THE ROLE OF EXTENSION WORKERS IN CONDUCTING COUNSELING ON ORGANIC VEGETABLE CULTIVATION TO HOUSEWIVES IN THE BRENJONK COMMUNITY, PENANGGUNGAN VILLAGE, MOJOKERTO REGENCY

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ABSTRACT
Agricultural extension is perceived only to achieve production targets and technology transfer. The limited number of extension workers further adds to the ongoing problem of agricultural extension. The government has begun to seek to increase the workforce of extension workers by involving independent and private extension workers. The Brenjonk community is an example of an organic farmer group that was built by self-help extension workers. The limited funds and the independent extension workers involved are the main obstacles in the extension process. This study will analyze the role of self-help extension workers as well as efforts to increase changes in the behavior of housewives. The method used is descriptive qualitative and Spearman rank correlation analysis. The results of this study indicate that self-help extension workers have performed their roles as facilitators, mediators, dynamists, and mediators. Housewives have been able to apply organic vegetable cultivation on their land because it has become a habit. The recommended extension model to improve the behavior of housewives is to involve them in discussion activities with extension workers, increase the number of stakeholders involved in counseling, increase the use of local resources, and increase the assistance of housewives.

Keywords: Extension; Self-Help Extension Worker; Organic Farming

ABSTRAK

Kata Kunci: Penyuluhan ; penyuluh swadaya ; pertanian organik
INTRODUCTION

Agricultural extension according to Law No. 16 of 2006 in Article 1 paragraph (2) is a learning process for the main actors and business actors so that they are willing and able to help and organize themselves in accessing market information, technology, capital, and other resources. However, until now agricultural extension has only been perceived as a means for the government to achieve production targets nationally with a top-down approach that is centralistic.

The limitations of extension workers from the government further add to the problem of counseling. (Kementerian Pertanian, 2017), noted that there were only 25,332 civil servants, 6,069 civil servants, and 13,018 extension workers for agricultural extension workers (THL-TBPP). Meanwhile, the data on villages and sub-districts that require assistance for farmers are 74,093 villages and 8,412 villages. So that the mandate of Law Number 19 of 2013 concerning the Protection and Empowerment of Farmers states that the provision of at least one extension worker for each village is difficult to meet.

The government's efforts in regulating the shortage of extension workers are in Law No. 16 of 2016 concerning the Agricultural, Fisheries, and Forestry Extension System (SP3K) which provides opportunities for private extension workers and independent extension workers to contribute to agricultural extension efforts. Self-help extension workers are the main actors who succeed in their businesses and other community members who with their consciousness are willing and able to become extension workers. Farmers as independent extension workers are considered capable of becoming an alternative in efforts to improve the welfare of farmers through extension activities that pay attention to policies, technological innovations, and local community wisdom.

The "Brenjonk" Organic Farmer Community located in Penanggungan Village, Trawas District, Mojokerto Regency is an example of a self-help extension worker who socializes organic farming to the surrounding community. Organic farming was chosen as the main issue of extension given the huge potential of organic farming to be developed in this region. Since its establishment in 2007, until now the self-help extension workers in this community have continued to actively provide counseling.

The problem that occurs in this extension process and is interesting to study more deeply is that the limitations of agricultural extension workers in the extension process are obstacles in this program. Another problem that occurs is the limited operational funds owned by independent extension workers in carrying out their programs. On the other hand, the loyalty of housewives to become partners of the Brenjonk Community is
included in the high category, this is due to the clarity of the organic commodity market and the purchase of higher prices of organic products by the Brenjonk Community.

Research by Riana, (2015), which examines the role of self-help extension workers in supporting cocoa intensification in Sigi Regency gives the result that self-help extension workers are quite instrumental in supporting the intensification. The role given is related to providing information on cocoa cultivation or motivating and assisting farmers in solving problems that occur in cocoa cultivation. Factors that influence the large role given by independent extension workers are the intensity of meetings with farmers and the responsiveness of independent extension workers in responding to farmer complaints and in assisting farmers.

