

COMMUNICATION STRATEGY IN DEVELOPING THE CAPACITY OF THE ACTORS OF AGRIBUSINESS OF FRESHWATER FISHERIES

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ABSTARCT

The problems of this study are (1) to know how far the convergence of communication in the development of the agribusiness capacity of freshwater fishery in the face of globalization (2) what factors impact the convergence of communication in the development of the capacity of the agribusiness, (3) how the communication strategy of increasing convergence in the development of the capacity of the agribusiness freshwater fisheries through communication behavior . Based on the research problem, the goas of this study are (1) to analyze the level of converged communications in developing the capacity of actors agribusiness (2) to describe what factors impact the convergence of communication in the development of the capacity of the agribusiness, and (3) formulate a strategy to increase the convergence of communication in the development of the capacity of the agribusiness freshwater fisheries. The research was conducted in the district and sub-district Pasia Nan Tigo Kuranji using quantitative and qualitative methods to survey. Respondents were purposively determined against members of the group of fish farmers as much as 285 respondents. Data were analyzed by descriptive inferential using Spearman Rank and Testing Structural Equation Models (SEM). The results showed that: (1) A communication behavior has positive and significant effect on the convergence of communication in the development of the capacity of the agribusiness fisheries, (2) The communication strategy of in the development of the capacity of the agribusiness freshwater fisheries can be done through improved communication behavior first, then increase factors that have affects on communication behavior namely a factor of social dynamics of culture, information media characteristics, quality source of information, the nature and characteristics of the offender information agribusiness.

Keywords: *Communication convergence strategy, agribusiness actors, fresh water fishery, capacity building*

1. INTRODUCTION

Globalization has provided a tremendous impact on traditional values, structure and knowledge base of society, with increasing external pressures and changing internal dynamics. Capacity development is the mainstream of development discourse, but in practice only focuses on the approach to the transfer of knowledge and technology as a solution, but it does not support communities in developing their own capacity (Dhamotharan 2009). Globalization has had negative impact on social change and economic decline in rural areas as shown by the high levels of unemployment and foreign investment (Fidelis OO and Olukayode 2016; Smutka et al. (2014).

Some of the challenges in developing capacity are: 1) The number of people who have lack

motivation and self-confidence because of their experience with the planning of development programs external top-down and cause internal conflict. Sidorenkov et al. (2016) says that conflict is based on the characteristics of each individual of group members. This has led to a paradoxical situation where facilitators focus on community-driven development, while society expects ready-made solutions; and 2) People often underestimate their internal resources, both the potential and knowledge, dan tend more to knowledge and values of resources from outside. The capacity development now in practice focus on the provision of output / funding, the existing program creates a situation where the community development actors focus on getting funds which make them dependent. It causes weakness of the collective efforts of the community to develop a shared vision.

Furthermore, Dhamotharan (2009); Markhgeym et al. (2016) said that capacity building is a collaborative process between external capacity developers and actors at the community level. In this process, the main role of facilitators encouraged people to: find and mobilize resources internally and externally; create the necessary knowledge; find and mobilize resources internally and externally; engage in communication and dialogue across generations and walks of life, which leads to consensus and decisions legitimate; find an effective way to handle conflicts that arise; evaluate the results and collaborate, regardless of the diversity that exists in every community. As Mandhu and Manjula research (2016) who developed a technique is based on a collaborative approach in social networking communities.

Previous research on capacity development found that the factors that affect the capacity of actors of agribusiness are characteristic factors of farmers, the performance extension, the frequency of training activities (Fatchiya 2010), the role of institutions (Damanik 2014), characteristics of the social system (Marliati 2008), social dynamics, physical environmental factors and socio-economic and communication patterns (Wibowo 2012). Furthermore Nemoto et al. (2010); Tersoo (2014); Mugonola et al. (2014); Safa and A. Yaseen (2011) discuss that the role of agribusiness in the socio-economic development, the adoption of innovation and the importance of the role of non-government organizations in the development of agribusiness. Meiyani (2015) the role of social capital in affecting the business.

So in this study, the capacity of agribusiness of freshwater fisheries can be developed by creating a conducive climate and synergistic cooperation among the various parties involved in agribusiness, namely researchers, assistants / facilitator, marketers, especially business operators agribusiness fisheries, as well as institutional agribusiness that facilitate business agribusiness freshwater fisheries. In this case, the role of the communication strategy of convergence is very important to increase the capacity of the agribusiness fisheries, through strengthening the social dynamics of culture, media characteristics of information, quality of resources, properties of information and strengthening of the characteristics of agribusiness as well as utilize the potential and functionality of the parties involved. The expectation, people who always marginalized common accord it knowledge of agribusiness that comes from the (local / implicit) and knowledge of

agribusiness that comes from outside (global / explicit), so it is more powerful in marketing efforts, further increased revenue and better welfare of his life.

