

Online Discussion Forum: Revealing Role of Progressive Farmers in Learning Process

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Abstract— The Online Discussion Forum (ODF) used by progressive farmer to discuss issues related to agriculture information. The statements in ODF are interesting to analyses since the participants are progressive farmers who voluntarily spread agricultural information and guide other farmers. In the discussion, the progressive farmers revealed their roles for community and criticisms that occur in the real agricultural activities. This study applies Content Analysis to investigate the utilization of ODF for learning process; and the meaning of roles and self-reflection in discussion. The result reveals the stages of ODF as learning media, and the role of ODF to disseminate agriculture information. The result also illustrates progressive farmers' role as a social entrepreneur practitioner and organizer of non-formal and informal learning for other farmers. The participants expressed the weaknesses of their role by making critical statements. They realized that they needed to make innovations in agribusiness to become role model for their community. To conclude, content analysis results reveal the utilization of ODF as learning media, and the role of progressive farmers to develop their community.

Keywords—Online Discussion Forum; Progressive Farmer; Agriculture Information Dissemination; Informal Non-formal Learning; Content Analysis.

I. INTRODUCTION

Farmers need practical farming management knowledge to run their agribusiness. However, agriculture information for farmers and mass media in rural areas are very limited and difficult to get, while government extension officers are very small in number. The limited information has made farmers less responsive to the latest technology development and market dynamics which in turn decrease their productivity. This reason has triggered farmers to find other information sources from their environment. In agricultural societies, there are progressive farmers who have the ability to utilize information technology. These progressive farmers are potential source of information to share their successful experiences with other farmers [1], and able work together with government extension officers [2].

The newest Agricultural Census Data from Statistics Indonesia [3] mentions that the number of household works in food crops, horticulture, and farms in West Java Province is four million nine hundred thirty-nine thousand, while the number of government extension officers recorded by the

Coordinating Agency for Agricultural Extension of West Java Province is three thousand nine hundred and seventy-four. The ratio shows one government extension officer serves 1.243 household farmers. In other words, the number of government extension officers in West Java Province is not sufficient and thus they need participation of progressive farmers to provide information for other farmers.

The previous studies [4] and [5] have analyzed the existence of progressive farmers and their role for community development in remote area of Peru and Nepal. Kiptot and Franzel [6] expressed volunteerism as the spirit of progressive farmers in Kenya to share their knowledge. Shelton et al. [7] states that farmers tend to seek information through farmer-to-farmer network rather than from outsiders. Previous studies have analyzed the existence of progressive farmer; however, none of them analyze utilization of internet as media communication among progressive farmers.

In Indonesia, progressive farmers voluntarily build an organizational named Farmer's Agricultural and Rural Training Center (FARTC). This organization conducts

voluntary activities such as disseminating agricultural information, training, internships, consultation and others. An FARTC research [8] shows that FARTC has been disseminating information effectively. The success is due to the fact that FARTC is managed by progressive farmers whose businesses have flourished; the process of learning is practiced in the field and guided by experienced farmers; and supported by the community and local government. Volunteerism and commitment to FARTC organization influence the enthusiasm of progressive farmers to share with other farmers [9]. While Abbas et al. [10] states that FARTC can play role as a pioneer in the process of changing farmers' mind and behavior patterns.

Information technology emerges as a strategic issue as FARTC grows rapidly; however, none of previous study has connected FARTC to internet communication. Data from the Ministry of Agriculture show the number of FARTC organizations has reached 1056 in Indonesia, and 204 of them are in West Java Province. This province has considerable proportion to represent the dynamic activities of FARTC. Progressive farmers as the organizer of FARTC in West Java are aware that their far apart locations lead to weak cooperation networks. To overcome this, FARTC organizers conduct Online Discussion Forum (ODF) using WhatsApp Application installed on their mobile phone. Progressive farmers utilize ODF as learning media discussion. The group communication in ODF enables all members to follow the conversations. Information spreads easily to group members through ODF without having to meet directly.