Research conducted by Indraningsih, (2010) which examines the existence of self-help extension workers as agricultural extension assistants gives the result that the integration between the performance of civil servant agricultural extension workers and self-help extension workers can have positive results for the smooth running of the agricultural extension process. This is evidenced by the speed of the program acceptance process and the implementation support from farmers because the program is following the needs of farmers. In addition, the communication between extension workers and farmers is also more effective and causes the learning system from farmer to a farmer to be smoother. The strategy that can be offered from the results of the study is to recruit the head of the farmer group as a self-help extension worker to help civil servants in the agricultural extension process.

Some of the research that has been carried out focuses more on how farmers perceive the performance of counseling carried out by independent extension workers, the role of self-help extension workers, and formulating strategies to improve these performances. Meanwhile, research that analyzes how agricultural counseling carried out by independent extension workers has an impact on farmers' behavior is still rarely carried out. Based on the reference of previous research conducted, this study seeks to fill the gaps by analyzing the relationship between the role of self-help extension workers and the behavior of housewives in cultivating organic vegetables. So the objectives of this study are (1) Identifying the role of self-help extension agents in conducting counseling; (2) Identifying the behavior of housewives towards organic vegetable cultivation in Insurer Village
METHOD

This research uses an approach with the method Mix Method or a mixed method that combines descriptive qualitative and descriptive quantitative or a mixed method that combines descriptive qualitative and descriptive quantitative (Creswell, 2010). The selection of the research site was carried out purposively, taking into account that the location was the location of the "Brenjonk" Community. The method of determining informants uses the Purposive Sampling technique of 30 housewives. In addition, this study also used Key Informants as many as 4 people consisting of one main self-help extension person, namely the founder of the "Brenjonk" Community, two farmer field assistants, and one Penanggungan Village Head. Data collection methods through interviews, observation, documentation, and validity & reliability tests. Quantitative data analysis to test the hypothesis in this study is to use Spearman's Rank Correlation analysis which is used to see the relationship between the variables of the role of self-help extension agents and the behavior of housewives in cultivating organic vegetables.

RESULTS AND DISCUSSION

The Role of Self-Help Extension Workers

The majority of informants were housewives aged >51 years with the last education being junior high school. The experience in farming owned by the average informant is in the range of 8-10 years and has an average land area of 50-70 m², namely yard land that is now planted with organic vegetables. Community members who are assisted by self-help extension workers are dominated by housewives in Penanggungan Village. The purpose of this specificity is to realize efforts to empower women through the application of organic vegetable cultivation. Based on the results of interviews that have been conducted, it is known that independent extension workers have 4 roles in carrying out counseling activities, including the role of extension workers as facilitators, dynamic actors, mediators, and communicators. The following is the result of an analysis of the role of self-help extension workers in conducting counseling.
Table 1. The Role of Self-Help Extension Workers