Improved communication behavior aimed at improving access to information agribusiness freshwater fisheries in order to create converged communications/ maximum mutual understanding between the agribusiness, so as to develop their capacity in accessing information and technology fisheries, increasing interactions among agribusiness, more participatory and have the ability in agribusiness. The existing situation in the coastal city of Padang shows, socioeconomic agribusiness in general is still low, which indicated low levels of formal education, non formal education, business scale that they have. Furthermore, the supports of agribusiness institutions to agribusiness are also low, especially the supply of capital, production inputs and information. Similarly, information communication activities and facilitation of companion are not intensive too and serve evenly on all agribusiness, and performance media and resources are low. Meanwhile Abidin et al. (2013) says that the role of informal companion (mentor) as new graduates who have a significant effect on businesses in managing the commercial agriculture project. The role of informal companion also has positive implications in the survival and growth of the business and can be used to develop the network, to expand access to external financial resources and support the progress of young entrepreneurs.

The capacity of fish farmers are also low, both in accessing information and fisheries technology, interact with fellow agribusiness, participate in the activities of finding and providing information, and managing agribusiness.

Based on these problems, the purposes of this study are: (1) to analyze the degree of convergence of communication in the development of the capacity of the agribusiness, (2) to describe what factors impact the convergence of communication in the development of the capacity of the agribusiness, and (3) to formulate a strategy to increase the convergence of communication in the development of the capacity of the agribusiness freshwater fisheries.

2. RESEARCH METHODS

The study uses a quantitative approach and data collection using survey methods. This research is located in the districts which are the areas of

agribusiness development of freshwater fisheries in the coastal of Padang city and the District of Kuranji Tengah koto. The study population is agribusiness freshwater fisheries which include fish farmers in the pool / freshwater (on-farm), provider of production inputs cultivation or input agro-industry, seed, processing results, distributor, supplier, marketer, counselor, coach or facilitator, the manager of the group, as well as information waitress (off-farm) agribusiness freshwater fisheries as a whole, in accordance with the functions of agribusiness which includes the procurement and distribution of the means of production, processing (agro-industry), and marketing. Total population consisted of 837 agribusiness, scattered as many as 500 people in the district of Koto Tengah and 337 people in the District Kuranji. To meet the statistical test rules by using Structural Equation Modelling (SEM), the sample set of 300 people, scattered in the district of Koto Tengah as many as 167 people and 133 people in the District Kuranji.

Based on information from officials of the scope of the Department of Marine Fisheries (DKP) City Padang, deliberately set the two sub samples, each district is an area of agribusiness development of freshwater aquaculture in the city of Padang, the District Sub-District and District Koto Tengah Kuranji. Determination of the number of samples is determined proportionally based on population distribution in the area of research and determination of the members of the sample is done purposively.

This study was conducted in February 2016 to March 2016 Primary data were collected through interviews on the perpetrators of agribusiness and direct observations in the field, while secondary data obtained from the Department of Marine Fisheries of West Sumatra province, the Department of Marine Fisheries of Padang, the Central Statistics Agency of West Sumatra province, Counseling Center for Agriculture / Fisheries, in every district that includes the study site. The data were analyzed using descriptive statistics danstatistik inferential analysis of SEM (Structural Equation Model) using the program lisrel 8.7.

3. RESULTS AND DISCUSSION

The Convergence of Communication in the development of Agribusiness Actors Capacity of Freshwater Fisheries.

The convergence of communication in the development of the capacity of the agribusiness freshwater fisheries as a whole is relatively low. Indicators that reflect the capacity of the agribusiness are: (a) the level of utilization of information, (b) the quality of information services, (c) the ability of social interaction, (d) the level of participation, (e) ability beragribisnis. The results showed that the indicator level of information utilization is high, while the other indicators are low. SEM analysis results indicate that the high level of utilization of such information is affected by the communication behavior of agribusiness. Indicators that are low in communication behavior is the intentional use of the mass media is not optimal, and the lack of interaction in relationships with others, so it needs to be improved understanding and coordination between agribusiness. Although it has provided enough information media whether in print, electronic / ICT, agribusiness and access to the media presentation is quite good, but the overall capacity of the agribusiness is still relatively low. These findings illustrate that the presentation of information with high creativity alone is not enough to develop the capacity. A more important factor is the relevance of the information presented payload media, let according to the needs of the respondents so that it can solve the problem of agribusiness, otherwise the access to information is not able to increase the capacity of the agribusiness. In accordance with research of Ramli et al. (2013); Afonassova (2015) says that Information Communication teknologi (ICT) plays a role in social change and the restructuring of regional economies. If you provide information as required will receive a positive response for its users.