Previous studies on social media utilization in the agricultural sector have discussed the behavior of information seeking and marketing; however, none of them addressed the meaning of the conversations from the interaction in social media. [11], [12], [13] described the increasing utilization of social media by agribusiness actors was triggered by various communication functions provided by social media with personal communication function, information search, and access to self-express and promotion. These studies were conducted on social media with open memberships, but no study has been conducted on closed online communities.

The utilization of mobile phones in the agricultural sector has been studied by previous researchers with a focus on the benefits received by farmers. Mobile phones are less useful to market agricultural products in Ethiopia [14]. Agricultural information services based on phone calls named as Asynchronous Voice Message Forum have grown in India [15], [16], [17]. The operator serves phone callers by recording their questions and then links them to the

information resources to get the answer. [15] and [16] says that Asynchronous Voice Message Forum has increased farmers' agriculture knowledge, furthermore [17] shows the patterns of communication, themes, and social dynamics.

The ODF as internet utilization to bridge group communication was analyzed by [18] who said that ODF analyses the content of electronic text transcripts to accommodate interactive relations among members. Previous ODF studies were focusing on student online community. The early generation of ODF study performed quantitative analysis only, and further, it has been developed by combining it with qualitative methods. In [19], [20] the statements in ODF were analyze to understand the constructs of social knowledge of the online community members. While Jahnke [21] analyzed the students' perceptions of the role of ODF for the learning process, and [22] studied the role of the teacher/instructor in ODF. Although many communities have been explored, none of the previous studies focus on farmer community. So far, writers have not found any studies conducted using ODF as group communication for online farmer communities. Thus this study tries to explore ODF specifically discussing the agricultural sector, which never been analyzed by other studies before.

This research would like to examine the things that have not explored by previous progressive farmers studies that is by connecting the role of progressive farmers and utilization of ODF. The comments from ODF participants reflect the progressive farmers' interpretation of their role in the community. The interpretation is built from the daily interactions of progressive farmers within their community in providing information, supporting farmers, and conducting training. Content analysis in this study aims to reveal how participants utilize an ODF in disseminating and obtaining agricultural information; and how participants express their roles for the farmer's community.

II. METHOD

Corpus is a collection of written or oral statements used as a source of research data. The corpus of this study is the scripts of the conversations in ODF via mobile phones using WhatsApp application. ODF participants are progressive farmer who manage FARTC. The number of participants is 116 located in West Java provinces. The observation period is 403 days from 24 May 2016 until 30 June 2017. During this period 31,178 statements were observed using software Nvivo 8 [23].

The first step was presented a quantitative descriptive analysis at the beginning of the discussion to illustrate the

dynamics frequency of the conversation. The first step based on content analysis method [24], by analyzing all data during observation period. This step may enhance researcher's understanding of the phenomenon and enable researcher to conclude the development stages of ODF as learning media.

Continued by second step, qualitative analysis started with coding all statements based on research questions in order to get the specific answer [24], which were: utilization of ODF, the role of progressive farmers, and self-reflection.

The third step was interpreting the data and combines the analysis with literature study and social facts based on interviews with the participants and their community. Social and cultural conditions are important to draw social cognition underlying the participants' context [25]. The meaning of an online conversation cannot be interpreted from a single statement, but is expressed from the whole conversation by phrases, emoticons, styles, and relationships among texts [26]. Thus, in this step, the participants' original wording was connected to build the concepts through a process of topic coding. The result displays 39 statements numbered as S1 to S39 which represent the participants' expression.

The last step was translating the text into English. The discussion held in Indonesian and Sundanese (local language used by participants), however for the reason of publishing the script is translated into English [27].

III. RESULT AND DISCUSSION

1. The Stages Of Learning In Online Discussion Forum (Odf)

The stages of learning interaction mediated by ODF can be described by Tuckman's Model of Group Development Stages [28] as shown in picture 1. The first stage is "Formation", which appeared during May, June, July, and August 2016 when participant started to join ODF. The number of corpus was still limited between 0 and 168 and the ODF participants were only 61 people. The second phase is "Storming", when participants began to interact but constrained by their own characteristics. This stage was reflected by conflicts and different opinion in the discussion. The third stage was "Norming", meaning that the participants start to enjoy the discussion, and the features provided by

