

# The Individual Characteristic and Companion Role as Affecting Factors of Participatory Development Communication in Sheep Farming Business Development Plan in Ngawonggo Village, Malang Regency

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## Abstract:

Participatory Communication is a basic of the community development programs such as the livestock business in order to achieve the goals. An approach to participatory communication is Participatory Development Communication (PDC). The research was conducted in Ngawonggo Village, Tajinan District, Malang Regency, from November to December 2020. The data analysis used was SEM GSCA. The research objective was to analyze individual characteristics and the role of companions as affecting factors toward the Participatory Development Communication (PDC) and direct and indirect development plans for sheep farming. The results showed that individual characteristics increased the PDC but not for the husbandry business development plan and it did not increase the effect through the PDC or sheep farming business development plans. However, the PDC has increased each other simultaneously with the plan to develop a sheep farming business. The role of the companion did not directly or indirectly improve the PDC and the sheep farming business development plan.

**Keywords —Individual Characteristic, Companion’s Role, PDC, The Development of Sheep Farming Business.**

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## I. INTRODUCTION

Animal husbandry is an important sector that is usually developed in Indonesia. One type of livestock/farming that is widely developed is sheep. Sheep is a type of small ruminant livestock that tends to be easy to raise. In East Java Province, the sheep population has increased every year. This is in accordance with data obtained from [4] that the

sheep population in 2017 was 1,362,062 and an increase in 2018 reached 1,374,742 heads. This proves that sheep are one of the most desirable commodities to be developed as a sheep farming business plan.

The sheep farming business development plan was initiated by one of the Islamic boarding schools located in Ngawonggo, Malan, named

PondokPesantrenAngkringFathulUlum. The existence of this Islamic boarding school is an initiative that aims to exploit the existing potential in carrying out the sheep farming business development plan without violating religious teachings. Explained that Islamic boarding schools are community institutions that have advantages from human, demographic, economic, and social aspects [8]. Thus, they can support the plan to develop livestock businesses by involving the community directly. The business system was carried out in partnership, in which the lodge corporate directly with Agriranch, engaged in the business of sheep breeding.

The success of the program can't be separated from the communication process. Communication involving the community is the most expected thing in a development program. One of the theories about development communication involving the community was conveyed by Paulo Freire, namely the Participatory Development Communication (PDC). It was stated in [16] that communication is a process of dialogue and participation that involves the community to be able to develop a desire for active supporters of all existing conditions for rural communities who have common goals.

The research aims to analyze the effect of the individual and the role of the companion on the PDC and the plan to develop a sheep farm business as well as the effect obtained through the PDC and the farm business development plan. The existence of communication that involves the community is expected to achieve the objectives in the sheep business development plan program in Ngawonggo, Malang.

## **II. LITERATUR REVIEW**

### ***A. Sheep Farming Business Development***

Animal husbandry is all human activities related to utilized livestock/farming. Thus, they can meet the needs of human life. Animal husbandry is a certain area used as a medium for livestock development and animal health in which there is a certain livestock population owned by most of the

settlers in one or more villages and resources for the needs of livestock [6].

Optimization in livestock management can maximize profits, especially if the utilized area develops. Thus, it supports the livestock business. Based on [10], the development of an area has two paradigms, as follow:

#### **a. Development from Above**

The development from above is seen from a regional development originating from the growth center and trickling down to the periphery or back areas (hinterlands). This paradigm is oriented towards big cities, in which the activities developed are economic, social, cultural and others.

#### **b. Development from Below**

It is a process of internalizing the local potential of an area, thus, the area can develop. Development from below is based on the rules or control of the region itself to create what development direction will be carried out in the area.

### ***B Individual Characteristic***

Individual characteristic is an internal factor as a differentiator between one individual and another, namely in the form of age, education, and motivation [14]. Age is the dominant factor that affects society in participating in a program [3]. It is further explained that the relationship between education and community participation has a close relation in the development process, in which people who have higher education tend to pay more attention to existing activities [13]. Meanwhile, explained about the motivation that the power contained in a person can cause an act and action to achieve a certain goal [19].