The convergence of communication is reflected by 5 observable variables, namely: (a) the level of utilization of science and technology (Science and Technology), (b) the quality of information services, (c) social interaction, (d) the level of participation, and (5) the ability in agribusiness. Not all of them can make use of science and technology, so that the necessary strengthening of access to information and resources (means of production, market), in order to have the ability to share knowledge and information (knowledge sharing), to optimize the support of outside parties such as the government and non-government organizations to improve the skills that aim to bring change in the development of its business, both in quantity or quality. It illustrates that not only factor of utilization rate of technological sciences (science and technology) and the quality of information

services needs to be improved, but also a factor of social interaction, the ability in agribusiness and participation rates, although the quality factor of utilization rate IPTEK dan information services contribute greater convergence of communication variables in the development of capacity.

The ability of agribusiness fishery in accessing quality information services is relatively low (57%). The cause is a lack of facilities and infrastructure used agribusiness for access to information, limited to a cell phone and home phone only, limited online information network (Internet) as well as the low level of connectedness between all the players in agribusiness to share knowledge and spread of new technologies. Although it has several times held trainings such as manajemen business training, manufacture of fish feed, fish processing, such as curing and drying, but these activities have not been able to make the fish farmers and agribusiness more use of the knowledge / new technologies acquired for the advancement of agribusiness, by reason of the need are quite high and low motivation of businesses. Accordingly, it is necessary to enhance the role of communication facilitator / companion in facilitating agribusiness through training, in order to create innovation dialogical communication and easily understood among agribusiness fisheries, especially in relationships with governments and other capital providers. The development of science and information technology requires the ability agribusiness in harnessing science and technology for the advancement of the business, particularly in the field of product marketing in order to have a broader marketing channels causing factor utilization rate of science and technology is a major concern. As said by Mokhtar et al. (2015); Moses et al. (2016) that leadership quality is associated with the achievement of the target market, the performance of the organization and play a role in quality management, important policies that support the creation of creativity member. The development of science and information technology requires the ability agribusiness in utilization of science and technology for their growth, especially in the areas of product marketing, post-harvest creativity in order to have a broader marketing channels, so that factor utilization rate of science and technology is a major concern.

As Hess (1997) told that the opportunity to share knowledge in technical cooperation could be improved, if the experts agri-stakeholders together to build mutual trust and respect; develop a common language; creating shared knowledge; appreciate other knowledge (systems); learning attitude; spend time together to exchange ideas;

spent time working together. In the system of agribusiness on this coast, the knowledge of agribusiness that come from within (local / implicit) and knowledge of agribusiness that comes from outside (global / explicit) strived reached agreement with a maximum between agribusiness through the convergence of communications, to maximize socialization, interaction, dialogue, coordination and participation so that capacity can be increased agribusiness in agribusiness. In the dialog, it is necessary to strive for team members can interpret and articulate the perspective of tacit knowledge (local knowledge) that were previously difficult to communicate. So in here it requires coordination among agribusiness actors in achieving understanding of the concepts of knowledge both from the (local) as well as the knowledge of the outside (global).

The next factor that reflects the convergence of communication in the development of the capacity of social interactions. The results showed, in building a network of cooperation between all the players in the agribusiness experienced many obstacles, including difficulties in establishing effective communication and sharing of information (knowledge sharing), as well as overcome the sense of competition among farmers. Whereas the level of ability of agribusiness in foster cooperation / collaboration among fellow agribusiness in reflecting the idea into action is required. In this regard, the role of agribusiness group organizations in formulating objectives according to the mind and behavior of members is necessary, in order to build togetherness, strong network, the openness with one another to develop the capacity beragribisnis.

As stated by Nonaka and Takheuchi (2004), at least the convergence of communication can be triggered by three main factors, namely the (social), organization, and technology. These three factors should be interpreted as an entity in which the process of sharing knowledge and understanding which is the social interaction between people in the organization. Meanwhile, information technology in the process of knowledge sharing plays a role as a facilitator. Furthermore, according to Moradi et al. (2015) through the typology of individual action and social interaction, can be known the factors that influence social interactions between people in the neighborhood.

