

Communication Strategy of the Agricultural Extension Agency during the Covid 19 Pandemic in Karangploso, Malang Regency, East Java, Indonesia

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ABSTRACT

Agricultural Extension in Bocek Village, Karangploso District must continue to be carried out to increase agricultural production. However, since the outbreak of Covid-19 in Indonesia in March 2020, several local governments, including the Karangploso Regency Government, have prohibited their people from gathering in any form of activity. Besides that, the community is also reluctant to attend meetings for fear of contracting the Corona Virus. The problem is how the agricultural extension strategy implements counseling during a pandemic and in a pandemic situation. This study aims to analyze the communication strategy of agricultural extension workers during the COVID-19 period in Bocek Village, Karangploso District and analyze the obstacles and efforts made by agricultural extension workers in conveying messages or information to farmer groups. This study uses a survey method through cell phone interviews and provides questionnaires to 30 farmers and agricultural extension workers. The selection of respondents was done by purposive sampling. The data were processed using descriptive and analysis using SWOT analysis. The results showed that during the pandemic, agricultural extension was still being carried out. The communication strategy used is the individual face-to-face communication method and cellular telephone-mediated communication. Group meetings were canceled and farm visits and home visits became an option. Although there were no group meetings, the application of recommended technology was still carried out correctly by farmers so that the results of the analysis of agricultural extension performance indicated a moderate category, which means that even though there were agricultural extension activities that were not implemented, some main activities continued and farmers continued to implement the recommendations given.

Keyword : communication strategy, implements, counseling

1 Introduction

Indonesia is an agrarian country, which means a country that relies on the agricultural sector both as a livelihood and as a support for development. The agricultural sector consists of the food crops sub-sector, the horticulture sub-sector, the fisheries sub-sector, the livestock sub-sector, and the forestry sub-sector. Agriculture is the most dominant sector in people's income in Indonesia because the majority of the population works as farmers. However, agricultural productivity is still very far from expectations. One of

the factors causing the lack of agricultural productivity is human resources that are still low in cultivating agricultural land and its products. The majority of farmers in Indonesia still use manual systems in processing agricultural land.

The extension referred to here is the function of the government by expanding services to farmers as well as implementing applicable rules and policies or in other words bridging between the main sector actors and the government with a two-way traffic system. Thus, through agricultural extension providing education, providing

facilitation, being a mediator and motivating farmers to carry out farming activities and the role of extension workers as communicators is quite a lot involved in agricultural and farming activities. Extension in Indonesia is in a condition of limitations and shortages of extension workers .

Agricultural extension workers have a strategic role in agricultural development, especially in technology transfer to farmers. On the other hand, agricultural production technology continues to develop and improve . For this reason, efforts to disseminate technological innovations to farmers and fishermen also need to be increased. Communicating technological innovations until they can be accepted and applied by farmers and fishermen is not an easy and simple thing, because there are still many cases of failure to apply technology by farmers and fishermen in Indonesia. Thus the communication strategy becomes the main factor that needs attention.

The communication strategy of the extension worker can be said to be good if the farmer accepts and applies the recommended technology. or in other words, the communication of the extension worker can be said to be effective if the farmer is willing to follow the advice of the extension worker precisely and accurately. In extension communication, the communication process between the extension worker and his target also does not only stop if the extension worker has delivered an innovation or if the target has received a message about the innovation that has been conveyed by the extension agent, but often (and should be) communication only stops when the target has responded. .

The results of the study by Hirawan et.al, (2019), show that the role of farmers in the food supply chain is very important. During the Covid-19 pandemic, many changes have taken place. Almost all countries in the world are trying to meet their own domestic food needs because international trade routes have been disrupted since the Covid-

19 outbreak began to spread. Domestic production is the main focus for every country today, including Indonesia. Production facilities, such as agricultural machinery and equipment, subsidized fertilizers and seeds, as well as other production support facilities, need to be a priority for increasing domestic production. Assistance and facilitation from relevant stakeholders is needed so that farmers can improve their production strategies. In addition, a production protocol is also needed that can guarantee the quality and safety of food that is free from Covid-19 (Hirawan et.al, 2020).

Bocek Village as the research location was not spared from the COVID-19 pandemic. To overcome the widespread spread of the pandemic, the central government also issued health protocols that must be obeyed and implemented by local governments throughout Indonesia, including in the village of Bocek, Karangploso Regency. The health protocol orders include instructing the public to maintain *social distance* by avoiding crowds or gatherings of many people in a certain place (Task Force for the Acceleration of Handling Covid-19, 2020). The local government then translated the protocol as a prohibition so that people would not hold meetings or gather in large numbers (initially including congregational prayers in mosques). With the government's recommendations and prohibitions and with the fear that the community will be infected by the COVID-19 virus, there has also been a refusal from the community, including the farming community, to hold group meetings. This resistance becomes a problem for agricultural extension workers in carrying out their main tasks and functions because communication as an essential means for extension workers to transfer innovation to farmers is disrupted or hampered. Based on this problem, the question arises, what and how is the strategy of extension workers in communicating innovation to farmers during the covid-19 pandemic in Bocek village . Unfortunate " .

1.1 Strategy In Agricultural Extensive Communication

Firmansyah et al (2017) conducted research on communication strategies in strengthening institutional capacity in peatland management in the agricultural sector. This study describes the communication strategy carried out to strengthen institutional capacity through increasing support for agricultural extension workers as communicators, increasing the dynamics of farmer groups as learning groups and disseminating agricultural information (innovation messages), diversifying sources of information and agricultural technology (channels, media) and increasing farmer capacity in counseling activities (communication).

The second previous research was research by Indri Widhi Astuti (2015). The research conducted by Indri Widhi Astuti entitled "The Role of Field Agricultural Extension (PPL) in Increasing Agricultural Productivity in Batu Timbau Village, Batu Ampar District, East Kutai Regency". The research conducted by Indri Widhi Astuti aims to identify the role and constraints faced by agricultural extension workers including internal and external constraints in providing agricultural extension in Batu Timbau Village, Batu Ampar District, East Kutai Regency. This research is a qualitative research with the result of this research is that the role of agricultural instructors as supervisors has provided non-formal education for farmers. From the above presentation,

The following previous research is research from Jumriansyah in the e-Jurnal of Communication Studies (2016). The research conducted by Jumriansyah was entitled "The Role of Field Extension Workers Communication in Fish Cultivation in Cages in Jembayan Village, Loa Kulu District". Jumriansyah's research aims to find out how the Communication Role of Field Extension Workers as Communicators, Facilitators, and Motivators in Developing Fish Cultivation in Jembayan Village, Loa Kulu District. Jumriansyah's research is a research that uses descriptive qualitative research methods, namely research that seeks to describe or describe the object under study based on facts in the field. The result of Jumriansyah's research is the role of extension workers as communicators, facilitators, and motivators

I Wayan Suadnya, Agus Purbathin Hadi and Eka Putri Paramita entitled "Communication Strategy and Performance of Agricultural Extension Officers during the Covid-19 Pandemic in Central Lombok Regency". This paper is from the Proceedings of SAINTEK EISSN: 2774-8057 LPPM Mataram University Volume 3, January 2021. This study aims to analyze the communication strategy and performance of agricultural extension workers during the Covid-19 pandemic in Central Lombok Regency. This study used a descriptive method with data collection techniques. using a structured interview method with a sampling technique using a *purposive sampling method*

1.2 Strategy Definition

Strategy is planning, to discuss communication planning or communication strategy, there are two main concepts, namely strategy and communication. Planning or strategy is more approached by the concept of management. Strategy or planning is essentially an effort that is carried out consciously and continuously and managed to choose the best alternative from the various alternatives available to achieve certain goals. In a business, a strategy is needed. By using a good strategy or planning, our goal to introduce goods or services will quickly reach the public. Of course it is also balanced with good communication (Sukma & Pranawukir, 2020a)

This means that in a strategy there are several things such as:

An action plan carried out to achieve goals, both short, medium and long term goals.

Knowing the environment, both external and internal, which shows the strengths and weaknesses in terms of achieving its goals

Choice decisions for proper and targeted implementation in achieving goals and objectives

While strategy is essentially planning and management to achieve a goal, but to achieve that goal, the strategy does not function as a guide that only shows direction, but must show how to tactics.