### ***C Companion's Role***

Companion in village development is a facilitator or agent of change who has high idealism and motivation to be able to serve and be part of a village development process [5]. The role of a companion is divided into two roles, there are facilitative and educational role [11].

a. Facilitative role

The facilitative role is played by the facilitator in the form of assisting community members. Thus, they can participate in community development programs by providing inspiration, stimulation, enthusiasm, initiative, energy and motivation so that they are able to act.

b. Educational facilitator role

The educational facilitator role is a challenge for the facilitator because they must put themselves as a teacher by responding openly to the agenda of the participants.

**D Participatory Development Communication (PDC)**

Participatory Development Communication (PDC) is an approach contributed by Paulo Freire's theory that has rejected the linear, unidirectional, and top-down development communication paradigm (Huesca in [12]). The PDC concept used was "CIME" "Communication at the grassroots level, the exchange information, two-way media, and non-formal education" (communication at the grassroots, two-way media, and non-formal education) that means PDC is an approach interactive and participatory by emphasizing the interrelation that occurs between parties (Bessete in [17]).

**III.METHODOLOGY**

The research was conducted from November to December 2020 in Ngawonggo Village, Malang Regency that was selected purposively. The research method used was quantitative that was designed descriptively. The data sources used are primary data and secondary data. The sampling technique used a total sampling technique with a total of 37 people consisting of breeders, coaches, investors, government and partners. Furthermore, the data collected was analyzed using SEM GSCA (Structural Equation Modeling Generalized Structured Component Analysis). It was an approach to component-based SEM developed by Heungsun Hwang, Hec Montreal and YhoshioTakane in 2004 [10].

**IV.RESULT AND DISCUSSION**

The effect occurring between individual characteristics, the role of companion, PDC, and the plan to develop a sheep farming business is listed in the path diagram with the Measurement Model based on the SEM GSCA analysis that has been carried out Fig.1.

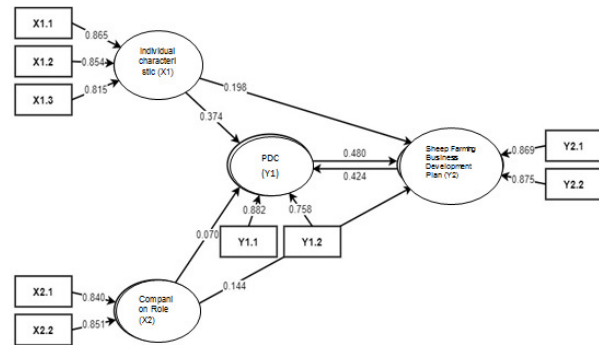


Fig 1. Path Diagram with the GSCA SEM Measurement Model

Based on the figure above, manifest variables from exogenous variables of individual characteristics, such as age, education, and motivation; other exogenous variables were the role of the companion that had manifest variables in the form of facilitative and educational roles. Furthermore, the exogenous PDC variable had a manifest variable of the community as a participatory actor and the occurrence of dialogical communication between the community and stakeholders; next, it had a role as an endogenous variable, such as the sheep farming business development plan that had a manifest variable in the form of policy determination involving the community and utilization of local potential in a program.

**A. The Effect of Individual Characteristic (X1) toward PDC (Y1).**

Individual characteristic (X1) had a positive effect significantly toward PDC (Y1) obtained from the path coefficient value of 0.374 (Fig.1) with a significance value of 0.049. A significance value less than 0.05 (sig <0.05) indicated that the better the individual characteristics (X1), the better the PDC (Y1). Based on these results, it can be

explained that individual characteristics (X1) had a good effect toward PDC (Y1) in the participation of the community as actors of the program, including having ideas, conveying ideas, and then being able to apply these ideas, namely the sheep farming business development plan.

Individual characteristics (X1) in the form of age, education and motivation also had a significant effect toward the occurrence of dialogical communication between the community and stakeholders in the form of exchanging messages for breeders and stakeholders in making policies related to plans for developing farming businesses. The majority of people were farmers with high motivation to participate in developing sheep farming businesses to achieve common goals. This was in accordance with the research of [18] that the trust that exists between community members in Ngawonggo could provide support. Thus, it is considered that good cooperation can be established in running a business in the village.

