

Relationship with the Group Communication Empowerment of the Poor

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Abstract

The purpose of the study was to examine how the relationship of group communication activities towards empowerment of the poor. Specifically aimed to determine the characteristics of the poor relationship with the activity of group communication and group communication activity relationships with the empowerment of the poor in two districts in the province of Central Sulawesi. Explanatory survey research methods to study the sampling is done through a gradual cluster sampling techniques (multistage sampling), so that the selected eight villages (4 villages close access to the capital of the district and 4 villages access away from the district capital) with as many as 200 members of the group of respondents. The data collected in this study consists of primary and secondary data. Test the validity of the instrument was conducted using Pearson product moment and reliability test by Cronbach Alpha method with a value of 0.867. Validity test results of 30 respondents obtained value from 0.518 to 0.843 . The analyzes were performed with analysis of descriptive and inferential analysis. Inferential analysis using Spearman Rank. The results showed highly significant relationship between the variable characteristics of the group with group communication activities. Among these variables with a variable number of group members in the decision-making process of the group meetings. Besides the very real relationship between the variables domination, understanding the purpose of the group and group motivation with group communication activities. There is a very real relationship between the variables of group communication activities with variable empowerment group. This means that the higher activity group communication, the higher the empowerment group. The high activity group can be seen on the group's participation in group meetings as well as a conducive climate group communication.

Keywords: Characteristics Group, Group Communication and Empowerment Group

Introduction

Poverty in Indonesia is a major and urgent problem to be addressed. Particularly in rural areas , one of which is the physical condition of the poor who do not have access in many areas and has not settled livelihood. The number of poor people in Indonesia in March 2012 reached 29.13 million, or 11.96 percent, down 890,000 compared to the same month in 2011 (BPS 2012). Based on BPS data release of Central Sulawesi, Central Sulawesi Province the poverty level in March 2012 reached 15.4 % or above the national average of 11.96 % (BPS 2012).

In order to improve access of the poor, one of the efforts made by the government, in this case the Ministry of Agriculture to conduct Community Empowerment Programme in Central Sulawesi province. It is known that the Central Sulawesi is one of the poorer provinces in Indonesia and there are rural areas in Central Sulawesi, which has a large number of poor households.

In an effort to involve the government's implementation of the empowerment of the private sector, in this case is a Non Governmental Organization (NGO) as a companion group (village facilitators).

In the process of increasing the empowerment of farmers is necessary and conducive environment that is conducive to group dynamics. Utama (2010) that the factors that directly affect the level of empowerment of farmers is, (a) lack of conducive environments support the lives of farmers, (b) less dynamic farmer groups, (c) low resource potential farmers, and (d) less precise process conducted on farmer empowerment. Meanwhile, according to Carmelita (2002) that the characteristics of the group especially group dynamics significantly correlated positively with the level of communication convergence at the beginning of the decision-making innovation.

In an effort to the process of delivering a message to the group, the activity of group communication is needed. Group communication approach is expected to improve the empowerment of the poor. Communication is a communications group that organized, where the participants identified themselves as a group and be aware of common goals. Communications group is more likely to occur directly in face-to-face meetings (Goldberg & Larson 2006). The success of group communications due to the openness of members responding, members are happy to receive information, the willingness of members feel what the other members, who support the group situation lasted effective communication, positive feelings toward themselves members of the group, encouragement of others in order to more actively participate, and equality, namely that all group members have ideas that are important to the group (Wiryanto, 2008).

For the studied further communication processes that occur in the poor group is a reflection of the communication process. The study focused on two district elected with the highest order of poor households, the District Parimo and Poso district. In general, this study aims to examine how communication activity relationships to empowerment of the poor group. Specifically aimed to determine the characteristics of the poor relationship with the activity of group communication and group communication activity relationships with the empowerment of the poor in two districts in the province of Central Sulawesi.

Materials and Methods

The study was designed as an explanatory survey. This study was conducted in two districts purposively (Parimo and Poso) Central Sulawesi province. Implementation research starts from the preliminary survey, questionnaire testing, refinement questionnaire, collecting primary data (questionnaires, in-depth interviews and group discussions). Data collection was conducted over six months, from September 2013 until February 2014. Study population was members of farmer groups in the two districts, amounting to 6429.

