

Effectiveness Of Communication On The Legowo Row Planting System Extension

(Case Study of the Sadar Gawan Farmers Group, Tanah Garam Village, Lubuk Sikarah District, Solok City)

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Abstract – The research was conducted in Tanah Garam, Lubuk Sikarah District, Solok City with the aim of: describing the communication process and analyzing the effectiveness of the communication of the Sadar Gawan Farmers Group in extension activity regarding the Jajar Legowo planting system. The research applied descriptive approach using qualitative and quantitative descriptive research method. The data were collected by in-depth interviews with informants using interview guides and survey using questionnaires. The sampling was carried out using the census method with total number of 44 respondents. The data analysis for the first objective was qualitative descriptive and quantitative descriptive using a Likert scale for the second objective. The results show that the communication carried out by extension workers in farmer groups includes face-to-face communication in extension activities and preparing materials before meetings, the content covers about the Jajar Legowo planting system, communication media used such as paper and stationery and the recipient of the message can receive the contents of the message from the instructor. The effectiveness of communication in the extension activity of the Jajar Legowo planting system in farmer groups was obtained 96% as the source of the information, categorized as effective, the content of the information had a score of 77% in the category of less effective, the communication media had a score of 75% in the less effective category and the recipient of the information score was 74%, categorized as less effective.

Keywords – Communication Process, Effectiveness, Jajar Legowo Planting System.

I. INTRODUCTION

Sustainable agricultural development(sustainable agriculture)which aims to increase the income and welfare of the farming community at large by increasing agricultural production in both quantity and quality, while still paying attention to the preservation of natural resources and the environment. Agricultural development is adjusted to the carrying capacity of the ecosystem so that production continuity can be maintained in the long term, by reducing the level of environmental damage as small as possible (Salikin, 2003: 15-16). In agricultural development which is related to increasing human resources, namely agricultural extension workers who are one of the agricultural development actors who can convey agricultural innovation and government policy information to farmers. Increasing competency and agricultural information systems is needed to increase the professionalism of agricultural human resources so that increasing the resources of farmers and extension workers is the success of agricultural development programs (Harahap, et al 2018: 2)

Food crops are one of the subsectors that provide food for the Indonesian people. Efforts to achieve food security are

currently still faced with quite serious challenges. The challenge in question is that the population continues to increase, requiring large food supplies. Other substantive problems in increasing food production include land conversion, damage to irrigation networks, high wages for agricultural labor and lack of agricultural mechanization equipment, high yield losses, unfulfilled needs for fertilizer and seeds according to specific local recommendations and inadequate space and prices. food commodities fall and it is difficult to market the produce during the main harvest (Purwaningsih, 2008: 25-26)

One of the superior rice cultivation technologies in supporting increased rice productivity nationally is the Jajar Legowo planting system. The Jajar Legowo planting system is an effort to increase the population of rice plants by adjusting plant spacing. This planting system also manipulates the layout of the plants, so that most of the plant clumps become edge plants (IkhwaninPrasetyo, et al 2019: 29). System Translated from Indonesian to English - www.onlinedoctranslator.com Jajar Legowo planting is a planting system that pays attention to the rows of plants, the Jajar Legowo planting system is alternating planting between two or more rows of rice plants and one empty row.

In carrying out the rice planting business there are several things that are challenges, one of which is how to make efforts or methods to get high rice production results and efforts to improve human resources in communication to be able to change farmer behavior through the transfer of new ideas related to create effective communication. In this regard, it is necessary to create communication between farmers and agricultural services, in this case agricultural extension workers as communicators in terms of technology and knowledge transfer. This is done so that farmers can run their farming business well so that there is an increase in yields with each harvest.

Effective communication is communication that in the process can produce perceptions, behavior and understanding that change to be the same between the communicator and the communicant. Effective communication is important for all farmer groups, because it influences the delivery of information within the farmer group. The effectiveness of a farmer group can be seen from the goals achieved, how much information the farmer group obtains and the extent to which farmer group members satisfy their needs in farmer group activities. (Rahmat in Delia, et al. 2017: 211). To be able to carry out effective communication, it is necessary to increase farmer awareness through good information dissemination so that it can produce effective communication so that farmers can adopt the innovation of the jajar legowo system. Effective communication will influence the delivery of information, in this case information related to the Jajar Legowo system. To achieve successful implementation of jajar legowo, an effective farmer group communication process is needed.

