
Millennial Agricultural Extension Communication at the Self-Help Agricultural and Rural Training Center (P4S) in Gogodeso Village, Kanigoro District, Blitar Regency

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Abstrak: P4S merupakan lembaga penyuluhan pertanian yang didirikan, dimiliki dan dikelola oleh petani yang telah swadaya. Penelitian ini bertujuan untuk menganalisis model komunikasi yang dilakukan P4S sebagai lembaga penyuluh dalam melakukan penyuluhan progra Petani Milenial yang dilakukan di Desa Gogodeso Kecamatan Kanigoro Kabupaten Blitar. Metode yang digunakan adalah metode kualitatif lapangan. Hasil penelitian men unjukkan bahwa ada dua fase dalam penyuluhan petani milenial. Pada pra penyuluhan hingga saat penyuluhan, model komunikasi yang digunakan linear sehingga pada pra penyuluhan model yang diterapkan adalah SMCR searah dan SMCR dua arah. Pada pasca penyuluhan, model komunikasi yang digunakan adalah model komunikasi jejaring dan model komunikasi media forum.

Kata Kunci: Model komunikasi, Petani Millennial, Komunikasi Pembangunan

Abstract: P4S is an independent farmer-owned and operated agricultural extension organization. The purpose of this study is to examine the communication strategy used by P4S, an extension organization, to carry out extension activities for Millennial Farmers in Gogodeso Village, Kanigoro District, Blitar Regency. A qualitative field approach is employed. The study's findings indicate that the expansion of millennial farmers occurs in two stages. One-way SMCR and two-way SMCR are the models utilized in the pre-extension since the communication model used in the extension is linear. Both the network communication model and the media forum communication model are employed in the post-extension.

Keywords: Communication models, Millennial Farmers, Empowerment Communication

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INTRODUCTION

The Agricultural Extension and Human Resources Development Agency (BPPSDMP) implements the millennial farmer program through an extension institution, namely the Rural and Self-Reliant Agricultural Training Center (P4S). This is an institution that provides agricultural training in rural areas using the principles of democracy, self-reliance, business development, and integration (Syukri et al., 2022) .

The existence of P4S spread across each region makes the millennial farmer program can be implemented evenly. This can make the training, counselling and empowerment that is carried out effective because each region has its own character to carry out the Millennial Farmer

program (Amir, 2023). Counselling is the right way to develop and improve human resources so that farmers can continue to develop.

One of the areas that still makes agriculture their main livelihood is Blitar Regency, although interest in it continues to decline (Harniati & Anwarudin, 2018). The reason for this decline in interest is because agriculture does not produce much. The existence of traders who directly buy agricultural products at very low prices reduces the interest of farmers. Empowerment carried out by the local government is mostly in the form of providing capital in the form of materials and equipment assistance (Yamani, 2022).

The development of communication patterns in agricultural extension in Indonesia explains that despite the decline in interest and economic results of farmers, the farming sector is still a job field for the majority of the population in Indonesia. In addition, it is a source of production in the country's foreign exchange earnings for non-oil and gas exports. Agriculture is also a fortress of defence for the national economy during an economic crisis. Entering the industrial revolution 4.0 which combines technology and the internet, is a challenge for the world of agriculture. Farmers must continue to compete to produce agricultural products and be able to meet market demand. This challenge must be carried out by empowering farmers to become farmers who are able to compete in this era so that farmers must be able and can process and produce their agricultural products by combining technology and the internet.

Through Ministerial Regulation Number 4 of 2019 concerning Guidelines for the Agricultural Human Resource Development Movement Towards the 2045 Food Barn, it is explained that millennial farmers are farmers aged 19-30 years and/or farmers who are adaptive to technology and innovation. Millennial Farmers are not only based on age. Millennial farmers are prioritized on how their mindset is. So, millennial farmers are not only aimed at human resources aged 19-30 years. The interest of the Millennial Farmer program is to create smart and digital farming. This is considered important because human resources are not eternal in the sense that they will run out. In the Millennial Farmer program, the millennial generation creates an agricultural system based on smart and digital farming which can later become a regeneration and also transmit a more effective, environmentally friendly agricultural system that also has good results in terms of quality and quantity.

