

WOMEN FARMER'S COMMUNICATION TO IMPROVE PARTICIPATION IN MANAGING YARD AREA

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ABSTRACT

Communication strategy is an important factor in improving the participation of women farmers in agricultural setting. It is closely in line with the improvement of living standards of farmers. This study aimed to analyze the level of participation and the factors that affect to increase the participation of women farmers. Quantitative analysis used and supported by qualitative analysis. Quantitative analysis using descriptive statistics including analysis and correlation analysis. The results showed that the level of participation of women farmers in the activities of Women Farmers Group (WFG) is high on the aspect of utilization of the agricultural. The aspects of planning, implementation, monitoring and evaluation and planning activities in WFG activity was moderate.

In addition, the result shows that the factors influenced the participation of women farmers in aspects of planning activities, aspects of implementation, aspects of the utilization of results, and other aspects of monitoring and evaluation were a quite-loyal working farmer, level of motivation, intensity of interaction within the group, the development of technical capabilities, communication sources, the husband, companion and fellow members of the group, namely interpersonal communication media, and groups of media as well as the application of participatory communication: independence, dialogue and convergence. The communication strategy is formulated through the development of technical capabilities of women farmers, the development of skills in using communication tools, increasing capacity escort groups to communicate with members of the group, the development of effective communication and quality interactively, as well as the meeting of needs for infrastructure in managing the group.

Keywords: *communication, empowerment, participation, women farmers group.*

1. INTRODUCTION

In the present era of development and democratization, communication approach that leads to a common ground between the top down and bottom up, in which the group's participation especially by planning group activities through planning approach together or joint planning or participatory planning fit to be done and the interests of the central government is still in the form of the policy is top down. The bottom up and top down that combined, towards the empowerment of groups (capacity building of grass root community) with a companion role as motivator, facilitator and motivator (Aminah et al. 2015).

In addition, the role of institutions in the region approach based on local knowledge and resources are needed to launch the process of communication in the delivery of the message to the community so as to produce the desired feedback. A problem of the lack of information and incompatibility of communication media are not delivered as expected by the community (grass roots) because communication linear and policies as well as programs empowerment tend to still be at top down at this time to make the public as well as farmers become less powerful and impede their desire to participate in rural development. Patriarchal system still prevails in rural areas, resulting involvement of women in decision-making is still very low, so as to empower women

in rural areas is very important for women to be more confident, able to formulate and convey problems to the public in a more efficient way. Organization or group formed of women in rural areas are encouraged to grow the micro economy and village institutions, such as micro, small and medium enterprises (SMEs), so as to improve people's lives become more qualified in terms of social, economic and health conditions.

In previous studies, the application of participatory communication is the right approach in the process of empowerment to improve the lives of farmers (Aminah et al. 2015; Noor 2010; Ascroft & Masilela 2004; Leeuwis & van Den Ban 2004). Participatory communication strategy could thus help increasing the empowerment of farmers or communities in the implementation of the empowerment program (Aminah et al. 2015; Erwiantono et al., 2013; Chitnis 2011; Hadiyanto, 2009). Astuti (2012) and Ratnawati (2011) state that the model of empowerment of women in rural areas through the development of entrepreneurship through a group approach, participation in the group, and diversification can also thus increasing the living standards of families.

Factors that influence the level of community participation is the motivation (Suprayitno 2011; Djumadi 2008; Handayani 2008), the role of community leaders (Handayani 2008), the competence and knowledge of farmers (Astuti 2012; Putra 2012; Suprayitno 2011; Tohidi and Jabbari, 2011, Wijianto 2010 and Batoa 2008), technical and managerial skills (Erwiantono et al., 2013; Suprayitno 2011), the intensity of the role of the companion (Aminah et al. 2015), awareness (Hishiyama 2013; Ma'ruf 2010 and Mefalopulos 2003), non-formal education (Bodorkos & Pataki 2009; Ascroft & Masilela 2004).

The research objective is to address these issues, namely: (1) to analyze the level of participation of women farmers, and (2) analyze the factors which influence the participation of women farmers to increase the participation of women farmers.