Based on the background and problem formulation above, it can be seen that the aim of this research is (1) Describe the communication process in the Sadar Gawan Farmers Group providing extension on the Jajar Legowo planting system (2) Analyze the effectiveness of communication in the Sadar Gawan Farmers Group in providing information on the Jajar Legowo planting system

II. LITERATURE REVIEW

The communication process is essentially the process of conveying thoughts or feelings by someone (the communicator) to another person (the communicant). Thoughts can be ideas, information, opinions and other things that emerge from the mind. Feelings can be in the form of confidence, certainty, doubt, worry, anger, courage, and so on that arise from deep within the heart. (mustofa.2022: 3). According to Berlo, communication is a process where the process involves several components. There are four important components that David K. Berlo emphasizes in his communication model, namely Sender, Message, Channel, and Receiver. Because of these four components, Berlo's communication model is also called the SMCR communication model (Suryanto in Wijayani, 2022: 103-106)

Communication is a very basic thing in human life. And even communication has become a phenomenon for the formation of a society or community integrated by information, where each individual in the community itself shares information to achieve common goals. In simple terms, communication can occur if there is a similarity between the messenger and the person receiving the message. The definition of communication is that communication is the conveyance of understanding between individuals. He said all human beings are based on the capacity to convey intentions, desires, feelings, knowledge and experiences from one person to another.

Agricultural extension is a form of non-formal education that plays a role in improving the human resource capacity

of farmers so that they become resilient farmers capable of accessing various resources needed, agricultural information as well as planning and deciding what is best for them in farming business. The objective of extension, according to Mardikanto [5], is to create better farming, better business. In order to achieve the goal, agricultural extension must be supported by strong extension resources and can be a model for farmers as beneficiaries of agricultural extension benefits.

Effective communication occurs when each group member has the same understanding of information in receiving information. The effectiveness of extension through communication and improving farmer skills through groups will provide optimal results. In this regard, the government has launched a group institutional development program that receives intensive and continuous guidance from the government (RintjapinRudy,et al2020: 3). Effectiveness generally shows how far a previously determined goal has been achieved. This is in accordance with the definition of effectiveness according to (HidayatinSyabrina. 2018:3) which explains that effectiveness is a measure that states how far the target (quantity, quality and time) has been achieved, where the greater the percentage of targets achieved, the higher the effectiveness.

The Jajar Legowo planting system is a planting system that pays attention to the rows of plants, the Jajar Legowo planting system is alternating planting between two or more rows of rice plants and one empty row. The advantage of the row legowo planting system is that it turns all plants or more plants into edge plants. Edge plants will get more sunlight and good air circulation, more even distribution of nutrients, and make plant maintenance easier (MujisihonoinDonggulo,et al. 2017: 27).

III. RESEARCH METHODS

This research was carried out in Lubuk Sikarah District, Tanah Garam Village, Solok City, the object of the research was the Sadar Gawan farmer group which used the jajar legowo innovation. This research was conducted from 23 October to 23 November 2023. The research method used a qualitative approach and quantitative using case study methods in the Sadar Gawan Farmer Group. The data used is primary data and secondary data. The respondents in the first research objective were the Chair of the Sadar Gawan farmer group and one of the BPP Extension Officers in Lubuk Sikarah District. Meanwhile, the second target respondents were all 44 members of the Sadar Gawan farmer group. The data analysis used has the first aim to describe the communication process in the Sadar Gawan Farmers Group in providing information on the Jajar Legowo planting system in a qualitative descriptive manner and the second aim is to analyze the effectiveness of communication in the Sadar Gawan Farmers Group in providing information on the Jajar Legowo planting system using quantitative descriptive data analysis.