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Max Score</th>
<th>Average score</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><strong>The Role of Self-Help Extension Workers as Facilitators</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a.</td>
<td>Facilitate learning needs</td>
<td>3</td>
<td>2.23</td>
<td>74</td>
</tr>
<tr>
<td>b.</td>
<td>Facilitating practical activities in the experimental land</td>
<td>3</td>
<td>2.23</td>
<td>74</td>
</tr>
<tr>
<td>c.</td>
<td>Facilitating mentoring</td>
<td>3</td>
<td>2.2</td>
<td>73</td>
</tr>
<tr>
<td>d.</td>
<td>Facilitating the needs of agricultural inputs</td>
<td>3</td>
<td>2.16</td>
<td>72</td>
</tr>
<tr>
<td>e.</td>
<td>Facilitating the market</td>
<td>3</td>
<td>2.23</td>
<td>74</td>
</tr>
<tr>
<td>2.</td>
<td><strong>The Role of Self-Help Extension Workers as Dynamicators</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a.</td>
<td>Formation of Farmer Groups</td>
<td>3</td>
<td>2.43</td>
<td>81</td>
</tr>
<tr>
<td>b.</td>
<td>Opportunity to Voice Opinions</td>
<td>3</td>
<td>2.33</td>
<td>77</td>
</tr>
<tr>
<td>c.</td>
<td>Opportunities for Criticism and Suggestions</td>
<td>3</td>
<td>2.36</td>
<td>78</td>
</tr>
<tr>
<td>d.</td>
<td>Involvement in the determination of the activity plan</td>
<td>3</td>
<td>2.4</td>
<td>80</td>
</tr>
<tr>
<td>e.</td>
<td>Involvement in Finding Solutions to Common Problems</td>
<td>3</td>
<td>2.33</td>
<td>78</td>
</tr>
<tr>
<td>3.</td>
<td><strong>The Role of Self-Help Extension Workers as Mediators</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a.</td>
<td>Intermediary of Housewives' Conflicts With Outsiders (Academics)</td>
<td>3</td>
<td>2.4</td>
<td>80</td>
</tr>
<tr>
<td>b.</td>
<td>Intermediary Conflicts of Members with other Members</td>
<td>3</td>
<td>2.3</td>
<td>77</td>
</tr>
<tr>
<td>4.</td>
<td><strong>The Role of Self-Help Extension Workers as Communicators</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a.</td>
<td>Delivering Material in Understood Language</td>
<td>3</td>
<td>2.3</td>
<td>76</td>
</tr>
<tr>
<td>b.</td>
<td>Providing Examples of Cultivation With Understood Activities</td>
<td>3</td>
<td>2.4</td>
<td>81</td>
</tr>
<tr>
<td>c.</td>
<td>In collaboration with Tekait Agencies</td>
<td>3</td>
<td>2.33</td>
<td>77</td>
</tr>
<tr>
<td>d.</td>
<td>Conveying Aspirations to Relevant Agencies</td>
<td>3</td>
<td>2.36</td>
<td>78</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed (2022)
The role of self-help extension workers as the most dominant facilitators is housewife learning activities, facilitation of practical activities, and organic farming market facilities. This is following the results of research conducted by (Haryanto et al., 2017), which concludes that the high role of self-help extension workers as facilitators is due to the ability of self-help extension workers to communicate well with housewives regarding information related to farming and business activities.

The role of self-help extension workers as the most dominant dynamic actor is in the aspect of forming farmer groups. The benefit of having a farmer group for independent extension workers is to facilitate the process of transferring organic agricultural innovations to housewives. The perceived benefits are that it can be used as a joint learning class, a vehicle for cooperation between members, making it easier for housewives to get organic farming facilities and infrastructure as well as market the vegetable commodities they have harvested.

In the role of extension workers as mediators, the conflict that occurs between housewives and academics is the occurrence of inequality in the language used. The conflict that occurs between members is the existence of a planting schedule that is often not adhered to. Based on the analysis, provides the conclusion that self-help extension workers have become good mediators. This is following the statement of Syahyuti, (2014), which states that one of the advantages of self-help extension workers is to be a stronger link. Strong relationships with outside parties and farmers are strong capital so that extension workers can become strong mediators in the extension process.

The role of self-help extension workers as the most dominant communicator is the ability of self-help extension workers to provide examples of cultivation with activities understood by housewives. This role then develops into a decision-making process by housewives who are assisted by extension workers by providing alternative solutions. The process of switching technology can occur due to the presence of effective communication, this is by the statement (Ban, A. W. Van Den, Hawkins, H.S., 1999), which states that the main role of the extension process is the transition of technology from researchers to farmers.
The behavior of Housewives in Cultivating Organic Vegetables

The level of behavior of housewives based on organic vegetable cultivation techniques is based on the Internal Control System (ICS) that has been set by the self-help extension agent and can be seen in the following chart.

