

An innovation of Agricultural Extension “Poloyode” As a Method of a Transactional Extension In Communication Of Local Cultural Based in Gorontalo Regency*)

Wawan K.Tolinggi¹ and Lillyan Hadjaratie²

¹) Lecturers at the Faculty of Agribisnis Gorontalo University –Indonesia,

²) Lecturer at the Faculty of Tehniques Gorontalo University-Indonesia -Indonesia

Email: wawan_tolinggi@yahoo.com

Abstract

An agricultural extension activity is one of methods for changing knowledge, attitudes and behavior of farmers. Therefore, the adoption of technology and sharing of knowledge between farmers and extension workers can occur in transactional basis. The objectives of this paper are 1) to identify the innovation of extension Poloyode and, 2) to determine the communication approach in Poloyode innovation in Gorontalo regency. Findings of this paper show that: 1) Innovation of Poloyode extension is an innovation in agricultural extension that based on the local culture of Gorontalo regency. Innovation of Poloyode extension has 5 main outreach activities on assisting farmers sourced from indigenous philosophy of Gorontalo such as Tuwoto, Mongembito, Maduma, Doluhupa and Molinepo; 2) innovation of Poloyode extension is only implemented internally by BP4K and BP3K, not to involve other stakeholders in agriculture.

Keywords: Innovation Transactional Counseling, Poloyode, local culture, Gorontalo

Introduction

Agricultural extension is aimed to change farmers' knowledge, attitude and skill. As a practical action, an extension is efforts to drive changing attitude of community individual group or society, thus they would know, want and able to solve their problems. National Constitution Number 16/2006 about Extension System of Agricultural, Fishery and Forestry defines extension as “a learning process for main agent and enterpriser to be able to assist and to organize themselves in accessing market information, technology, capital and other resources as commodity to achieve farmer life quality and their family welfare” (Amanah, 2007). Further, one of functions of the extension is to institutionalize cultural values and agricultural development. This is important because in general to organize an extension program and innovation technology, farmers are still lack of local specification need, ignoring local wisdom and even against social culture of society

Farmers fail to implement technology because of several factors, such as: (1) personal factors of targeted farmers such as age, education, cultural background, belief and daily attitude; (2) situational factors such as nature, family and social group influences, and government policy; and (3) characteristic of technology such as technology complication, lack of supporting instrument of technology implementation, and it sometimes does not meet society need (Hadi, 1998). Based on these considerations, we will identify pattern of innovation extension poloyode and extension approaching method on extension innovation poloyode in Gorontalo Regency.

Transactional Communication Extension Method

Communication pattern on extension in Indonesia mostly use top down approach, which is linear, and asymmetry. Therefore, the communication tends bias to top level above, full of center interest, which is not convergent with farmers' interest. In the era of National Constitution Number

16/2006, linear communication paradigm has changed to interactional, transactional and convergent communication.

Sumardjo research (1999) shows that convergent communication pattern is more effective as communication paradigm in an extension to face globalization era. This model of communication integrates farmers' needs and the need of related party such as researcher, instructor and enterpriser. Sustainability in agricultural innovation will boost each party to interact and to communicate proactively and anticipatively through knowledge sharing for the sake to fulfill each party needs.

Transactional communication model is a process of sending and receiving message, therefore, there is a message exchanging in a relationship. This model was initially developed by Barnlud in 1970, which differ this communication from linear and interactional was both message sender and receiver had a same responsibility toward impacts and communication effectiveness (West, Richard and Lynn,

2007). Furthermore, Telling (2012) states that transactional communication emphasizes on persistent sending and receiving message in a communication episode. The transactional needs good cooperative between communicators, between sender and receiver are together responsible on the impact of communication effectiveness.

The Meaning of Poloyode Extension Movement

Poloyode is one of vocabularies in Gorontalo language which is applied in society locally. Based on a direct interview with Lihu, a Limboto custom functionary (2013), poloyode or mopoloyode is a direct assistance to others in which they never expect to get such an assistance, therefore it should be stated immediately. This activity is adopted by Gorontalo Regency to be an extension activity. Poloyode has five main activities namely Tuwoto, Mengembito, Maduma, Dulohupo and Molinepo. These words are also adopted from Gorontalo vocabularies. Further description of the meaning of these five words can be seen in Table 1.

Table 1 The Meaning of Activity in Poloyode Innovation in Gorontalo Regency

No.	Acivities Name	Meaning
1	Tuwoto	Signs
2	Mongembito	Participation
3	Maduma	Example, someone to follow, leader (paduma)
4	Dolohupa	Derived from the word Dulo Hupa'a or discussion, dialog, to find something better
5	Molinepo	View thoroughly

Source: Lihu, 2013

Poloyode Innovation as Transactional Extension Method Based Local Culture

Poloyode innovation extension is one of agricultural extension innovations that is developed based on local wisdom and it is a local cultural philosophy to support agricultural

extension in Gorontalo regency. Poloyode has been started since 2012. It will be adopted by Bakorlu of Gorontalo province to be an extension movement in Gorontalo province. Based on this, Extension Board of Agriculture, Fishery and Forestry (BP3K) in each sub district has their

own innovation to run the extension by using Poloyode Movement. This is a system of agricultural extension with local based of farmer advocacy. This movement has five main activities as follow:

1. **Tuwoto** is a coaching activity to instructors before they do their job. This is undertaken in the office of Agriculture, Fishery and Forestry Board (BP3K) of every sub district. The activity is held for twice a month in week one and three.
2. **Mongembito** is an advocacy activity on farmer in farm group. It lasts 4 days in a week.
3. **Maduma** is the evaluation of the instructors' activities undertaken in each district particularly at the office

of Agricultural Counseling, Fisheries and Forestry (BP3K). This is held one day in a week.