IV. RESULTS AND DISCUSSION

Sadar Gawan Farmers Group

The Sadar Gawan Farmers Group is a farmer group that has been established since 1984. This group is located in Gawan which is surrounded by rice fields and an area of 35 Ha is cultivated by members of the Sadar Gawan Farmers Group. The Sadar Gawan Farmers Group is a group where all group members cultivate rice plants. In 2004, this group was chaired by Mr. Nursali, who initially had 35 members until now the group members have increased to 44 people. Based on an agreement from the farmers, this group was formed which aims to improve the welfare of members, as a forum for obtaining information, fostering cooperation between group members, creating business units within the group, and increasing members' income.

In 2005, the beginning of the Jajar Legowo planting system was communicated to the Sadar Gawan Farmers Group. This Jajar Legowo planting system is a government program from the Sukarami Research Institute. Because they received information about the Jajar Legowo planting system, the group members began to try it on some of their land with the aim of experimenting. . However, not all farmers have succeeded in implementing the Jajar Legowo planting system, to date only 4 people out of 44 members of the farmer group are still implementing the Jajar Legowo planting system. Until now, these 4 farmers are still implementing the Jajar Legowo planting system with support from the extension workers in the BPP-assisted area, Lubuk Sikarah sub-district, Solok City. Information on the Jajar Legowo planting system is currently still being provided by the extension workers in the BPP-assisted area of Lubuk Sikarah sub-district for the Sadar Gawan

Farmers Group so that all members are able to implement the Jajar Legowo planting system.

The vision of the Budi Sepakat farmer group is to make farmers prosperous, honest and devoted to God Almighty. The mission of the Budi Sepakat farmer group is: (a) to improve the quality and quantity of agricultural, livestock and fishery products, (b) to create cooperation between farming communities in accordance with government recommendations (c) to contribute to the prosperity of farming communities in particular and society in general.

Communication process for extension of the Jajar Legowo planting system.

Source

Sender/source or the sender of the message is the source of the message or it could be said to be someone who gives the message. The source in communication can be called the communicator. Agricultural extension activities cannot be separated from extension workers.

Communication Skills

Communication skills are the ability of an individual or communicator to communicate that the extension agent has so that farmers can understand the materials and directions given by the extension agent quickly so that farmers can immediately provide feedback on the messages conveyed by the extension agent. . The instructor shows skills as an instructor, namely clear vocal skills so that the material presented can be accepted by farmers. This is also the instructor's skill when meeting to create relaxed and comfortable conditions, the instructor can position himself with farmers so that farmers remain comfortable during group meetings.

Communicator Attitude

The communicator's attitude is the attitude given by the person sender/source to oneself, the audience, and the environment can provide changes in the meaning and effect of the message. Based on the results of the researcher's interview, it was found that the extension workers in the Lubuk Sikarah Subdistrict BPP-assisted area had provided or conveyed knowledge of the Jajar Legowo planting system to the Sadar Gawan Farmers Group to be able to increase the knowledge and awareness of farmers from behavior that was initially unwilling to willing or in changing farmer behavior such as giving motivation or encouragement to farmers.

Communicator Knowledge

knowledge possessed by sender/source about the subject of the message that makes the message communicated have more effect on the audience. Having good knowledge about the subject will enable the message to be sent more effectively by the communicator. It was found that the innovative Jajar Legowo planting system has many advantages, including making it easier for farmers to use fertilizer, provide convenience for farmers in managing their farming such as supplementary fertilization, weeding, implementation of pest and disease control (spraying) reducing rodent pests because by using the row legowo planting system, the spacing of rice seedlings is arranged with an alternating planting pattern between two or more, making the rice plants appear spaced apart. so that these conditions are unfavorable to rats, increase agricultural production, make irrigation systems easier.

Social Communicator System

Social systems such as values, beliefs, and general understanding of society. These aspects influence the way sender/source in communicating messages. It was found that the extension workers adjusted their communication with farmers or farmer groups, where the social system between the extension workers and farmers always took the time to be present at every meeting and were close to members of the farmer groups which created closeness between the extension workers and farmers. Socializing with farmers' everyday language means they are not reluctant to give their opinions to extension workers.

Message

Message or message in Berlo's communication model is the substance sent by sender/source to the message recipient. Message sent by sender/source can be in the form of sound, text, video, or other media.