Sampling was done through study groups staged sampling techniques (multistage sampling), so that the selected eight villages (4 villages close access to the capital of the district and 4 villages remote access from the district capital) with as many as 200 members of the group of respondents. The data collected in this study consists of primary and secondary data. Test the validity of the instrument was conducted using Pearson product moment and reliability test by Cronbach Alpha method with a value of 0.867. Validity test results of 30 respondents obtained value from 0.518 to 0.843. The analyzes were performed with analysis of descriptive and inferential analysis. Inferential analysis using Spearman Rank. The process of the data analysis using SPSS 20 software.

Results and Discussion

Profil of Research Sites

Poso district is a district in the province of Central Sulawesi, Indonesia. This district has an area of 7,897 km² and has a population of as many as 213 096 people (2012). The capital of the district is located in the city of Poso. The total area of 8712.25 km² with a population of 226 389. The level of the average population density is 20 people per km². Poso city is located on the shoreline overlooking the bay Tomini in one arch 'arm' of the island of Sulawesi. This makes the position of the district of Poso be very strategic in the middle of the island of Sulawesi. Transportation from and to the north - south namely Makassar, Palu - Gorontalo and Manado, and east - west is Luwuk - Palu, Poso must be through a central area. Not surprisingly, Poso actually first known as one of the important cities in the history of commerce and government in the areas of Sulawesi. The agricultural sector is still the dominant sector in the economy is very Poso district, because in addition to the agricultural sector as the largest contributor to the GDP formation Poso district is equal to 43.88 percent in 2012 and is the main source of livelihood to absorb the labor force that is 59 percent of the largest the number of people aged 15 years or older.

Besides agriculture, Poso district also has the potential of plantations and pig significant as cocoa, coconut, coffee, clove and vanilla as the main product.

Parigi Moutong district is one of the Autonomous Regions are in the territory of Central Sulawesi which is extracted from the corresponding Donggala Act - Act No. 10 of 2002 . Total area of 6231.85 km² and ± 80 kilometers from the capital city of Central Sulawesi province, in addition to the District Parigi Moutong region with a strategic position because it is located in the area of cross- linking Sulawesi, South Sulawesi, Central Sulawesi and North Sulawesi. Another advantage is that most of these areas face the bay Tomini and has a coastline of 472 km with a wide range of potential contained therein . Administratively, the district Parigi Moutong consists of 23 districts and 225 villages with 5 number of villages. Potential domination of nature in agriculture, plantations and farms .

Relationship Characteristics Variables with Group Activities Group Communication

Characteristics include the number of members of the group, type of group, the number of group meetings, group norms, group goals, and group dominance motives groups. Here are presented the characteristics of a group relationship with the group communication activities.

Table 1: Relationship with the Group Characteristics Activity Group Communication

Indicators	Activity Group Communication					
	Participation Group	Objective Discussion	Position Discussion	Decisions Discussion	Leadership Style	Climate Communication
Number of Members	-0,077	0,138	-0,032	0,199**	0,016	0,069
Group Type	0,069	0,011	-0,029	0,068	0,046	0,057
Norma Group	0,012	-0,038	-0,111	-0,027	0,051	0,012
Role Group	0,376**	0,464**	0,245**	0,580**	0,495**	0,330**
Dominance Group	0,388**	0,624**	0,333**	0,662**	0,664**	0,364**
Motif of Group	0,318**	0,568**	0,217**	0,547**	0,524**	0,305**

Note: ** significant at $P < 0.01$

Based on the relationship table that there are variables that have the characteristics of the very real relationship ($p < 0.01$) with the variable group communication activities. Among variable number of group members associated with the group's decision is evident when discussions/group meetings. This means that the decision is determined by the presence of the number of discussion groups. The higher the group involved in the decision, the easier group to make decisions. This is because the group realized that the decision-making process should involve all members of the group, so the group decision is a reflection of the existence of the group members.

The purpose of the group associated significantly ($p < 0.01$) with the participation of the group. This means that the higher the group will understand the purpose of a group, the higher the participation in the discussion groups. One of them, an opinion or ask at the time of discussion. In addition an understanding of the purpose of the group associated significantly ($p < 0.01$) with the aim of discussing. Group discussions did understand, not just gather and pay the loan, but also discusses the problems faced by members of such group on the farm. The high understanding of the purpose of discussion groups can improve perceived closeness among group members. Variables related groups is very real purpose to the seat during the discussion. This means that the group understands the importance of the sitting position during the discussion in order to achieve group goals. Seating is currently discussing with the atmosphere relaxed and not rigid encourage the group to discuss. During the group feel comfortable when discussing though sometimes sitting on the floor. Variables related groups is very real purpose to the decision-making process at the time of the discussion. This means that the higher the group the easier understanding of the purpose of the group in the process of decision making in the discussion. Where the decision-making always involves group members through meetings/discussion groups. Variables associated very real purpose of the group 's leadership style. This means that the higher the group, the better to understand the purpose of group leadership style. According to a group of good leadership is to give impetus to the group members to develop and promote the group.

