

ABSTRAK

Penelitian ini mengkaji komunikasi pembangunan petani dalam mendukung upaya swasembada beras di Desa Batuanten, Kecamatan Cilongok, Kabupaten Banyumas. Permasalahan penelitian berangkat dari belum optimalnya proses komunikasi antara penyuluh, pengurus kelompok tani, dan anggota, yang berdampak pada rendahnya partisipasi, keterbatasan adopsi inovasi, serta belum meratanya peningkatan produktivitas padi. Penelitian ini bertujuan menganalisis bagaimana input anggota, penggunaan media komunikasi sebagai variabel penghubung, serta proses interaksi kelompok berkontribusi terhadap output kelompok tani. Metode yang digunakan adalah pendekatan kualitatif dengan desain studi kasus. Data diperoleh melalui wawancara mendalam, observasi lapangan, dan dokumentasi, kemudian dianalisis menggunakan teknik analisis interaktif melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa komunikasi kelompok telah berlangsung melalui tatap muka dan media digital, namun masih bersifat insidental dan belum inklusif bagi seluruh anggota. Kondisi ini menyebabkan peningkatan pengetahuan dan perubahan sikap sudah terlihat, tetapi belum sepenuhnya menghasilkan perubahan perilaku kolektif serta peningkatan produktivitas yang merata. Implikasi penelitian menekankan pentingnya penguatan komunikasi rutin, penggunaan media yang sesuai karakteristik petani, serta dukungan kelembagaan dan pendanaan penyuluhan yang berkelanjutan guna mendorong kemandirian dan prestasi kelompok tani.

Kata kunci: Komunikasi pembangunan, Kelompok tani, Media komunikasi, Penyuluhan pertanian, Swasembada beras.

ABSTRACT

This study examines farmer communication in supporting rice self-sufficiency efforts in Batuanten Village, Cilongok District, Banyumas Regency. The research problem stems from the suboptimal communication process between extension workers, farmer group administrators, and members, which has resulted in low participation, limited innovation adoption, and uneven rice productivity improvements. This study aims to analyze how member input, the use of communication media as a connecting variable, and group interaction processes contribute to farmer group output. The method used is a qualitative approach with a case study design. Data were obtained through in-depth interviews, field observations, and documentation, then analyzed using interactive analysis techniques through data reduction, data presentation, and conclusion drawing. The results show that group communication has taken place through face-to-face meetings and digital media, but it is still incidental and not inclusive of all members. This condition has led to an increase in knowledge and a change in attitude, but it has not yet fully resulted in collective behavioral change and an equitable increase in productivity. The implications of the study emphasize the importance of strengthening routine communication, using media that suits the characteristics of farmers, and providing institutional support and sustainable funding for extension services to encourage the independence and achievement of farmer groups.

Keywords: Development communication, Farmer groups, Communication media, Agricultural extension, Rice self-sufficiency