2. RESEARCH METHODS

The study was conducted in Bogor Regency, West Java, conducting empowerment of women farmers at Program to Accelerate the Diversification of Food Consumption and Sustainable Food House Area Program from years 2012-2014, with the criteria of the group already exists and is active in conducting the support of provincial and local governments as well as local governments as the

policy umbrella towards the empowerment for self-sufficiency. WFG then selected 15 of 14 Districts based on the information from Implementing Agency for Food Security and Agricultural Extension, Fisheries and Forestry, Bogor Regency. The collecting activities in the field of data were conducted from August-November 2015.

The study population was women farmers who are members of the group in the study site in Bogor. WFG sampling conducted by using purposive sampling, where selected respondents are members of WFG with the following criteria: (1) WFG women farmers who are or have been received empower program from the Ministry of Agriculture in 2012 to 2014, (2) They who have a structure WFG get clear organization chart (chairman, secretary, treasurer and members) which was established by decree of the establishment of minimum village officials), (3) WFG has been existed for at least two years and with no new formation, (4) It has a land area of 100 m² or minimal yard area that can be cultivated, (5) Has land usage or on farm condition.

In this study, each respondent with the provisions of WFG taken three administrators group (chairman, secretary and treasurer) and the remaining 15-30 members were chosen randomly the sampling technique is simple random sampling. Thus the total members of the group of women farmers who were respondents in the study there were 363 people.

This study used a survey through questionnaires that have been tested for validity and reliability and is backed-depth interviews (depth interview). The technique of collecting data was through observation, interviews, in-depth interviews and documentation. Primary data collection was also conducted interviews with key informants such as extension workers, community leaders, and relevant officials in the agricultural establishments in the area of research.

Quantitative analysis using descriptive statistical analysis and statistical inference, namely multiple linear regression using SPSS 2.0.

3. RESULTS AND DISCUSSION

3.1. Individual and socio-economic characteristics of women farmers

Individual characteristics and socio-economic and social respondents are presented in Table 1. The level of education of the respondents, with the average 4-year, 65.29% are in the low category that

cannot read, substandard writing, and not graduated formally. Medium category is graduating from elementary school and junior high school graduation 17.08% and amounted to 17.63% ie middle and high school graduation in the high category. The number of family members (X) with the average 5 family members in each family categorized as low for, is at the low category with a percentage of the number of family members ≤ 4 was 48.21% and 44.63% in middle category with a number of family members $\geq 5 - \leq 7$ and 7.16% of people are in the high category with a number of family members in the top 7. Old farm yard respondents are in the low category, has the average 1.9 years. In the lower categories (0-1 years) amounted to 49.59%, the medium category ($> 1 - \leq 3$ years) amounted to 15.70% and the high category (> 3 years) amounted to 34.71%. The income level of the respondents are mostly located in the interval of 0 to 100,000 per month is 80.44% with a lower category which has the average income of Rp.35.820,- per month. Cosmopolitan level of mostly respondents are in the low category (45.18%), moderate (44.63%) and high (10.19%), with the average score of 55.04 was the low category. The level of respondents' motivation is in the low category and almost spread evenly in each category, with the average score of 65.84.

3.2. Empowerment intensity

Number of women farmers and the average category of respondents with variable empowerment intensity is shown in Table 2. The intensity of interaction within the group in the middle category with the average score is 67.12. The development of technical capabilities in the low category with the average score is 64.10 and intensity of assistance in middle category with the average score is 69.87. This indicates that the instructor / assistant has been carrying out mentoring in groups, developed the technical ability to farm in the yard and improved knowledge about the consumption aspect, the aspects of distribution as well as aspects of food availability with the intensity of a companion who is often done at least 1 time a month on a regular basis.