Message Contents

The content of the message refers to the material in the message selected by sender/source to express his purpose. It was found that Lubuk Sikarah Subdistrict extension workers conveyed messages or content to members of farmer groups who were present during extension activities starting from fertilization, planting procedures and maintaining rice plants when implementing the Jajar Legowo planting system. There are many advantages in implementing the Jajar Legowo planting system which can reduce rice pests.

Element

This element concerns several nonverbal things such as language when conveying messages and so on. It was found that in extension activities, namely regular meetings between the Gawan Awareness Farmer Group and the instructors when the activity of delivering material or discussions took place, communication between the extension agents and farmers went well, this was due to each other using simple, everyday language, namely using the Minang language, with this the farmers will feel a more intimate relationship with the extension agent so that farmers will not feel awkward and reluctant to convey their opinions to the extension agent. If communication goes well, the relationship between extension workers and farmers will be more effective in discussions during extension activities.

Treatment

Treatment is a message that includes how the message is sent to the recipient of the message and has an effect on the feedback given by the person receiver or the recipient of the message. It was found that in extension activities on the Jajar Legowo planting system, farmers provided feedback or feedback to the extension agent after delivering the material on the Jajar Legowo planting system so that discussions took place, communication between the extension agent and farmers went well.

Code

Code refers to the message code in terms of the form of the message sent, for example language as a communication tool. It was found that extension activities require a way of communicating that can make it easier for messages to be conveyed effectively to farmers. Farmers also find it very helpful to use the regional language used by farmers, namely Minang. The use of Minang during extension and assistance in the field is effective in increasing the uptake of information received by farmers. Farmers will feel more comfortable when communicating, especially since there are some farmers who have not attended school and cannot use Indonesian.

Channel

Communication channels are tools used to convey messages from the communicator to the communicant as the recipient of the message. It was found that the Jajar Legowo planting system was communicated face to face, that is, all members of the Sadar Gawan farmer group and the extension workers met directly in one place, namely the house of the head of the Sadar Gawan farmer group. Communication about the Jajar Legowo planting system has been delivered by the extension workers until now, meetings between the extension workers are held once a month.

Message Recipient

Message recipient(receiver) is the object that is expected to receive the message, which is measured based on the accuracy of who will receive the message.

Communication Skills

Communication skills are an individual's ability to communicate so that farmers can understand the materials and directions given by extension workers quickly so that farmers can immediately provide feedback.(feedback) on the messages conveyed by the instructor. It was found that the message conveyed was that farmers who received the message in the Aware Gawan farmer group actively provided feedback or direct responses to the extension workers such as asking questions directly and discussing during group meetings.

Attitude

It is the attitude given by the recipient of the message before and after receiving the message. It was found that in the extension activities in the Gawan conscious farmer group, it was difficult for the instructors to open up the thoughts and habits of the members of the Gawan conscious farmer group to lowland rice farmers to implement the new innovation of the Jajar Legowo planting system because the farmers were used to following their parents who used conventional farming.

Knowledge

It is everything that is known in forming a person's actions, and can also be defined as the result of sensing everything that has happened and passed through based on experience. It was found that the message conveyed is an important indicator in the communication process, because the message or material conveyed is the main objective of what is conveyed in a communication so that it can create a mutual understanding between the source and recipient of the message. It is difficult for them to accept new innovations provided by extension workers because the farming business that farmers are doing now is farming that has been done for generations.

Communication Effectiveness

Message Source

The source of the message is the clarity of the source that can be accounted for so that the message conveyed is accurate. The results of data processing show that the most effective form of message source is received by respondents.

Table 1. Distribution of data on respondents' assessments of Communication effectiveness on Message Source Indicators.

