

# A Farm Woman Empowerment Model and Strategy of Communication in an Agropolitan Area at Pesawaran in Indonesia

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This paper aims to know the empowerment communication model and farm woman communication strategy in agropolitan area at Pesawaran. The study was conducted in the District of Gedung Tataan, Pesawaran using descriptive qualitative method. The results show that the empowerment strategy of woman role can be done in some ways include improving the role of society to be more active that started by planning, implementing and evaluating. The planning was arranged participative and the result used as a master plan or improvement program at agropolitan area by collaborating with society. It made them feel that they have programs which could be improved in agropolitan area. The farm woman empowerment communication model in agropolitan area at Pesawaran is the empowerment communication model with democratic leadership and the empowerment communication with a professional companion; both of these empowerment models were giving the large space for farm woman to give a contribution in their farmer groups and the society.

**Keywords:** *Woman Role, Empowerment Strategy, Communication Model, Professional Companion*

## Introduction

The arrangement of agropolitan area is relevance to the Government Regulation No.15 of 2010 on the regulation of layout implementation. The Government Regulation No.15 of 2010 refers to the Government Regulation No.26 of 2007 about settling the same thing. According to the

Government Regulation No.15 of 2010, the agropolitan area is an area that consisted of one or more activities centre at the rural region as an agricultural production system and management of specific natural resources which are shown by the availability of functional relation and hierarchy in some habitation and agribusiness systems. The development of agribusiness is important because it has a plus value from the other agriculture production systems on cultivation subsystem, marketing, and processing or rural agro-industry. It became the phase of transition for the structural transformation of agriculture to real agriculture production. The management and utilisation that had done precisely would increase the farmer prosperity in agropolitan area. In the development of commodity territory must be based on the local comparative primacy, so that agriculture products that have specific characteristic must be better in case of improvement and must use the proper management to gain maximal efficiency (Panggabean, 2000).

The agriculture agro-business area is settled and implemented by synergising the improvement system and agribusiness that can be competitive. It based on populist, sustainable and decentralisation that moved by society and facilitated by the government. Through agriculture sector, it is hoped that could improve the income and standard living of farmer, intensify the nutrition and tenancy of household food, also solve the poverty problem in rural even though the agriculture sector and primary job field indicated the limitation to take the woman employee. Moreover, the entry of agriculture technology and the emergence of some new institutions that manage the relation among field owner, tenant, and farm labourer made it worst, which means the farm woman position is getting more pressure. The revision and improvement of Human Resources quality have multiple dimensions; it can be in case of education, skill, job chance and undertaking, also nutrition and health. These factors must be developed to strengthen the action of gender mainstreaming in agriculture establishment policy.

This thing is also for implementing the Government Regulation No.19 of 2013 about farmer empowerment. Based on this regulation, the farmer protection and empowerment aims to embody the sovereignty and independence of farm in case of improving the standard of living, quality, and better life includes to increase the farmer ability and capacity and also farmer institutional to make the farming become productive, progressive, and sustainable. The government of Pesawaran district through the Government Regulation No.22 of 2011 about the main planning of improvement in agropolitan area has been organised to some things related to the utilisation of agropolitan area. This regulation uses as guidelines to make the cohesiveness, linkages, and stability between territory and the suitability of the agro-business sector.

Barbara said that the key to empowering women is their role and position. A role is a set of actions and behaviour determined by norms, law and power (Abadi et al., 2014). The position

is provided by the environment and has influence and effect on individuals or groups. A woman will be oppressed if she is not given a role in a program, then affirmative action must be fulfilled. The Government Regulation no. 22 of 2009 and the Government Regulation no. 6 of 2014 constitute one of the government's goodwill to provide access to the community in managing development (Monica, 2017). This shows that women, as part of a society, are given and protected by their right to participate in the development of their regions according to their abilities and capacities.

All of these have a relationship to the role, duty, function, and also to the woman level in agriculture improvement strategy through the empowerment of farm woman in the rural region. The level of technology innovation towards woman was still low; it needed a model and right empowerment communication strategy so that that woman could adopt this technology. The aim of this research was to know the model and the empowerment communication strategy for farm woman in agropolitan area at Pesawaran.