3.3. Physical and Social Environment

The average number of women farmers and the physical and social environment variables are presented in Table 3. The aspects that are in the low category is the support of government policies and the availability of means of communication with

consecutive scores averaging 55.68 and 52.75. As for conducive aspects of the social environment in the high category with average score is 72.16. A total of 46.83% of the respondents did not know about the government policy support. In the aspect of availability of the means of communication most respondents are in low and medium categories are respectively 49.04% and 43.80%. Low because of government policy support women farmers are not steeped in the policies provided by the government and the availability of means of communication is also not too concerned, depending on the ownership of each individual course.

3.4. Communication sources

Number of women farmers and the average score of variable sources of communication is presented in Table 4. The communication resources parameters have the average score in the category of being the husband and other members of the group with the average score of 75.09 and 67.49, while the companion aspect is in the high category with average score of 86.45. There are 92.29% of respondents stated that communication with the companion was satisfactory and intensive. In the aspect of the source of communication among group members as much as 90.63% of respondents comfortable communicating with fellow members of the group, and as much as 47.93% of women farmers are satisfied communicating with her husband for carrying out the activities.

3.5. Communication media

Number of women farmers and the average score of communication media variables are presented in Table 5. Variables in media aspects of the group had the average score of 82.60 at the high category, and the interpersonal aspects of media are in the low category with scores averaging is that the husband and other members of the group with the average score of 64.01 and 61.26. Of the three, namely interpersonal communication media, and the group of media, respondents preferred communication media groups. In the aspect of group communication media, the majority (56.47%) of the respondents were in the high category. Aspects of interpersonal communication media most respondents (73.83%) are in the medium category. Most respondents did not use communication media such as home phone, cell phone, print and electronic media. Aspects of mediated communication media, only 15.15% of respondents who use the media to communicate.

Table 1. The Average Number of Women Farmers with Social and Economic Characteristics Variables

Social and Economic Characteristics Variable	Measurement	Category	Average *)	Total in (Percent)
Education level				
Low	Year	Unable to read and write, not graduated from Elementary School	4 years	65,29
Medium		Graduated from Elementary school but not from High School		17,08
High		Graduated from SMP and SMA		17,63
Number of family members				
High	Person/s	0-4	5 people	48,21
Medium		5-7		44,63
High		≥ 8		7,16
Duration of Farming Business				
Low	Year	0 - 1 year	1,9 years	49,59
Medium		> 1 - ≤ 3 year		15,70
High		> 3 year		34,71
Income level				
Low	Rupiah	0 - ≤ 100.000 per month	Rp 35.820,-	80,44
Medium		> 100.000 - ≤ 200.000 per month		15,98
High		> 200.000 per month		3,58
Cosmopolitan Level				
Low	Score	≤ 50.00	55.04	45,18
Medium		> 50.00 - 80.00		44,63
High		> 80.00		10,19
Motivation level				
Low	Score	≤ 50.00	65.84	37,47
Medium		> 50.00 - 80.00		27,55
High		> 80.00		34,99

Note: *) Average score: Low: 0-65; Medium : 66-80; High: 81-100

From the depth interview, respondents prefer to communicate interpersonally, because it is felt directly to the intended target and quickly got a response, only the administrators group that is only the chairman, treasurer and secretary who often use the media mediated communication. The majority of which are frequently used mobile phones. Respondents more often communicate to the assistant and head of the group associated with the implementation of activities, with fellow members sometimes performed to exchange opinions and experiences in farm yard.

3.6. Application of Participatory Communication

Number of women farmers and the average score of variable application of participatory communication are presented in Table 6. In the variable application of participatory communication, Independence aspects, convergence and dialogue have a middle category with the average score of each is 70.51, 75.92 and 76.37. For the aspect of equality is at the low category with a score of 58.88. In the aspect of equality of 56.20% of the respondents are in the medium category. Independence and dialogical aspect, respondents spread almost evenly in all three categories. The aspects of convergence majority of respondents in the category are 54.55%.