The objectives of the strategy according to Liliweri (2011: 248) are:

Telling (*Announcing*)

The main purpose of *the communication strategy is to announce the availability of*

1.3 Understanding Communication

Communication is one of the most important things in human life. The importance of communication for humans cannot be denied as well as for an organization (Gutama, 1990) The success of every organization in achieving its goals cannot be separated from the role of communication because through communication the people in an organization will interact with each other,

information on quality (one of the first goals of your communication strategy is to announce the availability of information on quality). Therefore, the information that will be promoted as far as possible is related to the main information of all such important information

Motivating (*Motivating*)

should be made to disseminate information so that the information disseminated can motivate people to care. For example, not only do they get delicious ice cream, but the community also contributes to reducing waste or food or beverage packaging waste. Then make pots with a variety of attractive colors as icecream containers that can be reused as planting media

Educate (*Educating*)

Providing education to the public that pots used as containers or packaging for icecream can be used as a medium for planting

Information Dissemination (*Informing*)

One of the goals of a communication strategy is to disseminate information to the public or our target audience. Efforts are made so that the information distributed is specific and actual information (Liliweri, 2011: 248).

Supporting *Decision Making* (*Supporting Decision Making*)

In order to make decisions, the information collected, categorized, analyzed in such a way that it can be used as the main information for decision makers.

be it exchanging information, giving opinions, instructions or giving each other motivation. Before the development of information and communication technology as it is today, communication activities between individuals, groups and organizations only occur directly or face to face. However, along with the development of information and communication technology in the current digital electronic era, it is possible for everyone to

communicate and exchange information without being limited by space and time.

The second element is communication, the term communication comes from the Latin *communis* which means to build togetherness between two or more people, communication also comes from the root word *communico* which means to share (Cangara, 2013: 33).

The definition of communication according to several experts, namely: According to Everett M. Rogers communication is: "Communication is a process in which an idea is transferred from a source to a recipient or more, with the intention of changing their behavior". In addition, according to Benard Berelson & Garry A. Steiner communication is: "Communication is the delivery of information, ideas, emotions, skills, and so on by using symbols or words, pictures, numbers, graphics, and others. The activity or process of delivery is usually called communication.

So communication is a process of delivering messages or news from the communicator to the communicant to influence other people in a place.

1.4 Communication Elements

Important elements in communication are source, message, media, receiver, effect and feedback (Oktavia, 2016a)

Source (*Source*).

Another name for the source is *sender*, *communicator* or *encoder*. Is the party who takes the initiative or has a need to communicate. All communication events will involve the source as the maker or sender of information. In human-to-human communication, the source consists of one person, but it can also be in the form of groups, such as parties, organizations or institutions.

Message (*Message*).

Message is something that the sender conveys to the recipient. Messages can be delivered face-to-face or through communication media. The content can be science, entertainment, information, advice

or propaganda. In English the message is usually translated with the word message, content or information.

Channel or media (*Channel Or Media*).

Is a tool or vehicle used by the source to convey the message to the recipient. This channel also refers to the form of the message and the way the message is presented. Media is a tool used to convey messages from communicators to audiences. There are several psychologists who view that in communication between humans, the most dominant media in communication are the five human senses such as the eyes and ears. The messages received by the five senses are then processed in the human mind to control and determine their attitude towards something, before being expressed in action.

Receiver (*Receiver*).

Another name for the recipient is the destination, decoder, audience, and listener where the recipient is the person who receives the message from the source. The recipient is the party to whom the message is sent by the source. Recipients can consist of one or more people, can be in the form of groups, parties or countries. Recipients are usually referred to by various terms, such as audiences, targets, communicants, or in English they are called audiences or receivers. In the communication process, it is understood that the existence of the receiver is the result of the existence of a source.

Effect (*Effect*).

Is what happens to the recipient after he receives the message. Influence or effect is the difference between what the recipient thinks, feels and does before and after receiving the message. This influence can occur in a person's knowledge, attitudes and behavior. Therefore, influence can also be interpreted as a change or knowledge, attitudes and actions of a person as a result of receiving a message.

Feedback (*Feedback*)

Feedback is a reaction or response given by the communicator to the communicator after he receives the message. Feedback can also be interpreted as information about the

success of the recipient in capturing the message. Feedback can be zero or vice versa will appear during the communication

1.4 Communication Purpose

Communication aims to strengthen the strategy to reach a wider market share. Companies use various forms of communication to

introduces what a communication strategy has to offer in carrying out financial goals. Communication can be understood by using its main elements, namely communication. "If combined, communication represents a combination of all elements in the communication strategy mix (Oktavia, 2016a)

The goals of communication are numerous, but these four goals are the most important goals.

Finding ourselves Talking with ourselves and with others we gain valuable feedback about our feelings, thoughts, and behavior. From encounters like this we realize, for example, that our feelings are not much different from the feelings of others. Another way of doing self-discovery is through the process of comparing our social, achievements, attitudes, opinions, values and failures with others, meaning we evaluate ourselves mostly by comparing ourselves with others.

To get in touch

One of the most powerful motivations in communication is relating to other people (building and maintaining relationships with other people). We feel like we want to be loved and liked, and then we want to love and like other people.

To convince

The mass media exist largely to convince us to change our attitudes and behavior. The media can live because of the funding from advertising, which is directed to encourage us to buy various products, by buying products we must be sure of what we see.

To play we use many of our communication behaviors to play and entertain ourselves, listening to comedians, talks, music and movies all of which are mostly for

process. Interpersonal communication tends to have full feedback, whereas mass communication can allow zero feedback.

entertainment. Sometimes this entertainment is the end goal, but sometimes it is a way to attract the attention of others so that we can achieve other goals.

1.5 Communication Barriers

Communication barriers are obstacles in the delivery of communication. As a result, the existence of these barriers makes communication less effective. Communication barriers mentioned by Ron Ludlow and Fergus Panton (2012:13) that these barriers are influenced by various things, among others:

The effect of status differences can occur when one person has a higher status in the hierarchy compared to the others.

Perceptual retention can be caused by poor self-concept or recognition, or poor understanding of others. There is a negative assessment of other people or communicants invited to communicate.

Cultural *Differences* affect communication between different people from different departments in the organization.

Physical disturbances such as an unfavorable room, poor lighting system. This is usually technical in nature, seems trivial but if this is not handled, of course the communication will also be ineffective because it is related to these disturbances.

Poor choice of communication channel. This poor selection of communication channels is also often related to technical matters. The choice of channel is also related to the media to convey the message. Poor channels will also interfere with effective communication.

No feedback. Feedback is what is expected of the communicator. Without feedback, it is difficult to judge whether the message was understood or not. With feedback, you will know more about the responses and responses of the communicator you are invited to communicate with

1.5 Kform of communication

Communication can be classified according to the number of parties involved in the communication process including:

Intrapersonal communication is a communication process that occurs within oneself. For example the process of thinking to solve personal problems. In this case there is a question and answer process within so that certain decisions can be obtained.

Interpersonal communication, namely *communication* between a person and another person, can take place face-to-face or with the help of the media.

Group communication (group communication), namely the communication process that takes place in a group. Examples: discussions, seminars, group sessions, and so on.

Mass communication (*Mass Communication*), namely communication that involves many people. There are some experts who say that mass communication is communication through mass media, but some experts argue that mass communication does not have to use mass media. For example: a political campaign that is delivered directly in front of the masses gathered in the field, is mass communication.

So the communication process carried out by individuals or groups and even by formal or non-formal and even informal organizations or institutions. What is needed is how the communication strategy can be accepted as an approach and a model in the study of practical communication.

According to Onong Uchjana Effendy in (Suryadi Edi, 2018: 5) states that "communication strategy is a guide from communication planning (*communication planning*) and management (*Communications Management*) to achieve a goal. To achieve this goal, the communication strategy must be able to show how its tactical operations must be carried out, in the sense of the word that the *approach* can be different at any time depending on the situation and conditions. Thus, what is meant by the meaning of a

communication strategy will be dealing with the reality of what and how all activities carried out are able to be effective in realizing ideas, thoughts, and ways previously known and understood by communicators. There are approaches about the meaning of communication strategies in the connotative and denotative meanings that we can see and distinguish everyday. Likewise, there is something that can be interpreted that a communication strategy is related to communication and organizational management carried out based on management functions by a person or by a particular institution or organization. The meaning of strategy is the ways in which activities, interactions, activities, and directions and paths are taken so that one's goals and objectives can be achieved.

1.6 Agricultural Extension

(Tiara Dewi, Muhammad Amir Masruhim, 2016) said agricultural extension workers are the main link that can be used in the process of technology transfer to farmers. Thus, agricultural extension workers are an important factor to increase agricultural production and also agricultural development. Therefore, there is a need for guidance and training from field extension workers to farmers. In order for the task of extension workers to be successful, an active role and support from farmers is needed. With the support of farmers in an activity there will be a collaboration between the provider of the activity or program (extension) and the program target (farmer).