Message Source	Answer			Score	Score Percentage	Category
	S	R	TS			
1. The instructor controls material to be delivered	39	5	0	127	96 %	Effective
2. The instructor provides material according to purpose	37	7	0	125	95 %	Effective
3. The tone and intonation of the 37 instructors are easy to understand	37	6	1	124	94 %	Effective
4. Language understood material	33	11	0	121	92 %	Effective
5. Attitude instructor good when delivering the material	43	1	0	131	99 %	Effective
6. The instructor creates a good atmosphere in delivering the material	44	0	0	132	100 %	Effective
Overall Percentage				760	96 %	Effective

Source: Primary Data from Respondent Interviews in 2023

Table 1 presents data on the percentage of communication effectiveness in the implementation of the Jajar Legowo planting system in the Sadar Gawan farmer group in terms of message source indicators. From the 6 statements above, an overall score percentage of 96% was categorized as effective. The delivery of material by extension workers is done well so that farmers can easily understand the material provided. Extension agents have good technical knowledge when answering questions from farmers.

Message Contents

Message content(Content)The content of the message is the suitability of the communication objectives with the facts and actuality of the information received by the audience. In this case, what is meant by message content is the exposure of the information provided by the organization to the audience.

Tabel 2. Distribution of respondent assessment data on Communication effectiveness on Message Content Indicators

Message Contents	Answer			Score	Score Percentage	Category
	S	R	TS			
1. The material presented can be understood and understood applied in farmers' farming activities	22	20	2	108	82 %	Effective
2. The results of discussions between extension workers and farmers can be well received by farmers	37	7	0	125	95 %	Effective
3. Farmers receive a lot of information about system plant row legowo	24	15	5	107	81%	Effective
4. Material be read return by farmers	9	14	21	76	58 %	Less Effective
5. Instructor welcome farmers to ask questions and exchange ideas with extension workers and fellow farmers	13	24	7	94	71 %	Less Effective
Overall Percentage				510	77 %	Less Effective

Source: Primary Data from Respondent Interviews in 2023

Based on the results of the data processing that has been carried out, it can be said that it is less effective with a total percentage of 77%. The less effective content of the message is found in statement 4 where the percentage score of 58% is in the less effective category because farmers do not repeat the material that has been given by the extension agent.

Communication media

Communication media are media used to convey messages according to the needs and expectations of the message sender and message recipient.

Tabel 3. Distribution of data on respondents' assessment of Communication effectiveness on Communication Media Indicators

Communication media	Answer			Score	Score Percentage	Category
	S	R	TS			
1. Using Power Point as a communication medium	27	8	9	106	80 %	Effective
2. Using media gadgets during activities counseling	13	22	9	92	70 %	Less Effective
3. The media for outreach activities uses modules	13	27	4	97	73 %	Less Effective
4. Media activities with social media	18	23	3	103	78 %	Less Effective
5. Use stationery during activities	10	27	7	91	69 %	Less Effective
6. extension tools according to needs	20	19	5	103	78 %	Less Effective
Overall Percentage				592	75 %	Less Effective

Source: Primary Data from Respondent Interviews in 2023

Some respondents found it difficult to understand the use of communication media using stationery to carry out extension activities due to the age factor that influenced the respondents, however the instructors tried to provide direction to these respondents so that they could carry out extension activities.

Message Recipient

The message recipient is an object that is expected to receive the message, which is measured based on the accuracy of who will receive the message. A recipient or user of a message is said to be effective if the recipient matches the intended recipient.

Tabel 4. Distribution of data on respondents' assessments of the effectiveness of communication in Message Recipient Indicator

Message Recipient	Answer			Score	Score Percentage	Category
	S	R	TS			
1. Suitability of material with farmers' needs	24	17	3	109	83 %	Effective
2. Response or feedback from farmers during extension activities	11	24	9	90	68 %	Less effective
3. Farmer knowledge to the material increases	20	20	4	104	79 %	Effective
4. The material presented by the Effective instructor can be accessed understand by farmers	21	22	1	108	82 %	Effective
5. Farmers' activeness in responding to material	9	27	8	89	67 %	Less effective

6. Farmers discuss the material with the extension officer	14	17	13	89	67 %	Less effective
Overall Percentage				589	74 %	Less effective

Source: Primary Data from Respondent Interviews in 2023

The effectiveness of communication in the implementation of the Jajar Legowo planting system in the conscious gawan farmer group with an average of 74%, is in the less effective category because when the extension activities take place, few farmers provide responses or are not involved in questions and answers with the extension workers so that farmers only listen to the information conveyed. by the instructor.