Table 2. The Average Number of Women Farmers with Empowerment Intensity Variables

Empowerment intensity variable	Measurement	Mean Score*)	Total (in percent)
Interaction intensity in group			
Low	Score	67.12	19,01
Medium			60,61
High			20,39
Technical development skill			
Low	Score	64.10	30,03
Medium			47,66
High			22,31
Assistance intensity			
Low	Score	69.87	18,18
Medium			53,99
High			27,82

Note: *) Average score: Low: 0-65; Medium : 66-80; High: 81-100

Table 3. The Average Number of Women Farmers with Environmental Physical and Social Variables

Environmental physical and social variables	Measurement	Mean Score*)	Total (in Percent)
Government policy support			
Low	Score	55.68	46,83
Medium			39,39
High			13,77
Communication resources availability			
Low	Score	52.75	49,04
Medium			43,80
High			7,16
Social environment conduciveness			
Low	Score	72.16	6,61
Medium			70,25
High			23,14

Note: *) Average score: Low: 0-65; Medium : 66-80; High: 81-100

From the interview, most respondents were satisfied and taking benefit from the group. In the practice of participatory communication women members of farmers applied the same, equal and free in choosing the desired activity in accordance with the planning and the rules imposed. Dialogue between members of women farmers with a companion and fellow members often happens

though sometimes not come to fruition is desired by all members of women farmers.

Table 4. The Average Number of Women Farmers with Communication Sources Variables

Communication sources variables	Measurement	Mean Score*)	Total (in percent)
Assistance			
Low	Score	86.45	7,71
Medium			25,07
High			67,22
Husband			
Low	Score	75.09	22,59
Medium			29,48
High			47,93
With group members			
Low	Score	67.49	9,37
Medium			78,79
High			11,85

Note: *) Average score: Low: 0-65; Medium : 66-80; High: 81-100

In fact, it still be seen that the activities of the group which is still dominant is the group management ie chairman, secretary and treasurer and some members of women farmers just follow what has been decided.

3.7. Participation of Women Farmers

The average number of women farmers and women farmers' participation variable scores are presented in Table 7. Score flats on aspects of participation of women farmers in middle category, namely planning, implementation and monitoring and evaluation respectively 79.67, 79.85, and 69.05. Pada aspects of the utilization of results in the category with a high score of 82.78.

In the aspect of planning, only 9.92% of respondents are passive in the aspects of the planning of activities and 90.09% of respondents have a participatory medium and high. As well as aspects of the implementation and utilization of results, respondents were passive as much as 8:54% and 6.61%. the majority of respondents in the category of medium and high. Meaning that respondents participated actively participate in the planning, implementation, monitoring and evaluation of utilization of both the management activities of the group and its members. For the aspects of the planning, implementation and

monitoring and evaluation is still in the moderate category, it is stated that the number of female members of farmers who have children that are still bothered by a problem with child care, so it cannot be continuous (daily) in participating in group activities. For the monitoring and evaluation aspects, which plays an active role just administrators group and several members appointed by the group means that not all members participate as well as monitoring and evaluation activities.

3.8. Correlation test results against event planning aspects on variable participation of women farmers

In Table 8, the visible aspects of planning activities significantly influenced by aspects of the physical environment and socioeconomic which support government policy, aspects of communication resources is a companion, a husband, a fellow member of the group, aspects of media interpersonal communication, group, aspects of the implementation of participatory communication namely independence, equality and dialogue.

3.9. Correlation test results against aspects of utilization of the variables participation of women farmers

In Table 8, visible aspects of the utilization of the results of significantly influenced by aspects of socio-economic characteristics of women farmers is a long time trying to farm yard, namely the aspect of interpersonal communication media, aspects of the implementation of participatory communication that is dialogical.

3.10. Correlation test results against aspects of monitoring and evaluation in the variable participation of women farmers

In Table 8, visible aspects of monitoring and evaluation significantly influenced by aspects of socio-economic characteristics of women farmers is a long time trying to farm yard, aspects of the physical environment and socioeconomic which support government policy, aspects of communication resources, the husband and his fellow group members, aspects of media that is interpersonal and group communication, aspects of the implementation of participatory communication, namely convergence.