### **The Method of Research**

The method used in this research was the qualitative descriptive method. According to (Zainal et al., 2019), the method that often uses to solve the current problem is taking steps to collect the data, classifying the data and analysing the data, also making a picture from the descriptive objective situation. The participants were recruited by using purposive sampling technique (taking person who had been chosen carefully by the researcher).

The primary data was collected from the key participants who have a relation to the study of this research. They were the leaders of farm women that active in agribusiness activities in agropolitan area at Tanggamus. As the secondary data, there was the collection of documents that had relation to the research substance. The methods were used to collect data, including interview, documentation and observation field. The interview was conducted with the leader of the farm woman in two districts of Pesawaran.

### **Results**

#### ***Economic Empowerment and Communication Model for Women Farmers***

In essence, women are human resources that have potential which can be utilised in a variety of ways national development sector and sector. Indonesian female population, which tends to increase steadily, on the side certain problems are often seen as problems population (Foilyani, 2009). On the other hand, the female population is considered as a development asset. Based on the research results of the communication model of empowering women peasants in the vicinity of the agropolitan area Pesawaran still partially not integrated into every activity, this is related to some of the activities of each woman farmer group leader who communicates in

accordance with their group members. This causes the institutions of the farmer groups to work independently still. According to Marliyah, this condition can cause the level of accessibility of women in the agribusiness sector also to be low (Marliyah, 2013).

Meanwhile, Gholipour increasing the level of education and organisational experience in groups for women farmers will increase the level of empowerment of women farmers (Gholipour, 2010). In this study, several important aspects need attention in empowering women, including:

- a) The organisation/group development in the society which had been developed and it works out in productive society activity, for example, the function of HKTI and the other local organisations.
- b) The development of network strategies between the group/organisation of farmer had been built and has a function in case of developing society agriculture association from the farmer, moreover in national scale, the region, and the local area.
- c) The ability of small farmer group to access the sources from outside that could support their development, among in market information, capital, and technology management, including in the economic ability. In this case, it needs the economy network. The economy network is an economic system, among from the producer, the consumer, *service provider*, *equipment provider*, *cargo*, etc. in the network that connected well as electronic. It also can be from some active and dynamic forum. This economy network must be supported by telecommunication, the network of paying, the network of business and the trading, the network of advocacy business, the network among learning, and the other networks such as the new technology/innovation, the network of the market, the information of policy and the other supports which can be accessed by all people and do not monopolise by the other specific groups.
- d) The technical abilities development and groups management of farmer, so that some technical problems and organisation could be solved. In this case, there are extension agents/companion except for the society (farmer). The empowerment of farmer must be increased in self-competence as the agent who could empower other people because there are still many farmers who have a lack of ability to do something with their group.

As mentioned above, there is another function of development for farm woman that has a relation to the problem of empowerment itself. That is to build an institutional such as farmer cooperative or the other kind of institution which has a function to cover up the dependency of the farmer in case of provision fertiliser, the capital access including savings and loan, medicines, also the equipment and agriculture technology. Besides, it needs the formation of mental attitude for a woman in the process of growing a better attitude by some principles which can be explained as follows (Soetomo, 2015).

- 1) Freedom means giving tolerance to the other individuals of the farmer to build a group as they want and related to their interests. Each individual has the freedom to choose their farmer group as they want and interests. Each individual can be without a group or become a member of more than one groups with no judgemental of the gender.
- 2) Open up, means the implementation of counselling that do overtly between the counsellor and the businessman.
- 3) Participatory, means all of the members are all in and have the same right and obligation to develop and to manage (planning, implementing, and doing *Governance* assessment) of a farmer group.
- 4) The self-sufficiency means developing the ability to dig the self-potential of all members in case of provision fund and also the resources which aims to get farmer independence group.
- 5) Equality means a relation among counsellor, main role, and businessman who must have a relevant partner and gender equation.
- 6) The partnership means the implementation of counselling that held based on the principle of knowing each other deeply, profitable, strengthen, and the needed of each other between the main role and businessman that facilitated by a counsellor.

