inheritance values in this family can be seen as family communication, family communication has several features - characteristics. According Cangara (2002) the existence of small group communication as a tangible form of communication in the family. The process of communication takes place between two or more people face-to-face, in which family members interact with each other, their characteristics are: (a) family members involved in a face-to-face communication process, (b) the talk goes on disjointed where all members can speak in the same position, in other words no single conversation dominates the situation, (c) source and receiver is difficult to identify, meaning in this situation all family

members can act as a source as well as receiver. Therefore, the influence can vary. Tubbs and Moss (1996) suggests that interpersonal communication occurring in family communication has six characteristics: (1) implemented on the impulse of various factors, (2) causing deliberate impact, (3) often reciprocity, (4) interpersonal in at least two persons, (5) takes place in a free, varied and influential atmosphere, (6) using meaningful symbols. Communication within the family has minimal characteristics of open empathy of support, positive feelings, and similarities. If such traits exist in family communication, then there will be a healthy communication.

### TV use behavior by Young People in Rural Areas

For modern society, communication is a very important need especially to receive and convey information from one party to another party. Due to the influence of scientific and technological advances in a very short time, information about events, short messages, news, science, etc. will be easily accepted by the public so that mass media have an important role in the process of transforming new values to the community (Narwoko and Suyanto, 2004). The mass media is a powerful media of socialization in shaping new beliefs or maintaining new beliefs. Even the process of socialization through mass media is broader scope than other socialization media.

(a) Time spent watching television

The study found that television viewing behavior of young people is highly categorized with variations of time 2 to 7 hours per day. Variation of the event that is watched by young people is very diverse ranging from FTV, Indian Sinetron, Football, to the Event of Political News. While the behavior of watching agricultural shows on television is so rare, that almost no young people are deliberately watching the farming event. Watching entertainment on television because it is more cool and fun and for entertainment also after a day working in the fields. Asep (20) admitted that he never looked for information on agriculture from television, because he thinks instead of learning from TV better ask the farmers in the garden.

In addition to Asep, there are also young people named Ardian (21) working at Hotel Palace Cipanas as a cook assistant. Himself said that rarely watch television, just watch television at certain times only if there is a soccer game. . He told me that he had never watched a farming event, because he was not interested in watching the farm and was very busy. To be able to learn farming respondents can ask the local people and their parents. Farhan (20), a college student who studies at Islamic High School said that he watches television daily with an average duration of 4 hours per day 3 hours a night and 1 hour early in the morning before leaving for college. The event that is usually watched is the news about politics, because this news

becomes an interesting topic among the people, especially Muslims.

In contrast to men, the intensity of women watching television has a higher tendency. As stated by Santi (15), when he was asked about television viewing behavior of respondents are very enthusiastic and answer happy as a means of entertainment for respondents because all day in the stalls where respondents work there are television and always on. The event is very popular by respondents is an Indian soap opera like *Lonceng Cinta*, *Mohabbatain* and *Cahaya Cinta*.

#### (b) Young People Not Seeking Agricultural Information Through Television

Young people in the context of watching agricultural events, rarely watch agricultural shows on television. The disinterest of young people in watching agricultural events on television is caused by several things, among others: (1) Search of agricultural information is considered more appropriate if directly asked the farmers directly. Young people who work in agriculture say that not so interested in working in agriculture because agricultural information is considered less equal to the conditions encountered in the field, it is better if you have problems directly ask the farmer or family (Asep, 40). (2) Busy young people who make it difficult for them to watch agricultural shows on television

#### TV Tend to tell farm and countryside from a negative point of view.

In this study, information about how the perception of young people to agricultural events. Young people in this study consider that agricultural events tend to preach negative agriculture such as, high prices should be lowered, crop failures, scarce production supplies, and farmers lose money. As stated by Arriza (17), Regarding the coverage of TV media messages that discuss about agriculture, informants assume that the media more often broadcast negative news about the world of agriculture such as crop failure, the price down, according to informant news will only make villagers embarrassed.

#### Behavior of Other Mass Media Utilization

Theoretically, television is not the only media source of information in the village, there are other media such as radio, newspapers, internet. But in this study found that young people do not use again other mass media such as Newspapers and Radio. There are several arguments related to the low use of other mass media, among others: (1) The difficulty of accessibility to other media such as Radio and Newspapers. The location of the village of Cipendawa located at the foot of Mount Gede Pangrango makes it difficult for radio signals to be received by the settlements. (2) Not Interesting, the information offered by other mass media such as newspapers and radios rated by the

public is not as interesting as television and sometimes the information is considered not up-to-date.

Same with what Ardian said, Asep (20) also said that he has a radio, but never listen to it because it is difficult to get radio signals, and if there is no more interesting radio entertainment. Himself say Prefer to watch television or use internet to open facebook and that too with HP device. He did not quite understand how to operate the computer never and can not also operate it. Mobile phones have been used to access facebook and BBM. The informant claimed happy to use facebook because in it can get information from the braided friendship of the virtual world The informant happy to see unique news such as funny videos and funny stories.

Radio in general only offers songs only and it is already in HP. In the behavior of using other mass media to seek information related to agriculture, young people rarely do it. Looking for information about agriculture using radio respondents claimed never. While the use of the internet was rare to find information about agriculture. Utilization of newspapers also respondents said never because in the area where respondents live there are no newspaper traders.