#### ***B. The Effect of Companion's Role (X2) toward PDC (Y1)***

The examination of the companion role (X2) and PDC (Y1) effect had a path coefficient value of 0.07 (Fig. 1) with a significance value of 0.308. The significance value showed more than 0.05 ( $\text{sig} > 0.05$ ). Therefore, the role of companion (X2) had a positive but insignificant effect on PDC (Y1). Thus, the better the role of the companion (X2) will not have a significant effect on PDC (Y1). The role of a companion (X2) does not have a significant effect toward PDC in a facilitative role by providing facilities such as inspiration, stimulation, enthusiasm, energy and motivation for the success of the program, then the companion helped to find solutions related to problems that are owned by the community, the involvement of assistants in providing support, and utilization of expertise and potential in a community by the facilitator but this cannot change the PDC in the community.

Furthermore, the educational facilitator role in the role of companion (X2) also does not have a significant effect on PDC (Y1) such as the assistant providing knowledge about the program

well but does not affect the PDC to be better as well. Next, the companion in building community awareness such as providing training for the program couldn't change the PDC that occurred in the community. Then, the lack of public confidence in the success of this program results in the facilitator provided skills only limited to supporting, helping, and the availability of input but not doing optimally according to the direction of the assistant. Explained in her book [16] entitled aspects of smallholder life that the non-formal education process has a link with participatory communication because insufficient information can cause various changes in behavior and attitudes in accordance with the objectives of the development program.

#### ***C. The Effect of Individual Characteristic (X1) toward Sheep Farming Business Development Plan (Y2)***

Individual characteristic (X1) had a positive but insignificant effect toward the sheep farming business development plan (Y2) obtained from the path coefficient (Fig.1) of 0.198 with a significance value of 0.133. The significance value was more than 0.05 ( $\text{sig} > 0.05$ ). It means that the better the individual characteristics (X1), the better the sheep farming business development plan (Y2) will not be affected. These results can be explained that individual characteristics (X1) do not have a significant effect toward policy making involving the community. The decision to formulate policies involved the community. The policy was made based on mutual welfare, and community participation in making policies had benefits on the sheep farming business development plan (Y2). Individual characteristics (X1) also did not have a significant effect toward the utilization of local potential in a program, namely in the form of decisions in making policies based on mutual agreement, mutual welfare. These policies had benefits on the development plan of sheep farming businesses. Individual characteristics (X1) also did not have a significant effect toward regional development starting from areas with the use of existing potentials and involving the community.

Thus, the better individual characteristics (X1) could not provide a good additional effect toward the internalization of local potential. This was also explained in the research of [17] that the skills and knowledge of the people in Ngawonggo in terms of modern technology are still lacking, hence, it is necessary to map assets so that they can be used to understand the talents and resources that exist in the village community.

Furthermore, individual characteristics (X1) did not have an effect to become an effort to increase income and did not affect an individual in self-actualizing in society, and individual characteristics (X1) did not affect the increase in social welfare. Furthermore, [18] explained that the low level of education in Ngawonggo was one of the problems because the public's view was still low on the world of education so that it could cause problems in the form of high unemployment rates and result in low social welfare.

***D. The Effect of Companion Role (X2) toward Sheep Farming Business Development Plan (Y2)***

The effect of the companion role (X2) toward the Farming Business Development Plan (Y2) obtained a path coefficient of 0.144 (Fig. 1) with a significance of 0.217. The significance number was more than 0.05 ( $\text{sig} > 0.05$ ). Thus, the companion role (X2) had a positive but insignificant effect meaning that the better the companion role (X2) would not have a significant effect toward the better the development plan for the sheep farming business. (Y2). This means that the provision of facilities by companions to the community, such as providing motivation and support for the sustainability of the program could not affect the awareness or willingness of the community to carry out the sheep farming business development plan program maximally.

Next, providing education in the form of knowledge and responses related to the problems faced could change the principles of society in terms of increasing welfare. Based on the explanation of [1] that the basic principles of community development in improving welfare were:

transparency; participation; could be enjoyed by the community; accounted for, and sustainable. Hence, the lack of fulfillment of these principles indicated that the level of community welfare had not improved.