Agricultural extension has the meaning of a learning process for the main actors and business actors so that they are willing and able to help and organize themselves in accessing market information, technology, capital, and other resources, as an effort to increase productivity, business efficiency, income, and welfare. and increase awareness in the preservation of environmental functions (Regulation of the Minister of Agriculture of the Republic of Indonesia No. 03 of 2018 concerning Guidelines for the Implementation of

Agricultural Extension). (Vintarno *et al.* , 2019)

According to Sastraamadja (2016) Agricultural Extension is a non-formal education shown to farmers and their families who live in rural areas by bringing two main expected goals. Furthermore, based on Law number 16 of 2006 concerning the Agricultural, Fisheries and Forestry Extension system, Agricultural Extension is defined as a learning process for the main actors and business actors so that they are willing and able to help and organize themselves in accessing market information, capital technology and resources. others as an effort to increase productivity, business efficiency, income, and welfare, as well as increase awareness in the preservation of environmental functions.

2 Materials and methods

The main objective of agricultural extension is to change the behavior of farmers and their families so that they are expected to be able to manage their farms productively, effectively and efficiently. (Vintarno *et al.* , 2019) stated that the purpose of extension is to help and facilitate farmers and their families to achieve a more efficient/productive level of farming, a more satisfying standard of family and community life through planned activities to develop understanding, ability, their own skills so that they experience economic progress.

The main objective of agricultural extension is to allow dynamics and changes to occur in farmers as the main actors in agricultural development and business actors and their families. The expected dynamics and changes include behavior (*behavior*) which includes knowledge, skills and attitudes as well as personality (*personality*) which includes independence, independence, openness, cooperative ability, leadership, competitiveness and gender sensitivity so that they are willing and able to help themselves. in overcoming problems to increase productivity, business efficiency, income and welfare as well as increase

awareness in the preservation of environmental functions.

In Law No. RI. 16 of 2006 states that agricultural extension in carrying out its duties has several functions of the extension system, namely:

Facilitating the learning process of the main actors (agricultural activity actors) and business actors

Strive for easy access for key players and business actors to sources of information, technology, and other resources so that they can develop their businesses

Improving leadership, managerial, and entrepreneurial skills of key players and business actors

Assist the main actors and business actors in developing their organizations into economic organizations that have high competitiveness, are productive, apply good and sustainable business governance

Help analyze and solve problems as well as respond to opportunities and challenges faced by the main actors and business actors in managing the business

Raising awareness of the main actors and business actors on the preservation of environmental functions

Institutionalize the cultural values of advanced and modern agricultural, fishery and forestry development for the main actors in a sustainable manner.

Covid -19 pandemic

Since March 2020 the corona outbreak (Covid-19) has become a pandemic in Indonesia (Task Force for the Acceleration of Handling Covid-19, 2020). The government through the National Disaster Management Agency (BNPB) announced Large-Scale National Restrictions in the Context of Accelerating the Handling of Corona Virus Disease 2019 (COVID-19) and also Presidential Decree No. Health Promotion and Community Empowerment Ministry of Health RI, 2020). According to Sumardjo (2017), PNS/THL extension workers need to increase their capacity through strengthening the social entrepreneurship capacity of extension workers, so that they are better able to develop self-help extension workers in

carrying out the role of capacity building for social entrepreneurship and strengthening the capacity of farmers in innovative agribusiness systems. The work orientation (function/role) of agricultural extension workers in regional development includes: (1) increasing farm production: broad unit productivity; adequacy of innovation needs (adoption of innovation), (2) quality improvement in marketing of farm products, and (3) improvement of farmer's welfare. By increasing the capacity of extension workers, it is hoped that extension workers can perform their roles well. Agricultural instructors as facilitators must be able to become liaisons or information bridges between the central government, provincial governments, local

RESEARCH DESIGN

The framework of thought is an understanding that underlies understandings in the subject matter, a most basic understanding and becomes the foundation for any thought or a form of Agr process from the overall research to be carried out. The framework of thought is the theoretical basis for providing answers to the problem-solving approach

Bocek village is a village located in Karangploso sub-district, Malang district, which has 7 farmer groups. Bocek village is also one of the villages under the auspices of BPP Karangploso. Extension organization is a forum where extension activities will be held by agricultural institutions in carrying out their programs.

governments and village governments. As the initiator, extension workers must be able to initiate farmers to plan rural agricultural development based on village potential and start using agricultural technology. As a motivator, extension workers must always be able to make farmers understand, interested, and able to continue working on their agricultural land. The availability of extension workers in the field can be said to be limited, both in number and quality. The basic abilities of the extension workers are still relatively low, most of the extension workers also do not have the professional competence of the extension workers related to social entrepreneurship and access to information technology/cyber extension (Sumardjo 2017).

The agricultural extension program is a plan that is systematically prepared to provide direction and guidance as a means of controlling the achievement of extension objectives.

gricultural extension workers are people who have the task of providing encouragement to farmers to want to change their way of thinking. In carrying out field agricultural extension programs, extension workers need a communication strategy. In this study, the researcher will look at the strategies used by agricultural extension in the village of Bocek. The analytical framework used is a SWOT analysis which includes strengths, weaknesses, opportunities and threats. The strategy is carried out based on the results of the SWOT analysis.

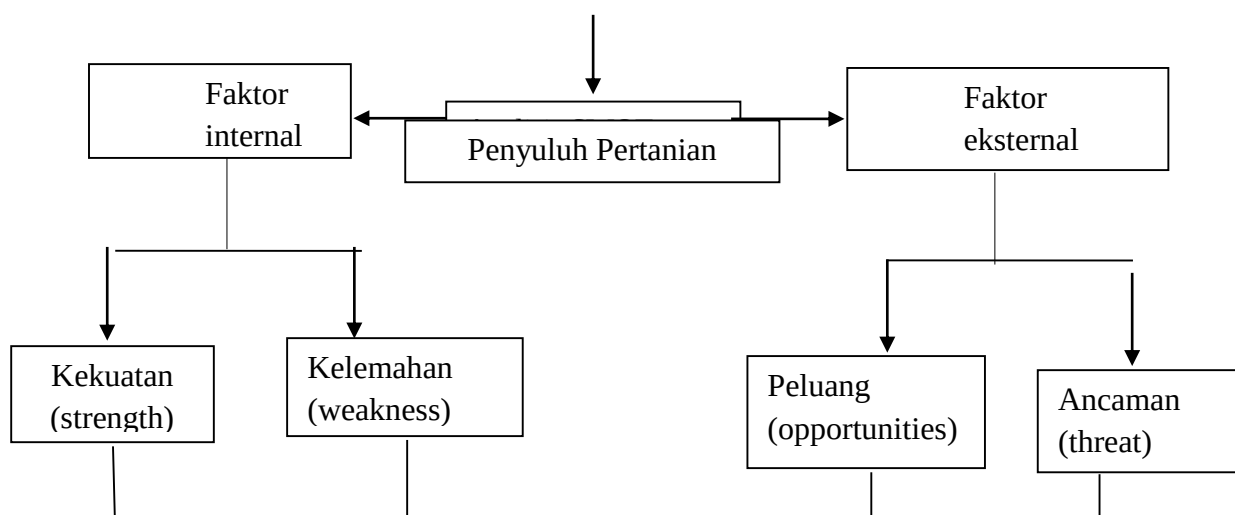


Figure.1 Research Design

The location of the research was determined *purposively* in Bocek Village, Karangploso District, Malang Regency. The selection of the location of this research was based on the consideration that agricultural extension was carried out continuously and the agribusiness system carried out by farmers was running well, this research was carried out on January 11 to March 11, 2022

3 Material and Methods

The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then drawn conclusions. While the sample is part of the population that will be used as objects in conducting research and testing data.

The population in this study was a farmer group in the village of Bocek and the sample size in this study was 30 farmers. Determination of the sample is done by purposive sampling method, namely by considering the representation of each agricultural extension and farmer

The type of data used in this research is descriptive-qualitative data which aims to describe and find out the current situation or condition by describing the Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to be answered, the questionnaire questions in this study include the characteristics of the respondents, the production input variables used,

Documentation is a record of events that have passed and documentation is usually

circumstances or situations experienced by the research subjects during the period of time being studied.

The data collected in this study consisted of primary and secondary data.

Primary data was obtained from information from extension workers and farmer groups as listening respondents using a list of previously prepared questionnaires from farmers or farmer groups as informants to ensure the accuracy of the data obtained from respondents.