The participation rate of agribusiness is also a latent variable that merefleksikan konvergensi communication capacity development. The low level of participation (44.37%) due to the agribusiness has not been able to actively share

information and experience (knowledge sharing) among fellow agribusiness, discuss and dialogue using communication media. Besides, the low participation / agribusiness level of creativity in finding new ideas for the design of freshwater fishery products. This shows that the indispensable role that communications can bring to the agribusiness will need to develop their business information.

The next variable that reflects the convergence of communication is the ability beragribisnis. The results showed the ability beragribisnis (40.49%) are in the low category, meaning agribusiness fishery has not been optimal in managing their business well. Not all agribusiness is able to plan the business and managing finances, have the marketing ability to use science and technology, have the skills and problem-solving skills, and make problems as opportunities and challenges to be faced, including the opportunity to press the price of production through the production of fish feed its own and market the product processed through the internet to reach a wider market, and increase the sale value of fishery products by improving the innovation and creativity of post-harvest fisheries products in accordance with the progress of science and technology.

Factors that affect communication convergence in capacity building Actors of Freshwater Fishery Agribusiness

SEM analysis shows that the variables that affect the convergence of communication is communication behavior. While the communication behavior is influenced by socio-cultural dynamics, the characteristics of the information media, the quality of resources, nature and characteristics of agribusiness information. Thus, strategies to increase the convergence of communication for the development of the capacity of the agribusiness through two stages, namely the first increase communication behavior in accessing information and resources agribusiness. The next stage is done to increase the role of socio-cultural dynamics, the characteristics of the information media, the quality of resources, nature and characteristics of agribusiness information.

Communication behavior in accessing information and resources agribusiness reflected by the indicator: Contact with the outside community and the intensity of the use of media. Correlation analysis indicates that the communication behavior variables correlated positively with the convergence of communication, which means that the higher the

communication behavior agribusiness freshwater fisheries in accessing the information, the higher the convergence of communication in the development of capacity. The results showed that the behavior of communication shows that the communication behavior of agribusiness that are in the low category, the increase in communication behavior is mainly carried out in contact with the outside community, so that agribusiness can relate to others outside the community to seek information and obtain a variety of information/ innovation of information sources relating to agri freshwater fisheries.

The second stage in the development of the capacity of the agribusiness, improving the socio-cultural dynamics can be done by improving the indicators that reflect the social and cultural dynamics (leadership qualities, patterns of social behavior, the role of traditional institutions, and local knowledge. The correlation analysis also shows that the socio-cultural dynamics variables correlated positively and significantly with the communication behavior, which means that the higher the socio-cultural dynamics owned agribusiness, the higher the communication behavior in accessing information agribusiness. The results showed that social dynamics of culture shows that most big agribusiness freshwater fisheries are in the low category, so the increase in the social dynamics of culture is not only needed in order to improve communication behavior of agribusiness but also to the development of the capacity of the agribusiness. From the results, the increase in the social dynamics of culture, especially on the quality of local leadership in order to raise his role in motivating the agribusiness bring ideas / new technologies for business progress, share information and establish relationships with external parties in a synergistic and mutually beneficial, and more concerned about the problems and aspirations of the agribusiness. In accordance with research conducted by Sallem et al. (2017), synergy is really needed for Small and Medium Enterprises (SMEs) in managing finances and keep to attend the latest technological developments in the market, the importance of financial support from the government can also help develop SMEs.

Variable characteristics agribusiness media plays an important role because it does not only affect the behavior of the communication but also the effect on the convergence of communication. Responding to this, the increase in agri-media characteristics are indispensable. Indicators that reflect the variable characteristics of agribusiness media is media availability, affordability and suitability media.

Indicators media affordability a top priority so that the interaction of agribusiness institutions and non-governmental lembaga government to obtain information related to agribusiness prikanan freshwater.

Quality variables affect the behavior of communication resources agribusiness in accessing the information reflected in the low availability of resources, the affordability of resources and information service system. Further information variable properties consisting of program quality indicators and packaging of information, also affects the behavior of the convergence of communications and agribusiness development capacity needs to be improved, especially in the relevance of the information payload. Likewise, the variable characteristics of agribusiness, which affect the behavior of communication in business and involvement in the group as well as in increasing motivation agribusiness.