Picture. Behavioral indicators of housewives

Source: Primary Data Processed (2019)

The average housewife has a moderate level of knowledge with a score of 2, namely at the application and analysis stages. Housewives have been able to use the material that has been delivered into everyday life and can explain the material into components in order.

The average housewife has a high level of attitude with a score of 3, namely at the stage of respect and responsibility. Farmers have been able to provide positive value to organic farming innovations by influencing others to participate in implementing them. Farmers have also taken a stand to adopt and take all risks from the adoption of such innovations.

The average housewife has a moderate skill level with a score of 2, namely at the mechanism stage. At this stage, farmers have been able to carry out organic vegetable cultivation techniques correctly and by existing rules. This is because farmers are getting used to adapting to the application of organic vegetable cultivation.

The Relationship between the Role of Extension Workers and the Behavior of Housewives

This research will reveal what factors are related to the behavior of housewives in organic vegetable cultivation activities. The results of these findings can make an evaluation material for self-help extension workers to be able to accelerate changes in
farmer behavior and the process of adoption of organic farming. The results of the test of
the relationship between the role of extension workers and the behavior of farmers in
carrying out organic vegetable cultivation techniques can be seen in the table

Table. The Relationship between the Role of Extension Workers and the Behavior
of Housewives

<table>
<thead>
<tr>
<th>Variable</th>
<th>Correlation Coefficient</th>
<th>Significance Value</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Role of Self-Help Extension Workers as Facilitators</td>
<td>0.820</td>
<td>0.000*</td>
<td>Very Strongly and Unidirectional Relationships</td>
</tr>
<tr>
<td>The Role of Self-Help Extension Workers as Dynamicators</td>
<td>0.833</td>
<td>0.000*</td>
<td>Very Strongly and Unidirectional Relationships</td>
</tr>
<tr>
<td>The Role of Self-Help Extension Workers as Mediators</td>
<td>0.614</td>
<td>0.000*</td>
<td>Strongly and Unidirectionally Connected</td>
</tr>
<tr>
<td>The Role of Self-Help Extension Workers as Communicators</td>
<td>0.869</td>
<td>0.000*</td>
<td>Very Strongly and Unidirectional Relationships</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed (2022)

The results of the relationship test between the role of extension workers as
facilitators and farmer behavior showed that there was a strong and unidirectional
relationship between the two variables. This conclusion can be proven by the significance
value of the resulting variable which is 0.000 which has been significant because it is
smaller than the confidence level of 0.005 or 95%. The strength of relationship between the
two variables is very strong, which is 0.820 and unidirectional. This means that if the role
of a facilitator is increased by self-help extension workers, the behavior of housewives
towards organic vegetable cultivation will also increase.

The results of the test concluded that self-help extension workers have succeeded in
changing the behavior of housewives from conventional farming to organic farming
through efforts to facilitate the needs of farmers as a whole. The relationship between the
role of self-help extension workers as facilitators is to the results of research that has been
carried out by (Haryanto et al., 2017), which also examines the influence of the role of
self-help extension workers as facilitators on farmer behavior. According to (Haryanto et
al., 2017), The high role of self-help extension workers as facilitators is due to the ability
of independent extension workers to communicate well with farmers.

The results of the relationship test between the role of self-help extension agents as
dynamic actors and farmer behavior concluded that there is a very strong and
unidirectional relationship between the two variables. This conclusion can be seen from the value of the significance of the variable, which is 0.000 which has been significant because it is smaller than the confidence level of 0.005 or 95%. The strength of relationship between the two variables is very strong, which is 0.833 and unidirectional. This means that if the role of self-help extension workers as dynamic actors is increased, the behavior of housewives in carrying out organic vegetable cultivation techniques will also increase.