Whatsapp application. This is in line with theory "medium is the message" [29] which claims that media innovation is more attractive than the message itself. Whatsapp as application provider of ODF gives features for users [30] that are: 1) Conversations in groups of up to 256 people at once. 2) Sending photos and videos, PDFs, documents, spreadsheets, slideshows. 3) The message without tariff using phone internet connection. These features have placed ODF as a new media that attracts participants to discuss various issues in daily life. The fourth stage is "Performing", marked by the number of statements in ODF reached the peak. In this stage, participants utilized ODF as main media to get information. The fifth stage is "Adjourning", means that participants have joined to several ODF's instead of one. The number of statements in one ODF may be declined, but increased when they perform interesting discussion themes for the participants. This is in line with "Uses and Gratification Theory" [31] which say that audience is active in seeking information from many sources. The benefits of ODF as media discussion are reaching the maximum at this stage.

ODF became the main media to monitor the dynamics in agriculture sector. An interview with participants (SUH) reveal that ODF information has given benefit to the participants by enhancing their knowledge thus they are able to follow the development of agriculture sector. IID, who lived in the remote area, admitted that it difficult to obtain agricultural information from the media or government extension officers in his village. However after joining ODF, he has got information on cultivation of butternut squash from a participant who had planted butternut squash successfully in another regency. JAL and HAR state that joining one ODF is not enough, so that they join many ODFs to get a lot of information from group conversations. In ODF, participants met colleagues who share the same spirit. The presence of ODF as the media for the extension of the senses of sight, hearing, and human touch through space limitations [29]. ODF brings new knowledge among participants to know other participants' condition and activities in their respective areas. The ODF is two-way media which bridge communication among the participants.

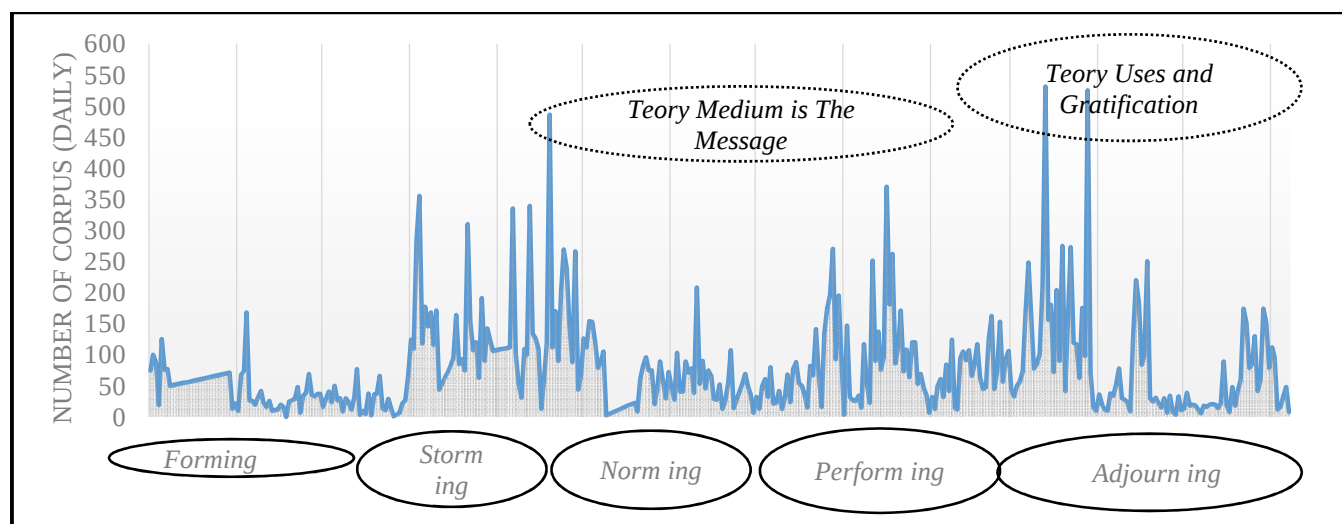


Figure 1. Interaction Stages of FDO as Learning Media

2. Online Discussion Forum For Information Dissemination

The content analysis reveals ODF as a media to disseminate information as well as a source of information and communication channels to strengthen social capital in groups and cooperation network. Participants interpret the advantages of joining ODF in the following example:

S1. We have formed an online forum of papaya clinic, especially for consultation among our members who plant papaya. Next we plan to form online clinics of agriculture, fishery, livestock, and agricultural processing.