The importance of empowerment in the group of farm woman in case of economy development aims to allow farmers to have an ability to optimised their agriculture life. This is in line three in the Government Regulation No. 19 of 2013, which states the protection and empowerment of farmers aimed at (a) realise the sovereignty and independence of farmers to improve the level of welfare, quality, and a better life; (b) provide agricultural infrastructure and facilities needed in developing agricultural business; (c) provide certainty for farming; (d) protect farmers from price fluctuations, high-cost economic practices, and crop failures; (e) increase the ability and capacity of farmers and farmer institutions to run productive, advanced, modern and sustainable farming; and (f) developing institutional financing for agriculture that serves the interests of farming (Ahdiah, 2013).

Development, especially in rural areas, does cover not only economic and technological processes but also has various dimensions, namely ecological, social and cultural, economic and political. This is able to bring social change to rural communities as a whole in carrying out their roles, women dealing with values society has pinned to him, values that are sometimes discriminatory are only due to gender differences with men (Ahdiah, 2013). By this way, it is hoped that the farm woman could increase the standard of life, increase the family quality, and to become the barn production for national resistance food. Besides that, the empowerment farmer society in the economy area is hoped that could avoid the poverty problems that all these times become the serious problem of farmers in Indonesia.

Many experts tell about some competences of communication at some point of views, and it has been available in some communication books. Furthermore, some theories about

empowerment model and communication model are available on their own essence as the understanding and comparison for the researcher in arranging the communication model of society. The researcher arranges the model of communication in society inductively based on the study result about the activity of empowerment at Pesawaran, with the process of communication inside it. The model of empowerment society communication that had been arranged is determined and cannot be separated from the context of the field. Some categories that have been found tried to analyse to deliver the concept (construct) that matters is the part of things discussed.

Based on the study of this research, it is shown that the farmer group that must be noticed was the group that has significance ability to interact with the other groups. The leader of the group has higher economic and social status than the other members. She has character and strong principle in business, and she has her own characteristic than another. The group members' role is only to focus on their mind about local culture; they have a lack of future orientation, and easy to "narimoingpandum". The structural of Human Resources, in this case, caused some problems for their groups, the main problem was the domination of leader in some activities of empowerment society. The result of the research is supported by the research which was conducted by Sadono it can be seen that the factor that has an effect to the participation level of a farmer in the group activity is the circle of empowerment which is not relevant. It is also because of the lack characteristic of a farmer (Sadono et al., 2014).

Based on the results of studies and discussions, both regarding the meaning of farmers to empower women farmers community, the communication process that occurs in it, as well as how farmers interpret business success and success in life, from the three existing empowerment communication models (Zainal et al., 2019), namely 1) the initial model, which tends to be authoritarian; 2) models with professional assistance; and 3) the model by developing democratic group leadership, it can be revealed that the communication model for empowering the initial model and the professional assistance model is a model that is widely used by women farmers in Pesawaran District.

The meaning of empowerment in the initial empowerment communication model will influence the actions (Abadi et al., 2014) and the behaviour of farm women in their involvement in farming in the agropolitan area. Are farmers only involved in the physical sense or to be involved in each stage of activities from planning, implementation to the evaluation of activities, especially participating in decision making at each stage of the activity. This is significantly influenced by how farmers interpret community empowerment. The reality in the field shows that the meaning of farmers to the concept of community empowerment of peasant women is only partially interpreted (Narayanasamy, 2005). Most farmer women only give practical meaning, and some other farmers give conceptual meaning to the concept of community empowerment. It turns out that at the government level that has an obligation to

guide farmers, so does the situation. The empowerment of peasant women's communities is interpreted partially, which should be comprehensively empowered both conceptual and practical meanings as unitary thinking of every government official who has the responsibility to guide farmers in community development activities with this empowerment approach to peasant women's communities. The perception of equality must be at the government level, the perception of equality can also be built at the level of farmers as the main actors of development activities with the community empowerment approach (Panarka dan Vidyandika Moeljarto, 1996).

The definition of farm woman empowerment society partially in real life could give sustainable consequence (Mardikanto, 2010; Mehellou et al., 2019). The members who live in agropolitan area are indeed working just like labour. Especially, the members and caretaker of the cluster; they are the ones who run the technician culture in agriculture. For this reason, the process of communication in a group that dominated the activity is a technician culture in agriculture itself. It is supported by the situation and condition that shows leader domination in some activities. The position of a leader as economy social is stronger than the other members. The norms/rules in the group are mostly determined by the leading authority; it is not determined by the decision with another member in democracy ways, such as consensus and discussion. Many rules determined by the leader of the group, which affects the potential of new norms among the members, it assumes that there must be a collaboration between a leader and members to build a group cohesively.