Secondary data were obtained from related institutions or agencies such as the BPP Office, the Village Head's office as well as literature or books related to this research.

Data collection in this study used two methods, namely:

Data collection methods that will be used by the author in the study are:

Interviews are a series of steps needed in conducting qualitative interviews. logical stages starting from research thematization, study design, interviews, writing or recording interviews, then data analysis, verification of validity, reliability, and generalizability of the findings, and finally reporting of studies. (Sugiyono 2010)

in the form of writing, pictures or monumental works of someone.

This scoring is the process of determining the score on the respondent's answer which is carried out by making suitable classifications and categories depending on the opinion or opinion of the respondent. The calculation of the score is carried out using a Likert scale whose measurements are as follows:

Table 1: Scoring Table
Source:sugiyono (2012:133)

Score	Answer
1	Very often
2	Often
3	Sometimes
4	Seldom
5	Never

The data analysis method used in this research is using SWOT analysis, which is to identify the internal factors of strengths and weaknesses *with external* factors of *opportunities* and *threats*. as well as internal and external factors that affect the

performance of extension workers. Erwi Suryatama (2014) explained that SWOT stands for S (strengths), and W (weaknesses), O (*opportunities*), T (*threats*).

Table 2: Internal and External SWOT Factors

INTERNAL EXTERNAL	STRENGTHS (S)	WEAKNESSES (W)
	Strategy SO	Strategy WO
	Strategy ST	Strategy WT

Internal analysis is carried out to obtain the strength factors that will be used and the weakness factors to be anticipated . To evaluate these factors, the IFAS matrix (

internal factor analysis summary) is used, the determination of the internal strategy factors is carried out before making the IFAS matrix.

Table 3. Ifas Table

Internal Strategy Factors	Weight	Rating	X Rating
Strength :			
1.			
2.			
Weakness :			
1.			
2.			
Total			

Source:Umar in Utama&Mahadewi(2012:152)

External analysis is carried out to find out opportunities and take advantage of threats, namely the EFAS matrix (

Table 4: Table of Ephas

External strategic factors	Weight	Rating	X Rating
Opportunity			
1.			
2.			
Threat			
3.			
4.			
Total			

External Factor Analysis summary). The method of making the EFAS matrix is as shown in the table below:

3. Results

Agricultural extension center (BPP) Karangploso Malang is an extension institution, the main actors and business actors of BPP Karangploso are under the auspices of the Horticulture and Plantation Department of the Malang Regency which was established in 2014.

The BPP Karangploso group consists of 66 food crop farmer groups (consisting of 12 beginner groups, 30 advanced groups, 5 intermediate groups, and 19 plantation farmer groups. In order to succeed one of the national goals through increasing PAJALE production (rice, corn, soybean) and KOTEKA (coffee, sugarcane, cocoa) then one of the main tasks of the field agricultural instructor is to foster, provide educational information and change the attitude of the behavior of farmers as the main actors to obtain optimal production and the location of my research is in the village of Bocek.

Geographically, Bocek Village is located at 7°21'-7°31' South Latitude and 110°10'-111°40' East Longitude. The topography of this village is in the form of medium land, which is about 715 m above sea level. Administratively, Bocek Village is located in the Karangploso District, Malang Regency, with a position limited by the neighboring villages. In the north, it is bordered by Forestry, Karangploso

Sub-district, Malang Regency, in the west, by Donowarih Village, Karangploso District. On the south side, it is bordered by Girimoyo Village, Karangploso District, while on the east side it is bordered by Girimoyo and Ngenep Villages, Karangploso District. The distance from Karangploso Village to the sub-district capital is 2 km which can be reached in about 7 minutes. Meanwhile, the distance to the district capital is 21 km which can be reached in about 1 hour.

The total area of Bocek Village is 1,478,741 Ha. The existing land area is divided into several designations that can be grouped such as for public facilities, settlements, agriculture, plantations, factories, economic activities and others. The area of land designated for settlement is 150,000 ha. The land area designated for agriculture is 130,991 ha. The land area for dry fields and plantations is 12,350 ha. The land area for Production Forest is 437,750 Ha. Meanwhile, the land area for public facilities is as follows: 0.50 ha for offices, 2,520 ha for schools, 1.56 ha for sports, and 2.1 ha for public cemeteries.

3.1 Geographically, Karangploso District has regional boundaries as follows:

North side : Mount Arjuno forest
East : Singosari District
South: Dau . District

side : Batu City
Karangploso District consists of 9 villages, 46 hamlets, 105 RW and 473 RT. The map of the Karangploso Sub-district can be seen in the Appendix.

3.2 Demographics

Population data in Karangploso District in 2021 based on gender

The number of people based on gender can affect the energy needed in each business, this is because the amount of energy produced by men and women is different.

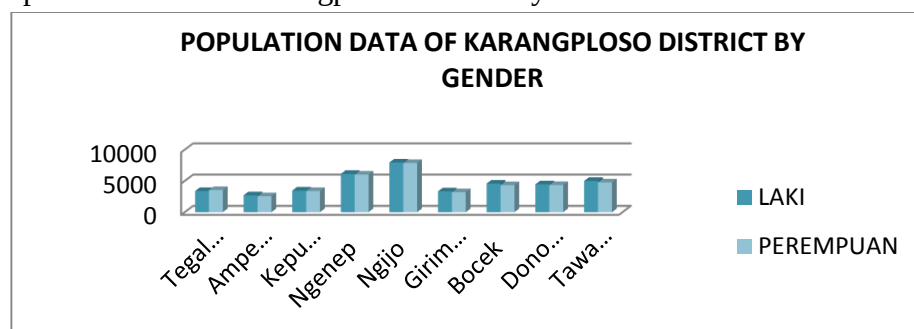
Population data in Karangploso District in 2021 based on gender are as follows:

Table 5. Population data by sex

NO	The village	LAKI-LAKI	WOMAN	AMOUNT
1	Tegalgondo	3389	3536	6925
2	Ampeldento	2706	2553	5259
3	Kepuharjo	3457	3386	6843
4	Six	6128	6029	12157
5	Ngijo	7955	7865	15820
6	Girimoyo	3337	3194	6531
7	stupid	4570	4324	8894
8	Donowarih	4455	4338	8793
9	Tawangargo	5002	4770	9772
	TOTAL	40999	39995	80994

Source: Karangploso District Health Center processed (2021)

Figure 2. Population Data of Karangploso District by Gender



Based on the population data of Karangploso Subdistrict according to gender, it is known that the largest population is male with a total of 40,999 people while 39,995 people are female. The male population still dominates in all villages in Karangploso District.

Population Data in Karangploso District by Age Group is shown in Table 6 below:

Age is a determining factor in all the activities of each farmer in order to maximize the labor and capital used during the extension process.

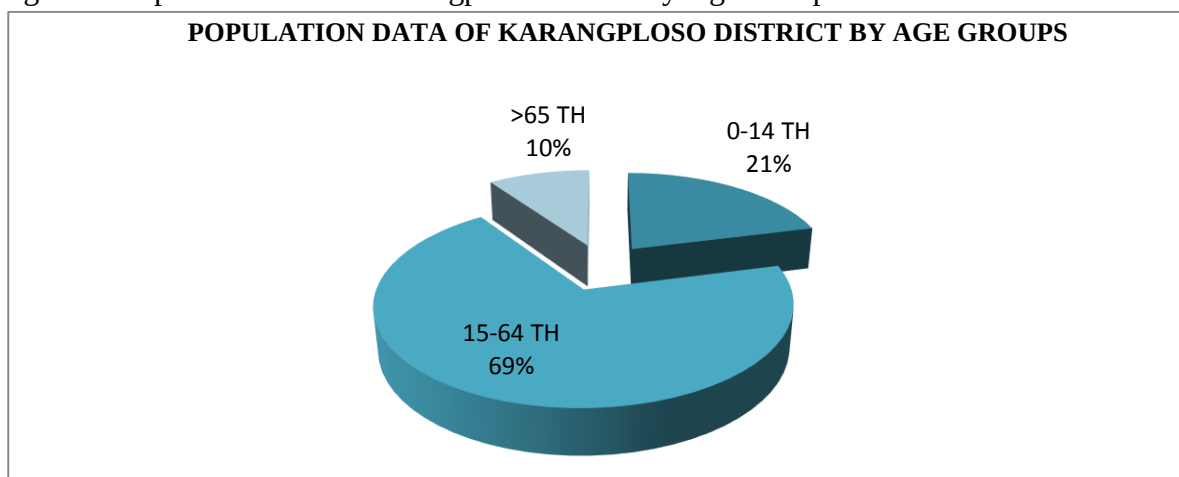
Table 6. Population Data of Karangploso District by Age Group

No	village	Not yet Productive	Productive	Unproductive >65 Yrs
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		0-14 yrs			15-64 years old					
		L	P	JML	L	P	JML	L	P	JML
1	Tegalgondo	713	735	1448	2347	2406	4753	329	395	724
2	Ampeldento	569	530	1099	1875	1737	3612	262	286	548
3	Kepuharjo	727	703	1430	2395	2304	4699	335	379	714
4	Six	1289	1252	2541	4245	4103	8348	594	674	1268
5	Ngijo	1673	1634	3307	5511	5352	10863	771	879	1650
6	Girimoyo	702	664	1366	2311	2173	4484	324	357	681
7	Bocek	961	898	1859	3166	2943	6109	443	483	926
8	Donowarih	937	901	1838	3086	2952	6038	432	485	917
9	Tawangargo	1052	991	2043	3465	3246	6711	485	533	1018
Total number		8623	8308	16931	28401	27216	55617	3975	4471	8446

Source: Karangploso District Health Center processed (2021).