***E. The Effect of Individual Characteristic (X1) toward Sheep Farming Business Development Plan (Y2) through PDC (Y1)***

Examining the effect of individual characteristics (X1) on sheep farming development plan (Y2) through PDC (Y1) obtained a path coefficient of 0.18 (Fig. 1) with a significance value of 0.067. The significance value was more than 0.05 ( $\text{sig} > 0.05$ ). It caused a positive but insignificant effect meaning that the better the individual characteristics (X1) would not have a significant effect on the better the sheep farming business development plan (Y2) through PDC (Y1). Based on the results, it can be explained that individual characteristics in the form of age, education, and motivation of an individual couldn't affect the participatory development plan even though it was through PDC (Y1) for the program. There was a lack of a sense of community responsibility for the sheep farming business development plan program because even though they had the will and ability, the community tended to lack confidence in activities that had high risk even though they have also involved the community in decision making resulting in the exchange of information occurring between the community and stakeholders only as a formality. Meanwhile, [15] explained that the involvement of the community and stakeholders in planning, implementing and evaluating an agreement occurred. Therefore, it could guarantee the sustainability of a development program and the realization of a strong local socio-economic structure.

***F. The Effect of Companion's Role (X2) toward Sheep Farming Business Development Plan (Y2) through PDC (Y1)***

The effect of the companion's role (X2) on the sheep farming business development plan (Y2) through PDC (Y1) was obtained through a path coefficient of 0.034 (Fig. 1) with a significance

value of 0.315. The significance value showed more than 0.05 ( $\text{sig} > 0.05$ ). Thus, there was a positive but insignificant effect between the role of companion (X2) on the development plan of sheep farming (Y2) through PDC (Y1). It means that the better the role of the companion (X2) would not have a significant effect on the better the sheep farming development plan (Y2) through PDC (Y1). The role of companion (X2) had two roles, such as facilitative and educational. Both roles had an insignificant effect on the sheep farming development plan (Y2) through PDC (Y1). Furthermore, the companion was a facilitator. So, they could facilitate by utilizing the expertise and potential that existed in the community. This facility could be in the form of participatory communication that involved the community in it to maximize the process in achieving the goals of a program. In addition, the assistant in the sheep farming business development plan disciplined awareness, raise enthusiasm, and provides training and motivation on the success of the program if it was carried out in accordance with the knowledge that has been conveyed to the community. In fact, the village community tended to be less active in responding to assistants both in direct meetings and through other communication media such as WhatsApp groups. In fact, the success of the program couldn't be separated from the communication involving the facilitator with the community.

On the other side, companion gave confidence in the community to carry out what had been explained but the community did not provide transparency regarding what actually happened in the field. The village community tended to hide things that were not in accordance with their expectations, such as dead cattle. They did not honestly tell how many and why livestock could die to the companion before the companion came to the location directly or urged to ask about the condition of the livestock there. Based on [2], the companion also acts as a facilitator for the community, because in general, people have limited knowledge in developing themselves. The open channels of information should be carried out by both of them

by participating so as to create two-way communication that is expected to be utilized by the community in a program based on mutual agreement.

**G. *The Effect of Individual Characteristic (X1) toward PDC (Y1) through Sheep Farming Business Development Plan (Y2)***

Examining the effect of individual characteristics (X1) toward PDC (Y1) through the sheep farming business development plan (Y2) obtained a path coefficient of 0.084 (Figure 1) with a significance value of 0.178. This significance value was more than 0.05 ( $\text{sig} > 0.05$ ). Thus, it showed that there was an insignificant positive effect. It meant that the better individual characteristics (X1) would not have a significant effect toward the better PDC (Y1) through the sheep farming business development plan (Y2). The motivation that each individual had was different but this couldn't have an effect toward PDC (Y1) that was mediated by the sheep farming business development plan (Y2) even though the policies used in the program were based on joint decisions. Yet, the community tended to be less independent in implementing the program. This resulted in a lack of responsibility and a consistent attitude in achieving program objectives. In fact, the final goal in the program was expected to increase the empowerment of community members. Thus, if there was a lack of community participation in the program, that goal was also difficult to achieve [17].