The process of communication for farm woman in agropolitan area is inducted as the process of communication in the context of technician cultivation agriculture. The network of communication can be in the form of star, chain or triangle where the leader of the group who plays as the main role (Servaes, 2007). Some types of member communications, they are in the area of linear as top-down that manage by the leader (Mayouk, 2010). Besides, the style of communication that manage by the leader is straightforward with the simple and also careful communication. At least, there is a space available for adapting the new norms naturally that can be grown up by among members in the group. This thing will bring the new spirit for new members who have responsibility for the continuity for the group in the agropolitan area. Referring to this definition, the farm woman in agropolitan area applied the simple communication and linear top-down; so that the leader will make all the decision of the group rather than taking opinion from another member.

Finally, this thing could affect the members interesting to give their opinion towards the things that matter to be discussed in the group. The farm woman has a lack of self-confidence to decide whether the decision will be succeeded or not (Manning, 2000). The farm members are not sure about the success of empowerment society. Furthermore, they are getting far away from the expectation to succeed in their own life if they hang their life only on the income of

agropolitan area.

It needs some efforts, both in the agropolitan area of Pesawaran and also on some business, so that the farmer could be more sure about the success of the goal that must be achieved. Based on the figure above, it can be seen that the situation and condition of farm woman empowerment in the area of agropolitan at Pesawaran were dominated by the leader of the group rather than the other members. So that in this case, the role of the professional companion is very important and needed. A companion from some institutions such as; government, LSM, university, or can be from other institutions. The empowerment of farmer in agropolitan area can be run well until the end of activity if there is a companion from the institution who professional enough to handle everything. The implementation of improvement approach in society must be done soon, and the ones who respond to the competence is expected to give the right comprehension and the same perception among people or the other who are involved in the meaning of farm woman society empowerment. They have the responsibility to give the right comprehension and perception to the others.

The group members, the committee and the leader, must be careful to receive the knowledge about how to be fair in the field. They must be received the same knowledge and the same theory about this situation. The socialisation comprehension of farm woman empowerment society must be done comprehensively and carefully, especially in the case of leadership improvement. The relation and harmony between the leader and members must be good, both in internal and external condition. The companion must be protected. The outside intervention must be managed by the companion; she has the responsibility to make the condition become balance and could give the members new knowledge about how to balancing the situation among members, committee and the group leader in agropolitan area.

The role of professional companion in some activities is needed for gaining the goal of this model. These ones must be able to make the communication of group could happen in some objects of activities. The group communication not only focuses on the improvement of vegetable but also focuses on the other object balancing such as in case of making the decision, planning of communication, implementation and evaluating, the communication in procurement material, the financial communication, the good administration communication, the communication to report the activity, etc.

It processed by some projects that often accompanied by the implementation clue (juklak) or technician clue (juknis), so these two things are directed to the real objects of some activities in the group. By this way, the norms and rules of the new group are more directed. The farmer group activity in agropolitan area follows these rules. Lately, the new rules are easier to receive by the farmer and their groups, especially for the leader of the group who tends to dominate the activity and authoritarian. The emphasise of professional companion model is about how

to compete in the right situation, and it must be discipline to escort some activities from the beginning until the end based on the provisions and rules (juklak and juklis) (Susilo, 2010). The most important thing that must be done by a professional companion is how to implement the concept of empowerment. It held by some training, especially in farmer agropolitan area that managed as groups. It must be relevant to the substance from the concept of farmer empowerment. The professional companion must be able to take a role as an escort so that the topic and the idea of field training could be united

If the role of a professional companion is good as it is expected, then the success of farm woman empowerment could be achieved and directed. The professional companion is also needed to maintain and to direct the individual values (positively). So, the emphasis of this model is about regulation or the creature of rules that relevant to the demands and purpose of project empowerment. It is resulting in the sustainable success that is all of the members are successful in their agriculture business and their life more directed, and their goal could be achieved. This model is oriented to solve the problem that nowadays, the leader often dominated and authoritarian in some group activities.