Figure 3. Population Data of Karangploso District by Age Group



From the data above, it can be seen that according to the age group, 69% of the population in Karangploso District are 15-

64 years old, 21% are 0-14 years old and 10% are >65 years old. So, productive age dominates in the Karangploso sub-district more than half the population. Population Data by Education Level

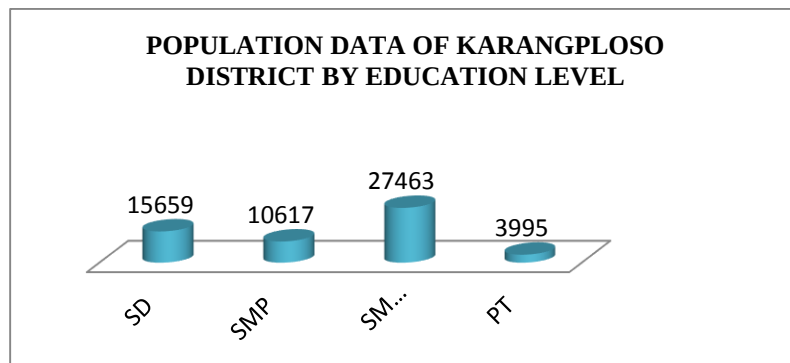
Table 7. Population Data by Education Level in Karangploso District

NO	VILLAGE	LEVEL OF EDUCATION			
		SD	junior high school	SMA/SMK	PT
1	Tegalgondo	1283	889	1165	617
2	Ampeldento	1349	913	827	851
3	Kepuharjo	1646	1369	19155	541
4	Six	3385	1350	327	279
5	Ngijo	2854	2881	2871	1297

6	Girimoyo	769	292	390	53
7	Bocek	247	441	194	70
8	Donowarih	868	806	921	209
9	Tawangargo	3257	1675	1613	77
Amount		15659	10617	27463	3995

Source: Karangploso District Health Center processed (2021).

Figure 4. Population Data of Karangploso District by Education Level



From the data above, it is known that the village that has a population with a fairly good number and level of education is Ngijo Village. This is shown by the large number of people who have received education from elementary, junior high to high school. In addition, the number of people educated at the tertiary level is also the highest compared to other villages in Karangploso District.

Characteristics of Respondents

Characteristics of Respondents Based on Age
The age distribution of respondents is grouped into 2 groups, namely the non-productive age group and the productive age group and the following is the total age of the respondents based on the age group as follows:

Table 8: Characteristics of Respondents by Age

No.	Age	Number of people)	Percentage(%)
1	20-30	4	3.96
2	31- 40	12	11.88
3	41 -50	11	10.89
4	51-70	3	2.97
Total		30	100%

Based on the table above, it is known that farmer respondents in Bocek Village are dominant in the age group 31 -40 with a total of 12 farmers with a percentage of 11.88%, followed by the age group 41-50 with a total of 11 farmer respondents and a percentage of 10.89% and the last age group 51-71 with the number of farmer respondents with a percentage of 2.97%. The results of this study indicate that the older the farmers are, the better their enthusiasm and hard work so that

communication in extension activities can be good because farmers have sufficient motivation and are active in participating in extension activities delivered by extension workers. According to Mappiare (2015: 14) there is a tendency for someone aged thirty-five years and over to be more determined in their work with regard to the higher cost of living that needs to be spent. This shows that the age range between 40-63 years is included in the category mentioned by Mappiare, because the age of thirty-five

years and over is still in the middle age range position.

Characteristics of Respondents by Education Level

The education level of the respondents was grouped into three categories: low education, i.e. not completing elementary

school and completing elementary school, moderate education i.e. graduating from junior high school, and high education graduating from high school-bachelor. The following is the number of respondents based on education level

Table 9: Characteristics of respondents by education level

No.	Level of education	Number of people		Percentage(%)
1	SD	12	40.0	
2	junior high school	16	53.3	
3	senior High School	2	6.6	
Total		30	100%	

Based on the dominant education level of the respondents , 53.3 % were for junior high school, then 40.0% for elementary school, and the last 6.6% for high school graduates. The level of education of farmers will instill traits towards the use of more modern agricultural practices. Those with higher education are relatively faster in carrying out the advice of extension workers. Most of these highly educated farmers are quicker to understand and understand the messages conveyed by the extension workers in each extension activity.

Generally, education has an impact on the ways and patterns of thinking of farmers, because education is a process of developing knowledge, skills and attitudes of farmers which is carried out in a planned manner, so as to obtain changes in improving life. The higher the level of education of a person, the more developed the pattern of thinking so that it can easily make decisions in doing something well, including decisions in counseling activities in Bocek village, Karangploso district.

3.3 Extension Communication Strategy at BPP Karangploso

Communication is important in everyday life, especially in the extension process. Extension is the process of providing an understanding of the material to the target.

During the COVID- 19 pandemic, extension workers at BPP Karangploso had their own approach regarding communication with farmers. so, during the covid-19 pandemic, the extension workers at BPP Karangploso carried out a communication strategy to farmers how to hold meetings during or without face-to-face. With this strategy, farmers simply express the problems faced by farmers and extension workers are quite comfortable when conveying. other than when conducting face-to-face visits, extensions are carried out through individuals or group leaders because the number of targets is limited, whereas before the covid-19 pandemic, extension workers directly went to farmers on the land or held meetings at these farmers' residences. According to the extension worker, it is quite effective because not only farmers but extension workers can also directly ask what the problem is and it is also easy for the extension worker to deliver a series of extensions according to the farmers' needs. The communication used by BPP Karangploso extension workers during the pandemic was online or non-face-to-face communication where extension workers and farmers only carried out activities or meetings using the prepared media.

In carrying out extension activities , of course, all extension workers including

BPP Karangploso extension workers do what is called cooperation, which involves involving each other, namely farmers or targets. This role is carried out by paying attention to every communication element that supports better counseling activities and in accordance with what is expected together. According to the results of the research, the communication strategies used by BPP Karangploso are based on the elements in communicating in order to achieve good counseling, namely as follows:

Communicator

In the communication process, of course there is a communicator or person who conveys the message. The communicator is the main party in communicating in every BPP Karangploso extension activity who becomes the communicator is the extension worker himself where the extension worker is the person in charge of delivering counseling to farmers. The source of information is obtained in the form of individuals or institutions that make information. The results of research conducted in Bocek Village related to agricultural extension communicators are as follows:

Field Agricultural Extension (PPL)

Agricultural extension activities in each farmer group certainly cannot be separated from a communicator. agricultural extension communicators conducted in the village of Bocek, namely PPL (Field Agricultural Extension), PPL became the main source of information in agricultural extension activities to the farmer group. personal or representative members. The results of this study are also supported by research conducted by Krisnawati (2014), namely an agricultural extension worker is a source of information or a communicator in agricultural extension activities.

Farmer

Apart from PPL, information received by farmer members also comes from other farmers when conducting agricultural extension activities or during formal meetings. Farmers who join farmer group activities also become communicators in

agricultural extension activities. Farmers often meet also affect the behavior of other farmers in implementing new innovations . All farmers can be a source of information in agricultural extension activities.

Message

Messages or materials conveyed by BPP Karangploso extension workers even though in the midst of a pandemic situation are messages that are in accordance with the needs of farmers.