Self-help extension workers have successfully implemented a new paradigm of counseling that focuses on the active participation of housewives so that counseling activities are not just technology transfer. These efforts have succeeded in opening up the mindset of housewives so that they are willing to accept and apply organic vegetable cultivation in their daily activities. This is by the statement (Syahyuti, 2014), states that self-help extension workers are better able to create participatory counseling and are better able to organize the community.

The results of the relationship test between the role of self-help extension workers as mediators and the behavior of housewives concluded that there is a strong and unidirectional relationship between the two variables. This conclusion can be seen from the result of the variable's significance value of 0.000 which indicates that the variable has been significant. This is because the significant value obtained is smaller than the set confidence level of 0.005 or 95%. The strength of relationship between variables is known to have a strong strength of 0.614 and is unidirectional. This means that if there is an increase in the role of self-help extension workers as mediators, there will also be an increase in the behavior of housewives in carrying out organic vegetable cultivation techniques.

The relationship between the role of self-help extension workers as mediators and the behavior of farmers in cultivating organic vegetables is to the statement by (Syahyuti, 2014), which states that self-help extension agents can act as stronger change agents. This is because self-help extension workers have a stronger relationship with farmers and outside parties so that they can become strong liaison.

The results of the relationship test between the role of self-help extension agents as communicators and the behavior of housewives concluded that there is a strong relationship between the two variables. This conclusion can be seen from the resulting significance value of 0.000 which has been significant because it has been smaller than the predetermined confidence level of 0.005 or 95%. The strength of the relationship between
the two variables is known to be very strong by 0.869 and unidirectional. This means that if the role of self-help extension workers as communicators is increased, it will improve the behavior of housewives in carrying out organic vegetable cultivation techniques.

The test results concluded that the efforts of self-help extension workers in delivering organic farming materials orally and practical activities were considered by housewives to start adopting organic farming. In addition, self-help extension workers who position themselves as a bridge connecting the aspirations of members to the government or related agencies have succeeded in making organic farming in Penanggungan Village more developed with the existence of eco-tourism villages. These developments have an impact on improving the economy for farmers and residents. The results of this study are to the statement of (Indraningsih, 2010), which states that the involvement of farmers as independent extension workers will have an impact on establishing effective communication with the farmers they foster. The farmer-to-farmer learning system tends to be smoother and farmers are more receptive to what the self-help extension workers say.

CONCLUSIONS AND SUGGESTIONS

Self-help extension workers have performed their role as extension agents for organic vegetable cultivation to housewives. Their roles are those of facilitators, dynamic actors, mediators, and communicators. The role of a facilitator is related to self-help extension workers who facilitate all the needs needed by housewives in cultivating organic vegetables. The role of a dynamic actor is related to farmers’ efforts to increase the participation of housewives such as the formation of farmer groups, involving housewives in discussions, and providing opportunities to voice opinions. The role of a mediator is related to the intermediary of conflicts that occur between housewives and academics and fellow community members. The role of a communicator is related to the ability of extension workers to convey and provide organic vegetable cultivation practices to housewives.

The behavior of housewives in cultivating organic vegetables falls into the medium to high category. In the aspect of knowledge, housewives can re-explain the material that has been delivered sequentially, and apply it in everyday life. In terms of attitude, housewives can give a positive response and influence others to cultivate organic vegetables. In the aspect of skills, housewives have been able to apply the correct cultivation of organic vegetables by the existing rules.

The existence of relationship analysis aims to evaluate counseling that has been carried out by self-help extension workers. Based on the results of the analysis, it was found that the role of extension workers as facilitators, dynamic actors, mediators, and communicators is strongly related and in the same direction as the behavior of housewives in carrying out organic vegetable
cultivation. This provides a conclusion that when the role of extension workers is further enhanced in conducting counseling, it will have an impact on improving the behavior of housewives. The advice that can be given in this research is that self-help extension workers can coordinate with related parties who can help streamline this counseling process, both assisting in the procurement of funds and assisting in the form of manpower.

BIBLIOGRAPHY