Progressive farmers in Statement 1 show his role in disseminating agricultural information by forming ODFs with various themes in agriculture. These progressive farmers use ODF to guide their colleagues who live far apart

S2. Nowadays everything is easier for farmer...need to consult.. need to browse...just click... Previously, farmers had no partners to consult ...the bitter or sweet of the business ... was borne alone

S3.This group has given lots of benefits, at least I can read the development of agricultural activities in general... although sometimes I got difficulties in typing hehehe since my farmer fingers are big

S4.Online discussion can be utilized to review or discuss online. Unlike offline which needs accommodation n transport funds

S2 interpreted the benefits by comparing the condition of the past farmers who had to face alone all the risks of farming activity. Recently, farmers are more fortunate because they

can consult and find information online. S3 admitted that the ODF gave them information from the agricultural sector. S4 interpreted the effectiveness of ODF by comparing it with face-to-face discussions (off-air), which does not require transportation and accommodation funds to invite participants from remote locations.

S5. ODF gives lots of benefits especially to support activities that involve many people.

S6. ODF is a medium of communication, and spreading information of FARTC's activities that have not been known by other FARTC. In addition, ODF is also a medium of knowledge dissemination and a tool of hospitality among FARTC.

S5 and S6 stated ODF is a medium to introduce activities among FARTC whose locations disperse, a medium to communicate with each other; and a medium to organize activities involving various parties. FARTC participants shared the same goal that is to voluntarily disseminate knowledge to farmer community. Their activity is driven by the spirit of self-reliance and volunteerism. This shared purpose underlies social capital in the community [32]. However, dispersed location and low intensity of direct meetings lead to a weakness in sharing the values. The utilization of ODF in the community becomes the answer to the challenges for the strengthening of social capital and develops a cooperation network among FARTC.

The conversation in ODF is not as detail as in direct interaction, which leads to misinterpretations. Multimodality that is a combination of texts, pictures, and videos becomes the solution. Multimodality explains the meanings,

expressions, interactions, and social functions [24]. An example of multimodality is shown in the discussion of dragon fruit cultivation below:

- S7. (nur) How to pollinate the dragon flower?
- S8. (suj) Lots of honey bees in my field, so they become mediator. However, hand pollination is better because the success rate can reach 80-90%. Fruits' weight is also greater.
- S9. (suj) The pollination technique is put the pollen into the pistil. The more pollen the bigger the fruit will be. To get the best result, pollinate flowers from different trees or at least different flowers.

Suj completed his explanation with a picture of natural honey bee pollination and a video recording of hand pollination technique. The picture and the video recording explain in more detail about the technique, time, weather, and tools. In line with [34] [34] show the role of ODF in strengthening the social environment and building knowledge based on equity for participants.

3. The Roles Of Progressive Farmers For Community

The content analysis shows that progressive farmers define themselves as a role model, social entrepreneur, and organizers of informal and non-formal learning. The role of progressive farmers in opening information access to farmers is necessary since information for rural farmers is difficult to obtain. The national media rarely publish agriculture news, while the agriculture media is difficult to obtain in remote areas. Most farmers in rural areas cannot find information through internet connection due to limited ability. Thus, most farmers still rely on direct farmer-to-farmer information or imitate progressive farmers' experiences. On the other hand, progressive farmers are able to overcome information challenges through the internet and join FARTC. This creates opportunities for progressive farmers to play a role for their community development.

Van Dijk [25] says that social cognition consists of knowledge, behavior, ideology, rules, norms, and values of the community contribute to the production of texts. Social cognition is the basis of context that is the subjective construction of participants. The perception of progressive farmers is formed through daily interaction with other farmers. Progressive farmers have observed the condition of their own society, and thus they produce texts regarding the needs of other farmers.

- S10. Activities must be real, not just ideas. Giving real examples is better than just promoting ideas to other people.