Results of the study are presented in Table 8 is known that variable socio-economic characteristics of women farmers in the aspect of education level, family size, income level and cosmopolitan level

has no significant relationship to the overall aspects of the participation of women farmers. The absence of a real relationship on these aspects due to women farmers who are members of this WFG not look at the individual school level because it does not require thinking and academic skills actually a very meaningful experience.

Table 5. The Average Number of Women Farmers with Communication Media Variables

Communication media variables	Measurement	Mean Score*)	Total (in percent)
Interpersonal			
Low	Score	64.01	17,08
Medium			73,83
High			9,09
Group			
Low	Score	82.60	8,54
Medium			34,99
High			56,47
Competence in using media			
Low	Score	61.26	31,40
Medium			53,44
High			15,15

Note: *) Average score: Low: 0-65; Medium : 66- 80; High: 81-100

In the aspect of the number of family members also no real relationship, a woman farmer in carrying out these activities are not affected by the number of members in the family, so that little or a lot number. To aspects of income level, there is no real connection with the participation of women farmers cultivated due yard is almost all used for family consumption and distributed to neighbors, only a small portion is sold to supplement the family income. In the aspect of cosmopolitan level, nor do they have a real relationship, because the majority of women farmers never communicated out of his village, access to the information, just as recipients of information. Women farmers have greater insight, information which is more diverse, more experience through access to information will improve the knowledge and skills of women farmers in getting the yard in a participatory manner.

In the aspect of long sought farm yard has significantly positive relationship to aspects of the utilization of the results of monitoring and evaluation. This means that women farmers are no longer trying to cultivate farm yard and will

increase participation. It means that the higher the level of cosmopolitan of women farmers the bigger they would increase their participation in all aspects of planning and monitoring and evaluation. In the aspects of the level of motivation to have a real relationship with the participation of women farmers, namely the implementation of activities due to the appeal that promises to cultivation of yards in this activity, so that women farmers still consider development activities which in line with promises to health, ease of access to food and economic although they are not really significant. Empowerment at the intensity variable where the aspect of interaction within the group and the development of technical capabilities have significant relation to the participation of women farmers in the aspects of the implementation of activities, means companion or extension group, the stimulant should provide that each member of the group can intensively interact with fellow members inside group to provide education and training to improve the technical capabilities of the group.

Table 6. The Average Number of Women Farmers with Communication Media Variables

Application of Participatory Communication variables	Measurement	Mean Score *)	Total (in Percent)
Equality			
Low	Score	58.88	33,61
Medium			56,20
High			10,19
Independence			
Low	Score	70.51	23,97
Medium			40,50
High			35,54
Convergence			
Low	Score	75.92	8,82
Medium			54,55
High			36,64
Dialogue			
Low	Score	76.37	16,80
Medium			37,19
High			46,01

Note: *) Average score: Low: 0-65; Medium : 66- 80; High: 81-100

Currently seen in the group is less interaction among group members, because some groups appear to have houses or dwellings apart so that

less interactive with fellow members of the group and the training provided by extension is less attractive.

Table 7. The Average Number of Women Farmers with Participation of Women Farmers Variables

Participation of Women Farmers Variable	Measurement	Mean Score *)	Total (in Percent)
Planning			
Low	Score	79.67	9,92
Medium			41,05
High			49,04
Implementation			
Low	Score	79.85	8,54
Medium			43,25
High			48,21
The utilization of results			
Low	Score	82.78	6,61
Medium			38,29
High			55,10
Monitoring and evaluation			
Low	Score	69.05	23,69
Medium			45,45
High			30,85

Note: *) Average score: Low: 0-65; Medium : 66- 80; High: 81-100

At the physical and socio-economic environment variables which significantly involved is the support of government policy. Women farmers have very little knowledge about policies - policies granted by the government, so that women farmers can not apply it to the fullest. Therefore, the government should be able to provide policy support direct hit to the community (grass roots).

At the variable of communication source, the third aspect of the husband, companion and fellow members of the community have significant relation to some aspects of the participation of women farmers. This is evidenced by good communication between peasant woman with her husband, companion and fellow members of the group, but the communication is less effective and less qualified, just chatting and complete the task alone, so it cannot increase the participation expected. For the companion / extension other efforts are needed to improve the quality of interaction and communication for members of the group.