The message or material conveyed by the BPP Karangploso extension worker is a message that not only meets the needs but the message or material conveyed by the extension worker uses language that is easy to understand so that farmers can easily understand and respond well to the message conveyed by the extension worker. because according to the instructor the use of language that is easy to understand is very important because according to the educational background and age of farmers are different. And also the message is structured in such a way that the message can meet the needs of farmers.

Channel/media

communication media is a communication channel that can convey messages in the form of necessary information. communication media is an important part of ongoing communication. because it is closely related to the messages conveyed . The results of the research carried out are related to communication, including through interpersonal media channels (*interpersonal*). The following are the communication channels obtained from the interviews:

Face to face

communication channel is part of the communication process that occurs in the community . The communication channel for agricultural extension before the Covid-19 pandemic was carried out in Bocek village, namely directly (face to face). farmers get information anytime and anywhere related to agricultural extension workers when farmers meet either in the fields or anywhere, farmers can exchange information with each other.

Telephone (*mobile*)

Another interpersonal communication channel is using the telephone (HP). The telephone is used as a communication tool for certain things that are difficult to do in face-to-face situations . The telephone is a useful and more effective tool for conducting outreach activities. Farmer group members also use HP as a medium of communication in exchanging information. if farmers have difficulty then farmers can contact other farmers using the media. The group leader can also contact the extension worker and convey the problems they are facing in order to get a solution from the extension worker. farmers can also ask questions directly via sms or call with PPL. In conveying messages, the extension agent BPP Karangploso also has channels and media. During the pandemic, the channel or media used by the extension worker is in the form of whatsapp, zoom, email, telephone, and other discussion media. The use of the media is only as a support during the pandemic

Group meeting

Agricultural extension activities are carried out through group meetings. Meetings are conducted by providing direction to farmer members. Group meetings play a role in activating farmer group members. Group meetings are held once a week. Farmer group meetings do provide feedback between PPLs and farmers who take part in extension activities

Receiver/communicant

The existence of farmer groups in Indonesia has long existed as a communication institution between farmers in carrying out their activities. Farmer groups are defined as groups of farmers who are bound informally on the basis of harmony and common interests in farming. The existing farmer groups show many important roles in the implementation of agricultural development programs. Farmer groups also play various roles, including as a learning forum for farming and organization, a vehicle for cooperation, and a production unit for farming. In addition, farmer groups also play a role in providing feedback on the

performance of a technology so that it becomes an evaluation material for further improvement (Nuryanti & Swastika, 2011). Communicants are people who receive ideas, ideas , or information from communicators. The communicant can also be referred to as the recipient of the message, audience, target, audience and so on. Communicant is one of the factors in the communication process. The communicant element in a communication process should not be ignored because the success or failure of the communication process is largely determined by the communicant. Therefore , before starting the communication process, a communicator must know who and how the target is. The communicant in agricultural extension is the Farmers Group in Bocek Village, both the head of the farmer group and the members of the farmer group.

In every communication, of course, there is a recipient of the message, the recipient here is the recipient of the message or communicant. the recipients of messages from the Karangploso BPP extension workers are farmers themselves

Effect

Extension communication can be said to be effective if the message conveyed by the extension worker can be well received and is able to cause behavioral changes among farmers. Changes in farmer behavior contain three domains that are used as indicators of communication effectiveness, namely cognitive, affective, and behavioral (Saefudin, 2016). The communication effect is the response of the recipient to the messages received and is feedback for the communicator on the messages delivered. The communication effect is in the form of changes that are expected to occur in the target as a result of the communication process. There are direct communication effects that can be seen, such as changes in knowledge and skills, but some are indirect, meaning that it takes a long time, such as changes in attitudes and personality. The purpose of this agricultural extension is so that the farming community in farmer groups can receive information, feel it,

apply it and make use of it when all information has been conveyed properly from the role of an extension worker in everyday life.

The results of the research that have been carried out relating to the communication effects of agricultural extension in BPP Karangploso are as follows: Cognitive Effect, The communication effect of the cognitive aspect in agricultural extension activities is to increase the knowledge and insight of members of farmer groups. The information conveyed by the communicator is addressed to the thoughts of the communicant.

Barriers to Extension Communication at BPP Karangploso

The communication barriers between extension workers at BPP and farmers in Bocek Village are:

Age

Age can affect the process of running extension activities . Older farmers need to be given more attention than agricultural extension workers are expected to provide quick responses to all questions submitted or asked and given responses in the form of real work. Farmer members will experience discomfort if the response given is not in accordance with what the farmer expects

Experience

Experience can also affect communication barriers in extension workers at BPP Karangploso. Old farming experience can affect farmers with their farming habits, making it difficult to accept new information or innovations conveyed by extension workers. meanwhile, farmers will be interested if extension workers deliver messages or materials according to their needs.

Extension Facilities and Infrastructure

The implementation of the extension activities in Bocek Village has followed the program that has been prepared and the tools used by the instructor in the extension activities are writing instruments, pamphlets, demonstration plots, and teaching aids. One of the facilities used by agricultural extension workers is a motorized vehicle. And the distance that the instructor has to travel to the location of the activity is approximately 5 km for the location of the farmer's house and 10 km for the location of the farmer's garden. Agricultural extension workers in Bocek Village do not prioritize locations that are close to the instructor's residence because all of them need agricultural extension . To facilitate agricultural extension activities, facilities and infrastructure are very necessary because if the facilities and infrastructure do not support the extension activities will be difficult or inappropriate. with what has been expected. And also for the schedule of activities only as a reference material. Where is the reality in conducting counseling?

Table 10. Indicators of Strengths and Weaknesses of BPP Karangploso Malang. the schedule is not necessarily in accordance with the needs of farmers. Be it morning, noon or night. So that extension workers must be ready whenever farmers need it

4 Discussion

Analysis of the communication strategy of the extension worker at BPP Karangploso is a step in improving the performance of the extension worker. There are two factors, namely external factors (strengths and weaknesses) and external (opportunities and threats) as shown in the table below:

Table 10: Analysis of Internal Factors and External Factors Extension Communication Strategy at BPP Karangploso

The S, W, O, and T factors were obtained after obtaining the average value of each variable from the questionnaire interviews conducted. Internal factors will produce strengths (S) and weaknesses (W) while

and score where the weight value does not exceed the total of 1.00 and calculates the rating value of each factor by giving a scale of 1 (below average/ineffective) to 4 very good. IFAS calculation results table

Internal factors	External Factors
Strength 1. Extension education at BPP takes a sufficient number of S1 2. The training process at BPP is carried out once a week 3. Extension workers provide ideas or ideas to farmers according to farmers' needs 4. In extension activities, the extension workers explain and give examples to farmers 5. Active role and cooperation of farmer groups Weakness 1. Farmers' low confidence in the existence of extension workers 2. Utilization of extension media at BPP may not be sufficient to review farmers' problems 3. how to communicate extension workers to farmers using sometimes less understood by farmers	Opportunity 1. Farmer Motivation Level is effective because some farmers are able to implement every idea conveyed by the extension worker 2. The level of participation of extension workers with farmers is quite maximum 3. Coaching and supervision support 4. The relationship between extension workers and farmers is quite harmonious Threat 1. The availability of facilities and infrastructure in outreach activities is quite increasing 2. Environmental conditions can affect extension activities, for example, farmers' low confidence in the existence of field extension workers 3. Lack of access to information technology used by extension workers

external factors will produce opportunities (O) and threats (T). To determine the factors S, W, O and T.

Making IFAS (*Internal Factors Analysis Strategic*) matrix

The calculation of the IFAS matrix is a calculation to determine the weight, rating

The IFAS matrix is used to obtain an ordinate point on the position matrix between strengths and weaknesses, namely the difference in weighted scores between strengths and weaknesses.

IFAS matrix of the strategy for improving the communication of extension workers can be seen in the table below

Table 11 IFAS . Table

STRENGTHS	Weight	Rating	Score
Extension education at BPP takes a sufficient number of S1	0.05	3.9	0.23

The training process at BPP is carried out once a week	0.06	4	0.26
In extension activities, the extension workers explain and give examples to farmers	0.16	4.9	0.82
Extension workers provide ideas or ideas to farmers according to farmers' needs	0.15	4.8	0.73
Active role and cooperation of farmer groups	0.14	4.5	0.68
WEAKNESSES			
Farmers' low confidence in the existence of extension workers	0.08	1.8	0.16
Utilization of extension media at BPP may not be sufficient to review farmers' problems	0.15	2.7	0.41
How to communicate extension workers to farmers using sometimes less understood by farmers	0.16	2.8	0.46
Total	1.00		3.75

Calculation of weights, ratings and strength scores in the second part, namely in extension activities, extension workers explain and provide examples to farmers. The calculation of the weight on the power factor is obtained from the total answers of 30 respondents divided by the total calculation of the IFAS . questionnaire

The rating calculation for the opportunity strength factor is obtained from the total number of answers of 30 respondents divided by the number of respondents.