Increased Convergence Communication Strategies in Capacity Development Actors of Freshwater Fishery Agribusiness

Based on the factors that influence and are influenced in the development of the capacity of the agribusiness through communication behavior in accessing information, then formulated the strategy as the mechanism for operation of the model. Capacity development strategy agribusiness freshwater fisheries is the formulation of a general plan of action that is designed from the study of deductive and empirical testing analysis Structural Equation Modeling (SEM), namely: associated with lower communication behavior of agribusiness in accessing information and poor farmers' perceptions of the dynamics of socio-cultural, characteristic media information, quality of resources, properties and characteristics of agribusiness information, resulting in low levels of converged communications in developing capacity.

SEM analysis result shows that the communication behavior of agribusiness in accessing information and real positively influenced by variables socio-cultural dynamics, the characteristics of the information media, the quality of resources, nature and characteristics of agribusiness information, subsequent communication behavior has effects positively and significantly on the convergence of communication capacity building. Instead, the socio-cultural dynamics, the characteristics of the information media, the quality of resources, nature and characteristics of agribusiness information, have a direct and negative effect on the convergence of

communication capacity development actors converged communications agribisnis. Strategi increase in the development of agribusiness capacity should be achieved by improving communication behavior in advance, and further improvement of the factors that affect communication behavior.

In that regard, the strategy is designed to improve communication behavior towards convergence of communication in the development of the capacity of the agribusiness freshwater fisheries are: (1) The strategy for improving communication behavior of agribusiness by strengthening the behavioral indicators of communication in a relationship / contact with the outside community, and the intensity of the use of media, (2) The strategy for improving communication behavior by strengthening the social dynamics of cultural agribusiness, (3) The strategy for improving communication behavior by strengthening the media characteristics agribusiness information, (4) The strategy for improving communication behavior by strengthening the quality of resources agribusiness, (5) the strategy for improving communication behavior through reinforcement properties agribusiness information, and (6) strategies for improving communication behavior by strengthening the characteristics of perpetrators agribisnis. Rumusan strategies for improving communication behavior to achieve converged communications capacity development approach is designed with the input (input), process (process), output (output), and impact (outcomes), the design presented in Gambar.. Analisis situation and scaling priorities is the first step to begin the process of designing strategies for improving communication behavior of agribusiness.

Input (input) in the strategy for improving the communication behavior consists of: (1) socio-cultural dynamics, (2) the characteristics of the information media, (3) quality of resources, (4) the properties of the information and (5) the characteristics of the agribusiness. Communication behavior provides a more powerful influence on the convergence of communication compared with the dynamics of social, cultural, media characteristics, quality, resources, properties characteristic information and agribusiness. This further indicates the importance of improving communication behavior to achieve convergence of communication in the development of the capacity of the agribusiness freshwater fisheries.

The next stage in the strategy of increasing the communication behavior in accessing information is a variety of communication activities carried out

as a process to develop converged communications in developing the capacity of the agribusiness. Each activity in the development process of convergence of communication involves many parties who play a role in accordance with its capacity.

The process of the strategy to increase the communication behavior consists of the components of the communication behavior, namely: (a) Strengthening the capacity of the agribusiness fishery to connect with others outside the community, to seek information and obtain a variety of information / innovation of resources and legal information relating to agri-fishery ; (B) Strengthen the intensity of use of the media, by seeking and obtaining information, and disseminate information from the mass media, print and electronic on agri-fishery; and (c) Strengthening communication face to face and strengthen the group communication, so that an interaction face-to-face between three respondents or more, both the companion and fellow agribusiness in sharing information, managing operations, and identify and solve problems, with the approach of converged communications toward building capacity agribusiness freshwater fisheries. The expected outcomes of the strategy formulation consists of: (1) for the short term is the increased access to information agribusiness in achieving the convergence of communication between agribusiness freshwater fisheries; and (2) for a medium-term increase in the capacity of the agribusiness freshwater fisheries in agribusiness.

Increased communication behavior agribusiness freshwater fisheries is expected to have an impact on the increasing convergence of agribusiness in terms of: (1) the ability to use information, (2) the ability to meet the quality of service information, (3) the ability to interact egalitarian with the surrounding environment, (4) the ability of high participation, (5) the ability to manage with optimal agribusiness. In the end it boils down to converged communications capacity development agribusiness freshwater fisheries. The strategy formulated in the form of input, process and output as well as the effects described above in Figure 1.