Effective communication has a very important role in improving one's life skills. According to McCornack (2016), effective communication allows individuals to form better relationships with others, both in social, educational, and professional environments. In addition, effective communication can help individuals to avoid unnecessary conflicts and increase productivity at work. according to Robbins and Judge (2017), the ability to communicate effectively can also improve a person's mental and physical health, because it can reduce stress and improve psychological well-being.

Advantages and disadvantages of communication effectiveness

No.	Effectiveness Communication	Excess	Lack
1.	Message Source	1. Extension workers play a very important role in providing information about the Jajar Legowo planting system to farmers and mastering the material presented. 2. Extension workers also involve socialization and assistance in implementing the Jajar Legowo planting system. 3. Extension agents always use clear and relaxed language with farmers so that farmers are comfortable when communicating directly. 4. Can answer discussion questions with farmers 5. Extension agents use communication media to assist in conveying information on the Jajar Legowo planting system.	Extension workers pay little attention to good media
2.	Message Contents	1. Farmers receive a lot of material about the jajar legowo system from extension workers.	1. Farmers accept the message conveyed, but some only accept it. 2. Farmers do not innovate the Jajar Legowo planting system according to what is given by the extension workers
3.	Media Communication	1. The instructor meets the farmer directly when delivering the material, namely face to face.	1. When delivering material, extension agents do not focus on the tools used, whether farmers can

			understand or not using communication tools such as writing tools.
4.	Message Recipient	<p>1. Some farmers provide feedback or ask questions to the extension agent during the meeting</p> <p>2. Farmers are in a comfortable situation at the moment listen to the instructor deliver the material.</p>	<p>1. Farmer participation in extension activities is still lacking because farmers do not always have full attendance</p> <p>2. Some farmers provide feedback, but there are also many farmers who are less active in asking questions and don't know whether they understand the material provided or not</p> <p>3. Not all farmers want to implement the Jajar Legowo planting system</p>

The following is the effectiveness of communication in implementing the Jajar Legowo planting system, which can be seen in Tabel 16.

Tabel 16. Data from Respondents' Assessment of Communication Effectiveness

Communication Effectiveness	Score Percentage	Category
Message Source	96 %	Effective
Message Contents	77 %	Less effective
Communication media	75 %	Less effective
Message Recipient	74 %	Less effective
Overall Percentage	77%	Less effective

Source: Primary Data from Respondent Interviews in 2023

V. CONCLUSION

Based on the results and discussion explained above, it can be concluded that:

1. The communication process in the extension activities on the Jajar Legowo planting system in the Sadar Gawan Farmers Group is carried out face to face, with the Lubuk Sikarah District instructor as a source of information who provides good information on the Jajar Legowo planting system. The contents of the message conveyed include the use of fertilizer, how to adjust the distance between rice plants in the Jajar Legowo planting system, plant maintenance, harvesting rice plants in the Jajar Legowo planting system. The communication media used are paper and stationery. It is delivered directly to farmers during extension so that the communication process between the extension agent and the recipient of the message goes well. Discussions between farmers and extension workers take place during extension activities.
2. The effectiveness of communication in the conscious gawan farmer group in delivering material. It can be concluded that the effectiveness of communication in the farmer group is categorized as less effective, of the 4 variables there are 3 variables that are less effective, namely the recipient of the message, the content of the message and the

communication media. The content of the message did not reach all members because not everyone attended the extension activities, the communication media was delivered using paper and stationery which was less effective as a means of communication and the recipients of the message were less effective because few asked/discussed during the extension of the Jajar Legowo planting system with the extension workers.

VI. SUGGESTION

Based on the discussion and conclusions of this study, researchers provide the following suggestions:

1. It is necessary to increase the participation and motivation of members of the Sadar Gawan Farmers Group in carrying out extension activities on the Jajar Legowo planting system with extension workers in accordance with the hopes and objectives of the activities and members of the farmer group.
2. It is necessary to always increase the role of agricultural instructors in group meeting activities regarding the Jajar Legowo planting system so that farmers are willing to change their farming methods to the Jajar Legowo planting system which can increase farmers' rice production.

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