The calculation of the score for the strength factor is obtained from the multiplication of the weight and rating

From the table above, it is found that the instructor's weight is 1.0 which means that the instructor's strength has an effective strategy. Extension workers take advantage of the presence of farmers in conveying information and continue to provide reinforcement to each farmer. this is supported by research by Wardani and Anwarudin (2018) the role of agricultural extension workers has a significant effect on strengthening farmer groups. The formation of farmer groups is based on the similarity of goals, ages, and occupations of the members, thus the strategy is carried out by extension workers so that farmers are aware of it and even know the benefits of

participating in farmer groups. Syamsu (2011) said that farmer groups formed on the basis of the similarity of interests among farmers make these farmer groups able to exist and be able to access all resources such as natural resources, humans, capital, information, as well as facilities and infrastructure in developing farming businesses. carried out. the weighted score between strengths and weaknesses is 3.75; it means that the ordinate point in the matrix of the position of strength and weakness is 3.75.

4.1 Create an EFAS (*External Factors Analysis Strategic*) matrix.

The EFAS matrix is used to obtain an ordinate point in the position matrix between opportunities and threats, namely the difference in weighted scores between opportunities and threats. The EFAS matrix of the extension strategy for improving communication can be seen in the following table.

The calculation of the EFAS matrix is the same as the IFAS matrix, namely to determine the weights, rating scores where the total weights should not exceed 1.00 and calculate the rating value of each factor by giving a scale of 1 (below average/ineffective) to 4 very good.

The following table shows the results of the EFAS calculation, the strength and Table 12 EFAS Tabel Table

weakness rating values are always contradictory.

OPPORTUNITIES	Weight	Rating	Score
Farmer Motivation Level is effective because some farmers are able to implement every idea conveyed by the extension worker	0.13	4	0.54
The level of participation of extension workers with farmers is quite maximum	0.15	4.6	0.68
The relationship between farmers and extension workers and farmers is quite harmonious	0.14	4.5	0.64
Support coaching and supervision	0.15	4.9	0.75
TREATHS			
The availability of facilities and infrastructure in outreach activities is quite increasing	0.16	2.8	0.42
Environmental conditions can affect extension activities, for example, farmers' low confidence in the existence of field extension workers	0.13	2.5	0.31
Lack of access to information technology used by extension workers	0.14	2.7	0.39
Total	1.00		3.73

Calculation of weight, rating and opportunity score in the first part:

The calculation of the weight on the power factor is obtained from the total answers of 30 respondents divided by the total calculation of the IFAS . questionnaire

The rating calculation for the opportunity strength factor is obtained from the total number of answers of 30 respondents divided by the number of respondents.

The calculation of the score for the strength factor is obtained from the multiplication of the weight and rating

From Table 7, it is found that the weighted value is 1.00 with a score of 3.73 which means that the extension's communication strategy to get opportunities by taking advantage of threats is quite effective. the average number of farmers and farming families who already have technology is low, but some farmers can read and write.

This ability can be used by farmers and extension workers to communicate and develop ways of communicating. Information and material submitted by the extension worker that is urgent to be conveyed will be informed by means of communication in the form of a mobile phone through the WhatsApp group, SMS and others. Suhardiyono (2013) instructors are tasked with conveying the findings of research institutions to farmers. On the other hand, farmers are obliged to report the implementation of the implementation of the findings of the recommended research institutions to agricultural extension workers as a liaison, then the extension workers submit the results of the application of technology carried out by farmers to the relevant research institutions as further reference material . According to Rahmawati et al. (2019), the performance

of agricultural extension workers is considered good, if they can facilitate farmers in the farming process, post-harvest management to the absorption of final products by the market. The difference in the weighted score between opportunities and threats is 3.73 meaning that the ordinate point in the opportunity and threat position matrix is 3.73

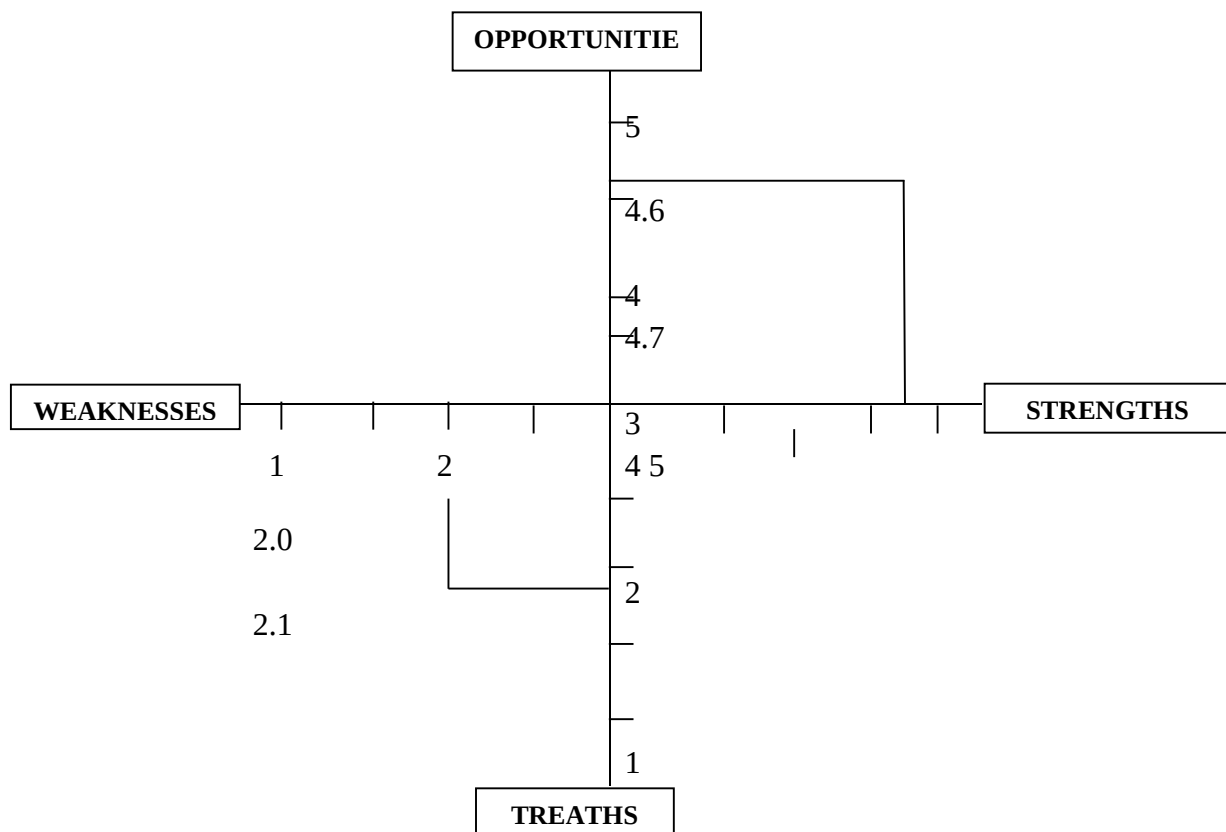
Determination of the position matrix in SWOT

Based on the IFAs and EFAs matrices above, a strategy for strengthening communication by extension workers at BPP Karangploso, in this case the development of agribusiness agriculture,

From the IFAS (*Internal Factors Analysis matrix Strategic*). and EFAS (*External Factors Analysis Strategic*), two ordinate points are obtained from the strength and weakness position matrix and the opportunity and threat position matrix, namely: - The first ordinate point: difference (strength-weakness) = 3.75 - The ordinate point second : difference (opportunity –threat) = 3.73

can be analyzed through the SWOT matrix. So, the position matrix in the SWOT of the extension's communication strategy is shown in Figure 5 below

SWOT Analysis Chart



From the picture above, it can be said that the strategic position of the extension agent at BPP Karangploso is in position 4.7. which is a very favorable situation where extension workers get opportunities and strengths. So with the strengths created they can take advantage of existing

opportunities. Weaknesses and threats to the extension's communication strategy, namely with values of 2.1 and 2.0 are included in the low category. Extension activities as examples and training low due to extension workers limiting activities related to physical contact and gathering

and changing the communication method to communication during (without face-to-

The highest scores are on strengths and opportunities with an average of 4.7 and 4.6 which are included in an effective strategy, the score obtained can be a benchmark for extension workers at BPP Karangploso in order to improve their communication strategy. Based on the results of interviews with respondent farmers, information was obtained that in the last few months only 8.57% of respondent farmers discussed the problems faced in their farming with extension workers. price information, marketing information, and information on the formation of cooperatives. In addition, some said that respondents said that extension workers did not provide information to farmers on personal visits regarding cultivation techniques, fertilization techniques, IPM techniques, harvesting techniques, price information, marketing information, and information on the formation of cooperatives. This shows that the role played by extension workers has decreased in recent months. In line with the results of the research by Wibowo and Haryanto (2020), the performance of agricultural extension workers in fostering farmers during the Covid19 pandemic has changed the number of visits by agricultural extension workers to targets, the number of guidance materials provided, and extension methods.