- S11. We should do things first and then persuade other people. Because naturally farmers will be inspired after seeing evidences.

- S12. Long time ago when we started to cultivate a barren land and to breed goats in an ex-sand-mining land, people only laughed at us. However nowadays in our village more than 100 families follow us as goat breeders.

The above statements show the awareness of the progressive farmers that their successes become examples and motivate farmers around. The behavior of imitating successful peers is in line with [35]. Progressive farmers realize that giving real examples is better than just promoting ideas.

- S13. I'm proud and enjoying my life by managing FARTC. Since Social Entrepreneur is rare in Indonesia. FARTC could become facilitators to educate Social Entrepreneurship to young farmers.

- S14. I agree, "Social Entrepreneurship" sounds a bit heavy since the community development should be sincere and have a strong commitment because we face diverse communities from diverse educational backgrounds, social backgrounds and many other factors.

- S15. Should visit a lot, should work a lot in order to provide social benefits.

These statements show that progressive farmers interpret their role as social entrepreneurs. Helmsing [36] states that social entrepreneurship practices cannot be done alone, but the actors must be able to bridge public and private interests, and maximize the use of political and economic resources to overcome challenges. Social entrepreneurship as part of entrepreneurship concepts that focus on economic activities [37]. However, the goals are not only to gain profits but also social benefits. Social entrepreneurship can be a key to social empowerment as well as to provide job opportunities for the community.

- S16. (agu) The job is done by 1 person; however, the benefits should be maximized for 10 people. Success is reflected in the process not from the results ... Successful persons are those who create more benefits for others.

- S17. (rud) There are many things we can do to support our society, and one of them is creating jobs for them

- S18. (sus) Don't you feel afraid of getting loss by recruiting many people? That means that the operational cost is getting bigger, right?

S19. (rud) Having lots of employee's means we should be more productive. Our goal is not to treat them as workers but to train them to be independent.

The participants define the meaning of success as benefits they can give to others. These benefits are providing jobs for their community. More job opportunity means more benefits for many people. Participants are aware that more recruited employees demand them to increase productivity.

FARTC provides apprenticeship in order to open more job opportunities while maintaining the continuity of business. Farmers, students, and other parties are accepted as apprentices to train for a certain period. Statement 19 states after apprentices have proper working skills; they are encouraged to start their own business. The job position left by apprentices will be replaced by other new apprentices, so the knowledge of progressive farmers can be delivered for many people. Generally, apprenticeship is conducted for several months. Apprentices stay at FARTC to observe daily activities and participate directly at the workplace.

S20. Training for agribusiness instructors who work for the Ministry of Manpower for 1 month, 9 people from 9 provinces in our FARTC

S21. I am training university students about Aloe Vera cultivation for 3 months.

In addition to apprenticeships, FARTC also organizes a training program that is usually held only for several days. Unlike apprenticeships, the training materials are shorter and more specific.

S22. Training 30 members of the cattle breeder group. Date: 16-20 May. The material are the cultivation of forage crops, formulating animal feed concentrate, dairy calf management, breeding management, animal health treatment, milking, and post-harvest.

S23. Training for 12 local farmers from 30 May to 3 June. The materials are tricks and tips to sell products in super market, starting from of procurement, maintaining vegetable quality, and solutions to compete in free market.

Apprenticeship and training activities have been prepared through the planning process. FARTC should prepare materials, curriculum and schedule. The apprenticeship and training are open to anyone who needs the knowledge offered by FARTC. Most of trainees are students or farmers from different region. The fees are relatively cheap; participants

only need to pay for meal and accommodation during staying in FARTC.

In addition to organizing apprenticeships and trainings, ODF participants describe the daily activities for the neighborhood community as follows:

S24. We joined other breeders to work together, and thus we can guide them on cultivation, treatment, and marketing. The ultimate goal is prosperity for all. Alhamdulillah by working in a group everything becomes easy, as far as we can maintain product quality, productivity, and continuity. For example, by working in group we can sell 250 cows. Working together, we can gain benefits and shared loss together; gain prospers together, and works with FARTC as the facilitator.