**H. *The Effect of Companion's Role (X2) toward PDC (Y1) through Sheep Farming Business Development Plan (Y2)***

Examining the effect of the companion's role (X2) toward PDC (Y1) through the sheep farming business development plan (Y2) obtained a path coefficient of 0.061 (Fig. 1) with a significance value of 0.248. It was more than 0.05 ( $\text{sig} > 0.05$ ). Therefore, there was a positive but insignificant effect. It means that the better the role of the companion (X2) would not have a significant effect on the better PDC (Y1) through the sheep farming business development plan (Y2). The companion facilitated the ideas conveyed by the community

regarding the livestock business development plan and would implement the business plan. In fact, in the sheep farming business development plan after the idea started, the community tended to be less active in responding to the companion or only the same and certain people who were enthusiastic about the sheep farming business development plan. Besides, the basis for holding this business was an idea conveyed by the community, but in the end, they were less responsible for this decision. Supposedly, the participation of a person or community member in making decisions made the community felt respected for their existence. Thus, a sense of responsibility appeared fully [11]. Yet, in this research, the sense of community responsibility for the sheep farming business program plan was still very low

#### ***I. The Effect of PDC (Y1) toward Sheep Farming Business Development Plan (Y2)***

The effect of PDC (Y1) toward the sheep farming business development plan (Y2) obtained a path coefficient value of 0.048 (Fig. 1) with a significance value of 0.000. The significance value less than 0.05 (sig <0.05) indicated that there was a positive and significant effect. It means that the better the PDC (Y1) would affect the better the plan for the development of the sheep farming business (Y2). PDC (Y1) had two indicators, such as the community as an actor of participation and dialogue communication between communities and stakeholders. PDC occurring in the sheep farming business development plan (Y2) showed that the community participated in the planning process of a program through dialogical communication between the community itself and stakeholders in order to achieve common goals. The community and stakeholders were able to carry out discussions about information and knowledge related to the livestock business development plan (Y2). For example, the community needed information about post-birth management of sheep so that adult women and young women remained healthy afterward. Hence, the community not only contributes ideas but also participates in their role

in handling post-birth livestock directly and coordinates with stakeholders.

Another example was the community discussing the market that could accept sheep after harvesting, with the choice of whether the sheep were sold alone or could be accepted by partners who had collaborated with the program. Therefore, PDC (Y1) was considered to have a significant effect toward the development program, such as the plan to develop livestock businesses in achieving its goals. Swasono in [9] explained that the participation process had a close relation with development. It was not only interpreted as community participation but also covered all aspects of development starting from the planning stage to providing feedback on the program being implemented.

#### ***J. The Effect of Sheep Farming Business Development Plan (Y2) toward PDC (Y1)***

The examination on the effect of the sheep farming business development plan (Y2) toward the PDC (Y1) obtained the path coefficient (Fig. 1) of 0.424 with a significance value of 0.012. A significance value less than 0.05 (sig < 0.05) indicated a significant positive effect. A significant positive effect means that the better the livestock business development plan (Y2) would affect the better the PDC (Y1). In this case, the livestock business development plan (Y2) had indicators in the form of policy determination involving the community and utilization of local potential in the program. The community in this case was involved in making policies that would be implemented jointly on the basis of decisions and common interests as well. This existence also supported the utilization of local potential in a program that was closely related to the participatory communication process in a development program.

An example was the drafting of an agreement on a livestock development program plan by the community and stakeholders based on mutual agreement. The agreement consisted of distribution of benefits fairly for several parties involved in accordance with religious teachings. It was expected that with an agreement made collectively,

it could also be accounted for together as well. Participation by involving the community in a communication system that includes community involvement requires self-management where people exercised power in decision-making in the communication process, involved themselves in policy formulation and communication plans [2].

## V CONCLUSION

Individual Characteristic can improve PDC. However, it is not for sheep farming business development plans. Individual character can't be improved through the PDC or sheep farming business development plans as well. The better the PDC, the better the mutual improvement of the sheep farming business development plan and the PDC. Meanwhile, the role of companion does not have an effect toward the good PDC and the sheep farming business development plan directly or through intermediaries toward the two variables.

## VI SUGGESTION

The community and stakeholders should have more awareness to conduct participatory communication. Therefore, they can achieve goals in the development program.

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