#### Youth Views on Rural Against Agricultural Values Socialized by Parents and Mass Media.

The issue of regeneration of young people in the agricultural sector has begun to be discussed in the academic world since twenty years ago. The low participation of young people in the agricultural sector is feared to be the cause of the emergence of food problems in Indonesia. The crush of modernization and high land conversion makes the agricultural sector lose its appeal in the eyes of young people, plus the deconstruction of the agricultural image by the mass media makes agriculture seem to have no future.

This study tries to see how the young people's view of the agricultural sector. In this study find some variations of views and contexts that influence the view.

(1) Young people interested in working in agriculture because of low education.

Asep expressed by Asep (20), he is very interested in the agricultural world because he feels the economic value is very high, although not owning land and only help his sister farming, informants plan to continue its business when harvest Informants can get hundreds of thousands to one million of the harvest helped his brother.

Another fun of doing the money farming activities that can be directly enjoyed the results are different from working in the factory. Asep's interest to work in the agricultural sector because his education is not so high, only primary school graduates (SD) are the only logical access because they do not require certificates or high diplomas.

(2) Young people are interested in choosing agriculture as the last option because parents have land.

In addition to the above variations, there are also young people who want to work in the agricultural sector because their parents have land. Farhan (20), a student, he is very interested to work in the agricultural sector because the work of the majority of the surrounding population is farming. He wants to work in the agricultural sector also is because the family has land that can be used for farming.

Farhan hopes that the existing land can be inherited to him. Farhan said he rarely seeks information through television. Although looking for information at a glance about the price of chili that had some time ago soaring very high. Search for information on agriculture is mostly done in GAPOKTAN. if not participating farmer groups then information about agriculture is difficult to obtain and respondents say information on television is very limited and dominated by entertainment. Ardian (21) admitted that if he is forced to work in agriculture because his parents have a land area of 0.5 Ha. But this time he was not so interested as still working as an assistant chef in the Hotel. But later if in the end have to farm then it does not matter because indeed many of his friends work in the agricultural sector.

(3) Young people from rich families are interested in becoming landlords

In this study found young people who come from farm households that are relatively economically good, have a tendency to be interested in working in agriculture but not only limited to being a farmer who worked but became a farmer who has lots of land or landlords. Young people who come from large farming families or big wholesalers have a tendency to be interested in working in the agricultural sector but as people who have large land, this pattern is also found in Adinugraha and Herawati (2015), in his research found that the son of a landlord in South Sulawesi is very interested in becoming a farmer but as a remote farmer or landlord with many farmers working as subordinates working on his land. In the area the landlord is also called a remote farmer because he can easily ask his farmers to do the things ordered by the landlord. The inheritance of agricultural values by parents is substantially more effective by involving young people in agricultural activities, because from their involvement they understand the ways of farming even to build networks such as introducing their children with other farmers, agents fertilizer, and buyer or middleman.

(3) Women Unlike men in looking at the agricultural sector.

Based on the research results found the pattern, that women tend not interested to work in the agricultural sector. The lad does not want to work in the agricultural sector because agriculture is considered a men's and heavy work. As stated by Santi (15), he

said that know how to farm but not interested in farming because it is considered heavy and will not be profitable for future work. This is in line with what Adinugraha found in Herawati (2015) who says that women tend not to be interested in working on farms because farming is identical to hard work and dirty is very contrary to the image attached to women who are soft and clean. However, women's disinterest only occurs among young women, whereas in older women they are relatively interested in working in agriculture to be able to help their family's economy so that older women and poor families have a tendency to work as farm laborers.

(4) Young people intend to migrate first to return Again.

In this study found that young people who are not interested in working in the agricultural sector does not mean they will not work in the agricultural sector, because in this study found young people when the elderly are very anxious to come back to live in the village and re-build the village.

This pattern of migration is also found in Adinugraha and Herawati research (2015) which says that there are many patterns of migration of young people from rural to urban. One pattern of migration is when young people work first in the non-agricultural sector then when they are old they return to the village to work in the agricultural sector.

#### IV. CONCLUSION

Based on the results and discussion above, then the conclusions of this study are:

Parents, in this case is the father is the main actor in the inheritance of agricultural values to the child. The most effective communication arena in inheriting agricultural values is in the fields through engaging in helping the parents in the garden. The communication arena affects the type of message delivered from parents to their children.

Television is the mass media most often used by young people, while newspapers and radios are relatively not used by young people in information seeking activities. Mobile phones are a new medium that is often used to search for information or entertainment. Both television and mobile phones are not often used to search for agricultural information, young people prefer to seek agricultural information by asking parents or Gapoktan.

Young people still have an interest in working in the agricultural sector, but not as the main job just as a side job. Young people who are poorly educated and from poor households tend to be interested in working in the agricultural sector because they have no more logical work.

### **Suggestion**

Strengthening Gapoktan as an institution that can attract young people of the village because many Gapoktan members are still categorized young people.

The Village Fund budget is allocated to rent farms / gardens to be worked by youth or moslem teens so young people have the opportunity to have experience in the agricultural sector.

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