S25. If there is a farmer who needs a loan to increase his or her capital, then we help him or her contact the bank.

S26. Our daily activities are to guide farmer groups around FARTC regarding the utilization of organic pesticides, dosage, timing, and plant-disturbing organisms.

S24, S25, and S26 express the role of FARTC in community development activities. The farmers spontaneously learn and apply the knowledge of progressive farmers in FARTC. The learning process for neighboring farmers is facilitated in a natural way through daily interactions.

The content analysis of text discussion in ODF shows that FARTC conduct informal and non-formal learning activities. [38], [39], and [40] define informal learning as a spontaneous learning process in daily life in a neighborhood or family; while non-formal learning has been planned beforehand in conditions that have been adjusted to the needs of learner farmers. Informal learning is conducted in the daily activities of progressive farmers as role models of farmers around. While non-formal learning is in the form of apprenticeship and training in FARTC. The advance FARTC able to combine both informal and non-formal activities. Table 1 shows the characteristics of three learning process in FARTC based on text analysis combined with direct interviews with the actors.

Table 1. Learning Typology

Characteristics	Types of Learning Process in FARTC		
	Informal	Informal Non-formal	Non-formal
Learner Farmers	Neighborhood farmers	Neighborhood farmers, and Students or farmers from other locations	Students or farmers from other locations
Learning material	Spontaneous material, based on the condition of farmers	Spontaneous material and, Planned training material and documented in a written curriculum	Planned training material and documented in a written curriculum
Direct interaction	Daily interaction	Daily interaction for neighborhood farmer, and during training period for trainee	During training period only
Non-direct interaction modes	interpersonal communication via phone or text	ODF as group communication for post-training period	ODF as group communication for post-training period
Production function	Coordinate farming production activities in community	Coordinate farming production activities in community	Limited joined production activities due to disperse locations
Marketing Function	Coordinate marketing harvest for community	Coordinate harvest marketing for community	Limited joined marketing activities due to disperse locations

4. Self-Reflection On Progressive Farmers' Activities

Some ODF participants expressed dissatisfaction on the performance of progressive farmers. They criticized the inefficient activities; building personal branding without real activities; and no marketing assistants for the communities.

S27. FARTC formation must be based on the same vision and goals of each member ... and choose organizers who have the ability and willingness to work ... not just forming but then being inactive ... thus they won't make any progress.

S28. The question for FARTC is that whether they have conducted community development.

A critical view is revealed by the question of whether FARTC has conducted community development. The hesitation was caused by the fact that there were some other FARTCs that had not made contributions to the society.

S29. Do not invite farmers often for discussions or for occasions which involve lots of people, because their job will be disturbed. We just give examples and for those who are willing to open their mind, and we can invite them to cooperate in agribusiness

S30. I agree. Don't give lots of theories or ideas, because farmers need practical actions.

These statements criticize the knowledge dissemination strategy of inviting farmers to come to listen to explanation, since it will disturb farmers' working time. Based on participant's experience, providing real examples in the field will be more effective. Thus, other farmers can observe directly the practice in the field. Statement 30 encouraged other participants to identify open minded farmers in their community and invite them to cooperate in agribusiness. These statements show that instead of giving theories, the role of FARTC must be real for farmers, such as giving guidance, answering their questions, assisting them in difficulties, and cooperating in doing business.

S31. (fer) Visit from officers of Livestock Service to our FARTC field.

Fer posted pictures of this visit

S32. (sub) Visits and more visits.... it should make progress.... looks like celebrities, no work and no benefits to other farmers. I am sorry..... It's the reality, just to remind us.

S32 criticizes FARTC personal branding activities to get public attention but do not provide any benefits for other farmers. He illustrates the activities as celebrity shows.

S33. If we just disseminate a cultivation technique to farmers, then who will help them sell their harvest? Whose task is that ...

P34. The extension program should collaborate with the marketing team, and they should work in harmony.

S35. FARTC is different from wholesaler. FARTC conducts empowerment and education programs for farmers ... in contrast to wholesaler, they don't care how difficult farmers grow the crops... thus if we act like a wholesaler, do not pretend as FARTC.