In addition, during the discussion group leader provides the opportunity for members to express their opinions and group members who are not present at the meeting/discussion group. Variables associated very real purpose of the group with group communication climate. This means understanding the purpose of the group is to encourage groups to create a high- conducive group. Such as the lack of transparency among the group members and feel the warmth at the meeting/discussion group.

On the other hand domination of variables associated with a highly significant variable group participation, the purpose of discussion, the discussion, the decision of discussion, leadership style and communication climate. The dominance of the group, defined group administrator involvement in group meetings. This means that the higher the board 's involvement in group meetings , the higher activity group communication. One of the looks are always reminded board members of the group meeting/discussion group. In addition the board is always present and arrive on time at the meeting. So as to encourage group members to attend the meeting/discussion group. Variables related motif is evident in groups with group participation variables, the purpose of discussion, the discussion , the decision of discussion, leadership style and communication climate. This means that the high motivation group encourages group participation, the purpose of discussion, the discussion, the decision of discussion, leadership style and communication climate. One of the motivations of the group is mutual cooperation and obtain revolving loan fund. Motivation encourages group members to be involved meetings/group discussions and also create a conducive atmosphere among the group members .

Relationship Activities Group Communication Variables with Empowerment Group

There are four variables in view of empowerment groups, the group's ability to survive, the networking ability of the group, the group's collective capabilities and ability groups in the development of productive enterprises. Here is presented the relationship with the group communication activities empowerment groups;

Table 2: Relationship with the Group Communication Activities Empowerment Group

Indicators	Empowerment Group			
	Defensive Ability Group	Ability Networking Group	Collective Capability Group	Ability Group Doing Business Activity Productive
Participation Group	0,478**	0,342**	0,432**	0,439**
Objective Discussion	0,530**	0,465**	0,545**	0,479**
Position Discussion	0,301**	0,192**	0,192**	0,169*
Decisions Discussion	0,532**	0,480**	0,584**	0,429**
Leadership Style	0,529**	0,427**	0,535**	0,543**
Climate Communication	0,415**	0,440**	0,568**	0,442**

Note: ** significant at $P < 0.01$

Based on the relationship table is generated that variables in group communication activities associated with the very real empowerment group variables. This means that the higher activity group communication, the higher the empowerment group. As the results of the study Sjafari (2010) that the empowerment of the poor families affected by the characteristics of the group and the intensity of extension. Besides the factors that directly affect the level of empowerment of farmers by Utama (2010) is, (a) lack of conducive environments support the life of the farmer, (b) less dynamic farmer groups, (c) low resource potential farmers, and (d) less precise process conducted on farmer empowerment. Meanwhile, according to Carmelita (2002) that the characteristics of the group especially group dynamics significantly correlated positively with the level of communication convergence at the beginning of the decision-making innovation. This is in line with Indra (2011) that the communication in real farmer groups positively associated with communication effectiveness. Added by Indra (2011) that the process of communication within the group will not be effective if the quality of leadership , dynamism discussions, message content and attachment built by members of the group are not going well, so in the end the effectiveness of communication significantly correlated positively with the empowerment of farmers. Muksin research results (2002) showed that there were significant and positive relationship between group climate and plant control applications. Added that one of the factors that support is the presence of local values in the community. This condition also is still felt by the poor that the level of relatedness between group members so that each discussion/group meetings occur reciprocal relationship of both administrators and members of the group.

To that end, the need to improve the communication group to group activities more efficient. One that can be seen is the ability to scale productive group. Planning business activities are sometimes carried out during group meetings. So that the group felt the very group meetings to increase activity in the group. Increased activities of the group can make a more powerful group.

Conclusions

Based on the results of a study conducted in two districts can be concluded:

1. There is a very real relationship between the variable characteristics of the group with group communication activities. Among these variables with a variable number of group members in the decision-making process of the group meetings. Besides the very real relationship between the variables domination, understanding the purpose of the group and group motivation with group communication activities.
2. There is a very real relationship between the variables of group communication activities with group empowerment variables. This means that the higher activity group communication, the higher the empowerment group. The high activity group can be seen on the group's participation in group meetings as well as a conducive climate group communication.

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