4. **Dulohupa** is the farmers and instructors' gathering which is held at the counseling station of each village. This is held two days in a month.
5. **Molinepo** is a monitoring an evaluation done by the office of Agricultural Counseling, Fisheries and Forestry (BP3K) at district level in collaboration with the office of Agricultural Counseling, Fisheries and Forestry (BP3K) at sub-district level. This is held one day in a week. The clear description of *Poloyode* see Table 2.

Table 2 The Description of Activity in Poloyode Innovation in Gorontalo Regency

No.	Activities	Output	Time
1	Tuwoto (Training for instructors)	- Developing sub-district instructor human resource through periodic training - Improving service and facilities management of agricultural counseling BP3K of sub-district. - Empowering learning management of BP3K of sub-district. - BP4K of district replaces the instructors of other agricultural stakeholders who cannot teach.	Every two weeks
2	Mongembito (Mentoring the farmers)	- Adoption of a new technology that is responsive to market demand. - Developing the capacity of agribusiness management - Develop partnerships with agricultural businesses in village, sub-district, district, even provincial level. - Technical assistance for the main actors and entrepreneurs.	Four time in a week
3	Maduma (Sharing among instructors)	- Identification of farmers' problems. - Problem solving towards the problems.	Once in a week at village BP3K
4	Dulohupa	- Farmers and instructors gathering at counseling station of village. - Improving farmers' access as the main actors and entrepreneurs to agricultural technology information.	Twice in a month

No.	Activities	Output	Time
5	Molinepo (Monitoring and evaluatio)	<ul style="list-style-type: none"> - Improving communication among instructors and farmer' groups. - Monitoring and evaluation towards their mentoring area done by functional position group, head of sub-district BP3K or field instructors. - Management support through training from the team of district BP3K, Provincial counseling board, or BDPSDM of Agricultural department. 	Based on the schedule of instructors (minimally, once in a month)

Source: BP4K of Gorontalo District, 2013

Tolinggi and Hadjaratie (2013), shows that generally, *Poloyode* is not optimal yet in terms of synergy of counseling with other stakeholders such as Agricultural Department, and sub-districts in Gorontalo District, the Gorontalo Agricultural Technology Application Agency (BPTP), Fishery Department, Forestry Department, local instructors (*panggoba*), and research board in university to improve instructors' knowledge and skills in disseminating the proper technology for farmers. Moreover, *Poloyode* is still a *top down* program even though its orientation is for farmers. Planning and program decision are dominantly done by instructors so that the communication among instructors and farmers is lack. Consequently, there should be an innovation of *Poloyode* in terms of the involvement of other agricultural stakeholders so that the problem solving for farmers can be achieved.

Conclusion

Based on the discussion, it can be concluded that: 1) *Poloyode* is an innovation of agricultural counseling which adopts cultural philosophy of Gorontalo which has five main programs; *Tuwoto*, *Mongembito*, *Maduma*, *Dulohupa*, and *Molinepo*; 2) generally, *poloyode* is still a *top down* program. The planning and programs

are still only the internal programs of BP4K and BP3K in Gorontalo District so that there is still a sectorial ego and it does not involve agricultural stakeholders such as Agricultural Department, Fishery Department, Livestock Department, Forestry Department, BPTP of Gorontalo, local instuctors (*panggoba*), Meteorology and Geophysics Agency, research board of university, banks, and agricultural marketing agency.

References

- Amanah, S. 2007. The Meaning of Counseling and Transformation of Human Attitude. *Journal of Counseling* Vol. 3, Number 1st of March, 2007. Bogor Agricultural University.
- BP4K of Gorontalo Regency. 2013. Report of Head of BP4K of Gorontalo Regency. Limboto.
- Hadi, A.P 1998. Communication Strategy in Anticipating the Failure of the Technology Application by the Farmers. *Community Journal*, Vol 2 Number 2nd of December, 1998, Center of Rural Research and Development, Mataram University.
- Lihu, A. W. 2013. *Poloyode* in Custom Philosophy of Gorontalo. [Personal Communication with the Custom Manager]. On 25th of October, 2013, at 07.00 AM.

Sumardjo.1999. Transformation of Farming Counseling Model to the Development of Farmer Independence. [Disertasi]. Bogor : Bogor Agricultural University.

Telling, Z.A. 2012. Commodification of Toni Blank “Crazyness” in Media Social ((The Analysis of Critical Discourse toward the Toni Blank “Crazyness” at Toni Blank Show on You Tube [Skripsi]. Depok. University of Indonesia.

Tolinggi, W and Hadjaratie L. 2013. Design of Web -Based Transactional Model Extension Service For Implementation of Cyber Extension in Gorontalo RegencyReport of Grant Research of Dikti Competition in 2012. State University of Gorontalo.

West, Richard, Lynn HT. 2007. Introducing Communication

Theory. Third Edition. Singapore: The McGraw Hill Companie.