Strategies derived from models built, becoming a more detailed strategy. Hamijoyo (2001) says, a communication strategy is a comprehensive management plan to achieve the desired effect of communication. Effects of communication in development is defined as a situation of communication to enable the emergence of community participation conscious, critical, voluntary, pure and responsible. According to

Rogers (1982), a communications strategy as a design made to change human behavior in a larger scale through the transfer of new ideas. Meanwhile Middleton (1980) says that the communication strategy is a combination of the best of all the elements of communication from the communicator, message, channel (media), the receiver until the effect (effect) that is designed to achieve optimal communication.

Furthermore, according to Tahoba (2011), communication strategy development in community development is a tool or a way of achieving community participation is required in the process of changing people's behavior, in order to have the knowledge, skills, attitudes and behaviors in applying the message of development (ideas or technology) elected in order to achieve improved quality of life is expected. Simply put, strategic communication is a process of influence, move and convince the audience and constituency groups are important to help the organization achieve its mission (Widjajanto 2013). The communication strategy is a trick or tactic that can be done in implementing the communication plan, which is part of communications planning in achieving the objectives (Cangara 2013).

Based on some of meanings about the strategies, it can be formulated that strategies to improve the convergence of communication in the development of the agribusiness capacity of freshwater fisheries in the coastal city of Padang, the policy formulation in the form of a common action plan to improve the convergence of communications agribusiness development capacity in order to reach beragribisnis. This strategy is expected to provide direction to the various stakeholders of integrated and provide guidelines on the use of various natural researches in coastal, which is used to achieve convergence in the development of the capacity of the agribusiness freshwater fisheries.

Strategies are offered based on the results of research and can not be separated from the Analysis Plan Regional Spatial Pattern Based on RT/RW Padang City in the Year of 2010-2030. Its legal basis, among others: the Minister of Marine and Fisheries No. 41 Year 2009 on Location Determination Minapolitan. Peraturan Menteri of Home Affairs Number 29 Year 2008 regarding Fast Growing Strategic Regional Development in the Region. Decree of the Minister of Marine and Fisheries No. KEP.24 / MEN / 2002 on Procedures and Technical Drafting Legislation in the Ministry of Maritime Affairs and Fisheries. Regulation of the Minister of Marine and Fisheries of the Republic of

Indonesia Number PER.12 / MEN / 2010 on described as follows:
Minapolitan. The strategies formulated above is