S33 and S34 criticize FARTC for not assisting other farmers in selling their harvest. Some progressive farmers are aware that role of FARTC is not only to provide cultivation techniques but also to assist in marketing the harvest. Cultivation guidance by progressive farmers had increased their harvest; however, farmers still have difficulties in selling their products. Farmers need assistance to market their products at a satisfactory selling price. The existence of wholesaler in the community has challenged the role of FARTC in assisting farmers in marketing. Wholesaler basically works by buying harvest directly from farmers and sell them to market; however, some bad wholesalers buy the products at a very bad price from farmers. S35 defines that the role of FARTC should be different from that of wholesaler. According to him, FARTC should conduct an empowerment program to educate farmers. On the other hand, the goal of wholesaler is to make a profit by buying the crops from farmers at low prices and sell them at high prices, so that they do not empower farmers.

S36. The support from local government agencies for FARTC is different in each region. Even there are some local government officers who do not understand the existence of FARTC. Then they define self-reliance of FARTC as sad and happy just borne by you.

S37. An officer at our village asked what FARTC was? This is disappointing but for me this is no problem, I am not going to give up.

This criticizes the role of local government agencies in coordinating FARTC to conduct farmer empowerment. FARTC has been officially established since 2003 and become farmer organization which recognized by the government. However, some elements of the society are not aware of the existence of FARTC. This misunderstanding leads to minimum support from local government agencies to FARTC activities. However, some FARTC have solved this problem.

S38. (jal) Our local agency gives full support to our FARTC. However previously, our condition is just like other FARTC. We were like chicks losing its hen. But we keep striving.... The key to get attention from the local government agency continually reminds them, do not to give up.

S39. (san) Prove that FARTC is a dissemination center for agriculture science and agribusiness management ... support the community to reach prosperity ... innovate something different so that people are interested and curious.... definitely the local agency will respond.

S38 adds the importance of being patient in making a sustainable effort to introduce FARTC to all stakeholders. S39 reveals that FARTC will get the attention of public, the government, and other stakeholders if they are able to make progress for the surrounding community. He underlines the importance of innovation or novelty in agribusiness as a breakthrough to position FARTC as a role model. P39 disclosed by San a progressive farmer who received a national award from the Ministry of Agriculture as the best FARTC in 2016. His novelty is introducing the cultivation of Japanese and Korean vegetables to other farmers. San successfully builds marketing network for restaurants and modern supermarkets. Currently, after almost 20 years, his success has attracted many people from all over Indonesia to come to his field to join training or apprenticeship. San has inspired other progressive farmers to assist other farmers around and establish FARTC in other locations.

IV. CONCLUSIONS

This study has explored the discussion of progressive farmers' ODF to reveal their role for other farmers. Participants utilize ODF as a medium to develop networking and cooperation, and share agricultural information. The result has reveal the stages of ODF as learning media. The stages analysis conclude that the benefits of ODF as media discussion is reaching the maximum when participants active to join several groups in seeking information from the discussions. The novelty of ODF has attracted participants since it could unite those who have the same enthusiasm in similar fields of work. ODF are also able to combine various semiotic modes, such as images and videos to deliver information.

Content analysis on the participants' statements reveals that they construct themselves as a role model, social entrepreneurs, and organizers of informal and non-formal learning. The informal learning is conducted by delivering information and guiding other farmers within their community in daily activities. On the other hand, non-formal

learning is conducted in the form of apprenticeship and training programs. Participants' critical statements represent the awareness of the weaknesses of their role. Participants criticize inefficient activities, building personal branding without real activities; lack of assistance in marketing for communities. The participants concluded that FARTC will get the attention of public, the government, and other parties if they are able to develop their community. Therefore, they should promote their existence to all stakeholders and create agribusiness innovation as an inspiration for the community.

The implication that can be drawn from the result is the potential of progressive farmers in the agriculture sector. Progressive farmers may play the role as the main actor of community development and reduce the dependency to government extension officer. Moreover, the use of ODF has potential to support progressive farmers in strengthening enthusiasm to share information with other farmers. ODF becomes medium to share information with peers who have the similar spirit in community development. Eventually, this study implies that ODF may utilized by other communities as learning media.

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