Table 8. Value Relationship between Socio-Economic Characteristics of Women Farmers , Empowerment intensity , Physical and Social Environment, Resources Communications, Media Communications and Application of Participatory Communication with the Participation of Women Farmers.

Variables	Participation of Women farmers (Y1)			
	Planning	Implementation	Yields Management	Activities Monitoring and Evaluation
(X1) Socio Economic Characteristics of women farmers				
Education Level	0,726	0,133	0,842	0,385
Family Members	0,281	0,925	0,181	0,339
Long sought farm yard	0,569	0,930	0,053*	0,004*
Income level	0,748	0,287	0,592	0,652
Cosmopolitan Level	0,545	0,954	0,799	0,171
Motivation level	0,213	0,020*	0,224	0,411
(X2) Empowerment Intensity				
Interaction intensity in group	0,991	0,011*	0,750	0,891
Technical Development skill	0,494	0,005*	0,652	0,394
Assistance Intensity	0,871	0,977	0,563	0,160
(X3) Physical and Social Economic environment				
Government Policy support	0,045*	0,365	0,237	0,037*
Communication Sources availability Communication	0,670	0,224	0,356	0,183
Social Environment Conduciveness Social Environment	0,109	0,927	0,906	0,332
(X4) Communication Sources				
Assistance	0,001*	0,061*	0,543	0,781
Husband	0,000*	0,962	0,371	0,001*
Group member fellows	0,096*	0,038*	0,398	0,010*
(X5) Communication Media				
Interpersonal	0,011*	0,464	0,030*	0,010*
Group	0,099*	0,091*	0,354	0,021*
Using Media	0,179	0,096*	0,605	0,852
(X6) Participatory Communication Application				
Gender Balance	0,885	0,263	0,341	0,819
Independence	0,005*	0,020*	0,405	0,467
Convergence	0,010*	0,013*	0,107	0,084*
Dialogue	0,000*	0,007*	0,009*	0,409

Note: * significant at $p < 0.05$

At the variable of communication media, the three aspects of interpersonal, group and mediated, have a significant relationship in several aspects of the participation of women farmers. Basically women farmers have done in interpersonal communication, particularly to the companion and the group leader, following the group's activities were held in the group. However, to use the communication media home phone, mobile phones and the internet, is rarely done because the majority of women farmers are less fluent in reading and writing, ownership is also low and they deem it more practical if done as a direct interpersonal visible response.

At the variable application of participatory communication, it is visible that only aspect of equality that does not affect the participation of women farmers and the other three significant effects on some aspects of the participation of women farmers. It is seen, companion, caretaker groups, community leaders and other stakeholders, has been opened up so that women farmers can better express the will and desires openly, eliminating the awkwardness, melt the boundaries between the communicator and the communicant, it's just that women farmers still feel fear, low themselves, inferior to express their opinions. The stakeholders are expected to be able to build a more

pervasive communication to the public, so that as a whole it can be seen what is needed in the community, so that independence aspect, dialogue and convergence can be developed.

4. CONCLUSIONS

The participation rate of women farmers in WFG activities is high on utilization aspects and the results were moderate in terms of planning, implementation and monitoring and evaluation activities. This indicates that the group has been involved in the activities of members of the group management WFG particular, although there are members who are less active women are not even active in the group.

Factors that affect the participation of women farmers in aspects of:

1. Planning activities are influenced by government policy support, communication resources companion, a husband, a fellow member of the group, interpersonal communication media, group, independence, equality and dialogue.
2. Implementation of the activities affected by the level of motivation, intensity of interaction within the group, the development of technical capabilities, sources of communication companion, a fellow member of the group, media group and mediated communication, independence, convergence and dialogue.
3. Utilization of the results is mostly influenced by long-sought farm yard, media, interpersonal communication, and dialogue.
4. Monitoring and evaluation are influenced by long-sought farm yard, government policy support, communication sources husband and fellow members of the group, interpersonal and group communication media, as well as convergence.

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