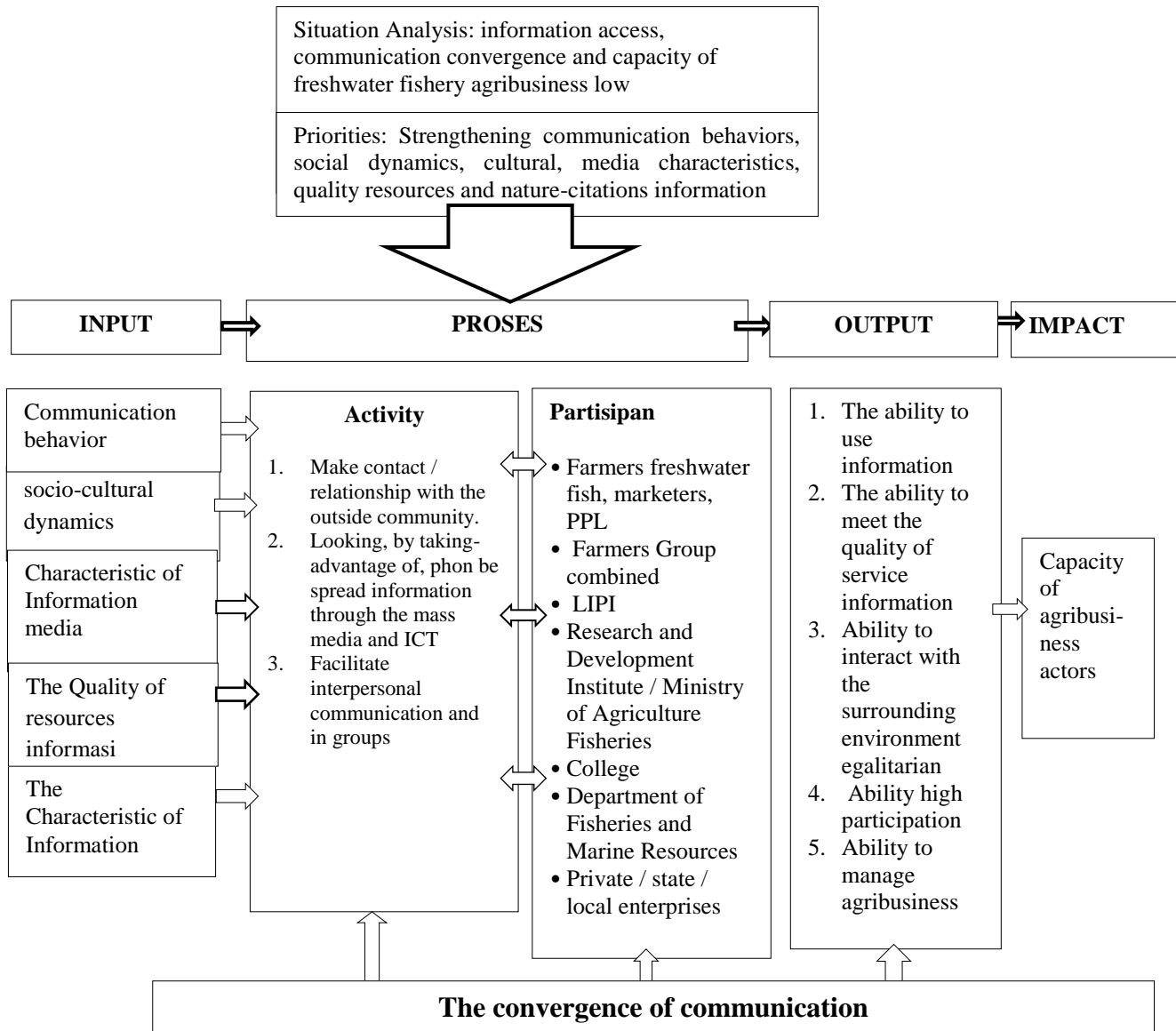


Figure 1 The draft Convergence Communication Strategies to Increase in Capacity Actor Freshwater

1. Convergence Communication Strategies in Capacity Development Actors Freshwater Fishery Agribusiness through Improved Communication Behavior

Agribusiness communication behavior in accessing information is the most dominant factor influencing the development of converged communications capacity agribusiness freshwater fisheries. Communication behavior reflected by the contact / relationship with the outside community and the intensity of the use of media. Fishery Agribusiness through Improved Communication Behavior

The intensity of the use of media is reflected by: (a) how to obtain information that is very low, (b) the frequency of use of the mass media is very low, (c) high interpersonal communication, (d) the group communication is high. Measures to strengthen the intensity of media use can be made by:

- a) Motivating agribusiness to obtain various information and disseminate information relating to agri-fishery of various legal resources both print, audio and audio-visual equipment, and information technology.
- b) Facilitating agribusiness to increase the intensity and information-seeking behavior

both in interpersonal fellow agribusiness and to establish relationships with the outside of the community to obtain information that is useful in making decision of agribusiness.

- c) To increase the quality and quantity of facilities / infrastructure communication and information for the development of inland fisheries, conducted through developing of internet network, as well as interpersonal communication network / group which aims to ensure the availability of accessible information agribusiness.
- d) Facilitating communication in agribusiness groups, to foster an atmosphere of information (knowledge sharing) in order to increase of the capacity of the agribusiness, with education and training, as in the activities of aquaculture farming technology training and processing of fish, hatchery technology, enlargement, and entrepreneurship for farmers.
- e) Strengthening agribusiness group coaching and mentoring the organization's efficiency bargaining groups include increased water fish, and Increased quality of member groups and the role of chaperone / facilitator in order to motivate agribusiness to Participate in the group.

2. Improvement in Communications Strategy Through Enhancing Socio-Cultural Dynamics Actors Agribusiness.

Socio-cultural dynamics is the most dominant factor affecting communication behavior of agribusiness in accessing information. Socio-cultural dynamics are reflected by: (a) a pattern of social behavior, (b) local knowledge, (c) the role of traditional institutions, and (d) the quality of leadership. Steps that can be done to enhance the role of socio-cultural dynamics are:

- a) Improving the quality of local leadership, which is a factor of the highest affect communication behavior of agribusiness, through (a) the leader's role in managing knowledge, share knowledge, energize and encourage everyone to have competency and tacit knowledgenya (ideas, creativity, experience skills to be shared for the advancement of agribusiness.
- b) Improving the institutional role of supporter (supporting system) agribusiness both government and the private sector both in the physical and non-physical, with the

establishment of institutions in accordance with the needs and aspirations of members.