The strategies that must be carried out as extension workers experience obstacles to implementing because of instructions from the central government in the form of Large-Scale Social Restrictions in the Context of Accelerating the Handling of Corona Virus Disease (Government Regulation Number 21 of 2020) and the regions in the form of restrictions on social and physical activities as well as appeals. to keep a distance and are prohibited from

face) communication via telephone, sms, and whatsapp.

gathering in crowds make efforts to deliver counseling materials in the form of cooperation and farmer group meetings to be limited. In addition, extension activities have been hampered due to the closure of access to connections between cities, even within their own area, in this case Bocek Village. Closing access and reducing activities . The Bocek Village Government has closed access to and from the village several times and forbade the village community to carry out activities for certain times according to the situation and conditions deemed necessary for the closure of the village. Restrictions on community movement also have an impact on the activities that extension workers have to carry out so that the role they must carry out also decreases. During the pandemic, the role of extension workers in rice farming in Bocek Village was in the medium category. This shows that when a pandemic occurs, the role of extension workers is still running because even though it is very low. All roles continue to be carried out by extension workers despite physical and social restrictions in order to maintain the involvement of farmers in their rice farming. The role of extension workers is very crucial in the food supply chain, food availability and in order to maintain food security during the Covid 19 pandemic {Sudarmansyah , *et al* (2021), Hirawan and Verselita (2020)}. directly through personal and group meetings into media communication methods. Suggestions Extension agents are expected to further enhance their roles as organizers, technicians, liaisons, consultants, and reform agents

Table 13. Formulation of Strategy Using the SWOT Matrix

INTERNAL EXTERNAL	STRENGTHS (S) 1. Extension education at BPP takes a sufficient number of S1 2. The training process at BPP is carried out once a week 3. Extension workers provide ideas or ideas to farmers according to farmers' needs 4. In extension activities, the extension workers explain and give examples to farmers 5. Active role and cooperation of farmer groups	WEAKNESSES (W) 1. Farmers' low confidence in the existence of extension workers 2. The use of media and counseling communication at BPP Karangploso may not be enough to overcome farmers' problems 3. How to communicate extension workers to farmers using sometimes less understood by farmers
OPPORTUNITIES (O) a. Farmer Motivation Level is effective because some farmers are able to implement every idea submitted by o b. by extension worker c. The level of participation of extension workers with farmers is quite maximum d. Endorsement coaching and supervision e. The relationship between extension workers and farmers is quite harmonious	Strategy SO 1) Provide the latest information and innovations (1, 2, 3, c) 2) Increasing the role of extension workers (4, 5, a, c, d) 3) Extension of functional improvement (2, d) 4) Increasing extension activities (3, a, b)	Strategy WO 1) Support for providing facilities (2, c, d) 2) Extension cadre (1, d) 3) Timing of agricultural extension workers (1, a, b) 4) Success rate (3, b, c)
TREATHS (T) a. Availability of facilities and infrastructure in outreach activities is quite improved b. Environmental conditions can affect extension activities, for example farmers' trust in the existence of field extension workers c. Lack of access to information technology used by extension workers	Strategy ST 1) Improvement of extension facilities and infrastructure (3, a) 2) Increased visits to farmer groups (3, 5, b) 3) Online-based technology improvement (1, 2, c) 4) Increase the motivation of farmers (3,4,5, b, c)	Strategy WT 1) Involving farmers in utilizing extension media (2, a, c) 2) Timing of agricultural extension workers close to the place of residence (1, b) 3) Provide easy-to-understand information (3, c) 4) Provide solutions to problems (3,b)

From the picture above, it can be described that the communication strategy for extension workers at BPP Karangploso is as follows:

4.2 SO Strategy

The strategy used in communicating extension workers to farmers in Bocek Village, Karangploso District by looking at the strengths and opportunities they have is as follows:

Provide information, ideas or the latest ideas and innovations by utilizing a fairly

high level of education of extension workers, training, participation of extension workers and motivation of extension workers to farmers

Increased intensity of extension activities (by taking advantage of the high motivation of extension workers, effective relations between extension workers and farmers, and high levels of active farmer participation)

Functional improvement of extension workers By utilizing trainings and support for supervision development

By utilizing the level of education, and providing examples, the participation of extension workers, the relationship between extension workers and farmers, and support for coaching and supervision

Increasing the role of extension workers (by utilizing the level of active participation of farmers, motivation and supervision)

4.3 WO strategy

The strategy carried out by the extension worker to increase the level of communication of the agricultural instructor in the village of Bocek by looking at the weaknesses and opportunities is as follows

Cadre of extension workers where, BPP Karangploso extension workers can conduct coaching, supervision and addition of new farmers in farming by seeing that

4.4 ST strategy

Strategies that can be had to improve agricultural plans in the village of Bocek extension communication by looking at the strengths and threats that occur are as follows

Improvement of facilities and infrastructure both at the BPP and at the extension staff, such as adequate road access to BPP, office equipment, computers, laptops and so on, taking into account the high motivation of the extension workers and the lack of available infrastructure.

Make visits to farmer groups by utilizing motivation in fostering and serving the large number of assisted farmer groups

Improving online-based information technology by looking at a fairly high level of education, effective trainings to be able to receive information technology modern

WO Strategy

The strategies taken to increase the work level of agricultural extension workers and communication in the village of Bocek by looking at the weaknesses and threats that occur are as follows:

Involving farmers in the use of extension media by considering: the existence of new information technology so that farmers can know the technology that is developing and

some farmers are approaching old age and support for supervision development is getting stronger

How to communicate with extension workers using language that is easy for farmers to understand by considering the age of the farmer and the level of active farmer participation

Support for providing extension media facilities by considering the low utilization of extension media and supported by good communication methods

Increasing the use of media in extension activities by considering the level of active participation of farmers is quite high, so the use of extension media in every activity needs to be developed so that the activities carried out are more comfortable and run according to expectations.

have no difficulty in doing farming

Placement of time and work of extension workers considering the large number of farmer members

Provide solutions to problems faced by farmers in extension activities by considering the availability of facilities and infrastructure.

5 Conclusion

Based on the results of my research on the communication strategy of extension workers during the Covid-19 period in Bocek Village, Karangploso District, Malang Regency, the following conclusions were drawn:

Messages Messages or materials conveyed by BPP Karangploso extension workers during the pandemic are messages that are in accordance with the needs of farmers. The message or material conveyed by the BPP Karangploso extension worker is a message that not only meets the needs but the message or material conveyed by the extension worker uses language that is easy to understand so that farmers can easily understand and respond well to the message conveyed by the extension worker. because according to the instructor the use of

language that is easy to understand is very important because it suits the educational background and age of different farmers. and also the message is structured in such a way that the message can meet the needs of farmers. And for the determination of the S, WO, and T factors obtained after obtaining the average value of each variable from the questionnaire interviews conducted. Internal factors will produce strengths (S) and weaknesses (W) while external factors will generate opportunities . (O) and threats (T). To determine the S, W, O and T factors. Create an IFAS (*Internal Factors Analysis Strategic*) matrix. Then the IFAS Matrix is used to obtain an ordinate point on the position matrix between strengths and weaknesses, namely the difference in weighted scores between strengths and weaknesses.

agricultural service's alignment with agricultural extension during the Covid-19 pandemic really needs to be encouraged. This is related to supporting facilities and infrastructure in the form of cellphones.

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computer and internet quota

It is necessary to increase the potential of farmers in terms of information and communication technology by analyzing the needs of farmers according to their place of residence.

The results of the analysis of the extension 's communication strategy resulting from this research can be used as an alternative strategy as an effort to improve the performance of the instructor at BPP Karangploso .

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