So the third model is aimed to develop democratic leadership which more oriented to the sustainable companion for the empowerment society. Both models above had been chosen based on the alternative to make the style of leadership nicer, from the authoritarian style changed became a democratic style. Moreover, it often happens if the leader of a group has many abilities rather than the members. Besides, the strength and ability of a leader could manage all of the things such as from economy aspects, social, cosmopolitan, the access of some information, the access of some finance source, having a better business network, etc. It makes the leader authoritarian. But still, we cannot blame the leader at all. This problem is not only caused by the leader, but it also happens because the members have a lack of skill.

Some powers and abilities of the leader in the group is not having by the members of the group in agropolitan area of Pesawaran. Also, the condition of a members resource has a lack of limitation in thinking about how to be independent. This thing happens because of finance, so they chose to get little income but routine rather than taking a step and thinking about how to make a further plan to get higher income. It may also be caused by entrepreneurship character that is not having by the members. These things must be noticed by a companion so that the members could train and develop their entrepreneurship characters and could work as teamwork for their group in agropolitan area.

The relation between the committee and members must be based on the principle of "A dwarf is on a giant's shoulder can see of the two". A companion must be able to embed the importance of all elements in the group; as a working partner. All of the members have important roles to gain the goal so that all of them should collaborate among others. It could create good

teamwork. The difference of a group (leader, committee and members) is not the reason why someone could dominate the activity. All of the people must be aware and open up because they all have abilities, strength/power that needs to be optimised. It can be in the form of good participation to give an idea about things matters (the involvement to decide the decision) even the technician ability can be run cooperatively.

In the beginning, it is the same as the second model (professional companion model). It is important to know the meaning of empowerment society through the same perception. It started by a guider or a companion and ends by all of the farmer groups, including the leader and all committee. The comprehension of empowerment comprehensive needs to be understood by all of the people includes a companion or a farmer. It is the same as the second model, that is a companion must be able to guide the farmer effectively. A companion also gives a solution to some object activities of farmer group in agropolitan area with an approach of empowerment. A competence person must be accompanied the members in the process of group learning, learning to make a plan until evaluation, thinking together about the materials, learning how to manage the group finance, learning how to delegate the duty, discussing the result fairly, etc. Through this way, the group communication can be involved in some object activities in the group. The rules and norms of the group are helping them to run some activities, and also the communication process is developed automatically. It discusses democratically by the leader of a farmer group in agropolitan area.

By discussing how to solve the problems in some groups, it is hoped that all of the members could feel more responsible for what being decided. The cohesively in the group could be better. By the time the development in some object activities is getting more important through the process of communication in the group. It more valuable than before, so it is possible for a farmer group in agropolitan area will gain success for what they have worked. The successful of empowerment will be more enthusiast and optimistic about being achieved (Hastuti, 2004).

A companion is also has a role in developing the positive values in each member of the group. A companion is involved in helping the group to communicate the individual values such as work hard, helping each other, family responsibility, etc. in the form of group discussion. So that it could become a symbol of the convergency process, in the end, it will become the collective values. It can be said that the farmer group in agropolitan area has more collective values which could help all members to become successful in social empowerment.

In the professional companion model, the role of the companion is involved in the way of directing and ensuring the regulation (main role) can be run as it is expected. It can be seen by the trend limit that dominated by the leader in the group. In the third model, the direction and rules (regulation) is more shown in order to make the system run well (Siwi et al., 2000). Not only that, but the companion is also following and escort the farmer group in some training

process, problem-solving, and some field guides. Once again, in the third model, the success of empowerment in agropolitan area is more optimise to be achieved. Finally, the success of future life could also be achieved (Elizabeth, 2007).

The model of leadership democratic development is not only for the leadership of a farmer group in agropolitan area. But also, it is possible to apply for the current leadership. If a companion could help the group to make the cohesive approach for the group leader (who dominated the activity), so the process of improvement in agropolitan area at Pesawaran could increase fastly. It succeeded through this third model.

### **The Role and Position of a Farm Woman**

Agriculture is still a source for the livelihood of the majority of the workforce in Indonesia especially the workforce living in a rural area. Agricultural development aims to increase income and standard of living farmers, employment and business opportunities, improve nutrition and home resilience stairs. The role and position are two important aspects of social interactions (Syarif, 2018). The role is individual behaviour in social structural, and it is a dynamic aspect from the position that could give the specific facility based on the role itself. Meanwhile, the position is indicated the social status of an individual in society. In other words, the position could give someone a role to interact and socialise (socialisation). Someones who rated as a role player if she/he had done the right and obligation based on her/his status. The potential in an individual is related to their ability to access and take any available chance. It is not sure that society could give a balance chance even though someone is able to do the role. Although the society often "pressured" to limit their chances, just like what was happened to a farm woman in the village, because it has a relation to the self-potential.