- c) To increase the roles of local institution / indigenous.
- d) Facilitate government agencies / private, and departments related to government in increasing access agribusiness to information agribusiness and production inputs (seeds, irrigation, alsintan, etc.).

3. Improvement Strategy Communications through Improved Behavior Characteristics of Media Information

Characteristics of information media is an indicator that also affect agribusiness communication behavior in accessing information. Steps that can be done to improve the characteristics of the role of the media information is through:

- a) Facilitate the agribusiness in order to increase their access to sources of legal information, so that the performance and presence information medium agri-fishery can be identified and recognized by various parties.
- b) Improving the quality of care facilities for supporting inland fisheries through information networks such as the Internet and telecommunications.
- c) Facilitate and designing information-laden media in agri agribusiness information relevant to freshwater fisheries are dan respondent needs.
- d) Facilitate the development of agribusiness institutions for inland fisheries farmer group in the city of Padang.

4. Strategy Improvement in Quality Improvement of Communication through Information Sources

Information source quality affecting communication behavior agribusiness access information that is reflected by the indicator: (a) the performance of resources, and (b) the credibility of the source of information. Steps that can be done to improve the performance of resources are:

- a) Improving the performance and the existence of resources agri-fishery identified (government agencies, farmers' groups or companion).
- b) Enhancing the role of support services subsystem (supporting system) agribusiness, adaptive service system with the development of information and communication technologies.

- c) Improve the quality of institutional services involving fishery agribusiness information.
- d) Facilitate the establishment of an information center agribusiness inland fisheries laboratory in which there are water quality, fish diseases, the proximate analysis woof.
- e) Develop a network of information technology-based marketing.

5. Strategy of Improvement in Communications through Improved properties Information.

The properties are flexed by the indicator information: (a) the quality of information programs, and (b) packaging information. Steps that can be done to improve the perception of the packaging agribusiness agribusiness information is:

- a) Facilitate the parties to initiate agribusiness programs both from the outside and in the social system.
- b) Development of Information Technology Based Marketing Network, the Market Information Center Development Program.
- c) Facilitate human resource development program.
- d) Involving Universities, Research Institutes and non-governmental organization society can take a role as partners and resources for agribusiness in developing its capacity in agribusiness.

6. Improvement strategy in Communications through Improved Performer Characteristics agribusiness.

The Characteristics of agribusiness also affect communication behavior in accessing information. Indicators which are reflected by the characteristics of the agribusiness are: (a) age, (b) education, (c) involvement in the group, (d) the scale of business, and (e) the motivation in business. Steps that can be done in developing the capacity of the agribusiness characteristics are:

- a) To motivate agribusiness in order to develop their capacity in agrobusiness through human resources in the Capacity of Building Program, which educate and train human resources as agribusiness players that can share information, (knowledge sharing) work together and give each other motivation in group activities.
- b) To motivate agribusiness to be active in finding and using information, technology and organization resources.

- c) To Increase the ability of agribusiness actors in building a network, including efforts to establish cooperation and alliances.
- d) To improve the ability of a facilitator in facilitating agribusiness through training, communications dialogue, easy to understand and empathize.
- e) To increase the capacity of the agribusiness fishery egalitarian interact with the surrounding environment
- f) To improve the ability to manage agribusiness and strengthen the bargaining position.
- g) To raise awareness of the potential agribusiness, problems and how to solve it.

CONCLUSION

The convergence of communication in the development of the capacity of the agribusiness freshwater fisheries as a whole is relatively low. Indicators that reflect the low capacity of the agribusiness are: (a) the level of utilization of information, (b) quality of information services (c) The ability of social interaction, (d) the level of participation, and (e) the ability in agribusiness.

Socio-cultural dynamics, characteristics of the media, information quality, information and characteristic properties agribusiness and real positive influence on the behavior of communication. At the next turn, affect communication behavior converged communications in developing the capacity of the agribusiness freshwater fisheries. This is a series that illustrates that increasing agribusiness communication behavior in accessing information into the estuary to the achievement of the convergence of communication in the development of the capacity of the agribusiness in the coastal city of Padang.

The strategy for increased communication convergence in capacity-building to do with the approach of strengthening the factors that influence it, namely: communication behaviors, social dynamics, cultural, media characteristics, quality resources, information properties, and characteristics of agribusiness is achieved in stages, namely to increase communication behavior in advance, and further improvement of the factors that influence communication behavior. It is gestured in order to help / support for capacity development need not be given in the early stages but at a later stage when the communication behavior agribusiness of

freshwater fisheries have reached convergence of communication in capacity building.

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