The potential makes an individual able to take the relevant role, even without the position, because it is a supporting resource which is having by each individual. Generally, the changing role and status of a woman often caused by the development of society and the agropolitan region area. This society changing is more spurred by economic development, as the effect of the economy switch system from the agriculture sector to the non-agriculture sector (Syarif, 2018). The changing of this caused to some social life and social culture. The economy and social development give rise to the disintegrate of work division inter-gender that has been built long ago. The pattern of the new productive work inter-cross or inter-gender lead to the work division discrimination between man and woman (Sajogyo, 1992).

The domination of role and status is showed how high the potential of a woman to handle and direct her household is, to be better or even to be worst. The magnitude of the potential of farm women as workers who need to be optimised is mainly utilised to help improve family welfare. Based on the results of the study note that the income earned by the majority of informants in

this study has a significant role in sustaining the economic life of his family. The difference of status/position woman for each member of the household is the differentiate the assessment of role based on the differences of age, gender, marriage status, status/social economy level, generation, or authority.

The difference is a structural analysis which mostly affected by the biological reason and social culture environment of the household. It is indicated that the woman has double roles in the household. These roles are implied on: (1) the role as a mother in the household (reflecting of feminine role), even there is no income which could help a man (head of household) to seek income (money) productively; and (2) taking the role as a living seeker (additional or prominent role). This condition can be found in the research area; women in the research area generally have a dual role as breadwinners. In case of developing the image and prospect of a woman in XXI century, it had been formed some roles as follows: (1) role tradition which placed a woman in reproduction function, where 100% her life is for taking care her family, and the patron work devision is obvious (the woman is in the house/domestic, man is on outside/public); (2) transition role is prioritised on the tradition role more than another, the work devision based on the gender aspiration, the harmony and househould matter is still become the responsibility of woman; (3) two roles, placed a woman in two worlds of life (domestic-public are the same), in this case, the husband needs to support their wife to make her still tough cover up her unrest; (4) egalitarian role, where the public activities are wasting her time and making her lost intention, there must be support from husband to avoid the conflict; (5) contemporer role, where the woman choses to be independent in her loneliness. The amount of this type is still rare, but the pressure that dominated by a man (who does not care to the woman interest) would make this population increase (Sajogyo, 1992; Hubeis, 2010).

The empowerment of woman becomes a critical strategy to improve the role and chance of a woman in agriculture group. In the development of agriculture, the farm woman empowerment is a transformation process that is more applicative to catch some allocations changing of economy sources, the advantage of distribution, and accumulation in the way of improving the production, household income, also the adoption and technology deployment. Woman empowerment is also an effort of improving and actualisation self-potential so that they will be able to be independent and make a creation, solve the lack of education and their abilities, also solve their problem in case of oppressed which caused by discriminative from some people and social culture.

The empowerment can be done by improving the training and the effectiveness of woman, both as the member of the family and also as an independent entrepreneur, the protection to woman labourer, improving the effectiveness of counselling and training, repairing the regulation, facility, and the level of wage, training and guiding ability in the household, also the



opportunity to work will be well-balanced between gender and participating them in some improvement activities. The woman empowerment in all aspects is needed to collaborate with *gender mainstreaming* strategy of a woman in the agriculture improvement policy.

### **Conclusion**

Based on the result of research, it can be concluded as follows: The communication model of farm woman empowerment in agropolitan area at Pesawaran is a communication model society empowerment with democratic leadership and the communication model empowerment with a professional companion; these two models of empowerment are giving the large space for farm woman to give contribution for their farmer group and the society.

The strategy of farm woman empowerment in agropolitan area at Pesawaran was done by some ways, such as: improving the role of society to be more active in agropolitan area which started by planning, implementing until evaluating. The planning arranged participative, and the result is used for the master plan or improvement program of empowerment in agropolitan area. Through society participation, they felt that they have programs that could be developed in agropolitan area.

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