Millennial Agriculture is a development effort carried out by the government for farmers. Therefore, in analyzing the communication patterns that occur, this study uses the theory of development communication (Nurida & Sitorus, 2024). Communication is very important in development so it is necessary to understand the elements of SMRCE communication (Source, Message, Receiver, Channel, and Effect) that must be applied in development. Agricultural Information Dissemination Efforts concluded that the delivery of messages was done formally and informally. In addition, the form of delivery from the Extension Center to farmers or vice versa is vertical (Rafii, 2024). Conversely, horizontal delivery is used for fellow farmers or fellow extension workers. The ambiguity of the dissemination of information, inadequate facilities and infrastructure, differences in perception and perspectives become obstacles in the dissemination of information

METHOD

This study uses a descriptive qualitative research method. The reason for using this method is because this study aims to find out how social interactions form communication

patterns in counselling. Qualitative methods are used to understand very complex social interactions by going directly into the field and conducting in-depth interviews so that it can be found how the interactions that occur will form patterns (Hitchings & Latham, 2020).

The location of this research is Gogodeso Village, Blitar Regency, East Java Province. In collecting data in the field, researchers recorded the results of interviews and also conducted field observations on the products of the activities carried out.

And secondary data was obtained by researchers through field observation results by looking at products related to the Millennial Farmer program and also documentation of farmer activities in Betet Village. This study uses data analysis model Miles & Huberman (1992), namely through the stages of data collection, data reduction, data presentation and drawing conclusions.

RESULT AND DISCUSSION

Development Efforts in the Agricultural Sector in Gogodeso Village, Blitar Regency

There are two types of development in Betet Village, namely physical and non-physical development. Physical development is carried out by improving facilities related to agricultural needs in Gogodeso Village such as water channels, land procurement, planting equipment and harvesting equipment. Non-physical development focuses on developing human resources by conducting counselling and training related to agricultural development (Dethier & Effenberger, 2012).

Development must have the values of self-sufficiency, self-esteem, and freedom. These values are a form of the goal of development itself, namely welfare for the target of development (society). The value of self-sufficiency in question is that society can and is able to fulfill basic needs such as basic needs, namely clothing, food, shelter, including needs related to education and mental and physical health. In this value of self-sufficiency, development must have goals based on what is truly needed fundamentally by society as the target of development.

In Gogodeso Village, the value of self-reliance development is applied by providing education for farmers in the form of counselling, and later it can make farmers have self-protection over the knowledge they have. In addition, in fulfilling basic needs such as food, farmers properly store their harvest in the form of rice, most of which is stored and choose to sell horticultural crops. With the principle applied by farmers in Betet Village, namely maintaining food needs and not experiencing hunger or running out of staple foods. This principle is a form of implementing self-reliance values.

Next, the value of self-esteem. The value in question is the growth of self-confidence so that it is not exploited by other parties for the benefit of one party, which also means avoiding oppression (Theresia, 2014). This value has been applied when the village government provides provisions to farmers through counselling so that farmers have the ability to maintain what they have and are not easily swayed by middlemen when selling their crops. The fulfilment of self-reliance values has an impact on the growth of self-esteem values in farmers.

The implementation of development that has been carried out also contains the value of freedom. This value also grows because the two previous values are also built. In this value of freedom, development is intended so that development targets have the ability to choose their own path to improve the quality of life and realize prosperity. Development without instilling the value of freedom is useless because it will hinder the development process itself. In fact, development will create a social change that never stops changing people's lives by achieving

improvements in the quality of life. This can be seen when farmers receive counselling on the problems they are facing. The counselling method makes farmers understand and can decide what they will choose to solve the problems they are facing. Thus, improvements in the quality of life and prosperity itself are realized. In addition, by carrying out this Millennial Farmer counselling, farmers can have the freedom to manage land and have the freedom to enter and control the market.

Objectives of Millennial Farmer Extension in Gogodeso Village

This Millennial Farmer Program has the goal of providing a new mindset. In this new mindset, it is hoped that there will be clarity for farmers. Farmers are expected to be able to calculate the efficiency, effectiveness, and quality of agricultural products and also control the market. If this new mindset can run well through the millennial farmer program, then farmers will later feel an increase in welfare with clear advantages or disadvantages so that farmers can analyze the problems they will face.

Until now, the problems faced by farmers are still the same. Farmers feel uncertain about what to do when the harvest time comes. When the harvest time comes, farmers usually rely on threshers. Therefore, the goal of this millennial farmer program is so that farmers can master everything related to agriculture with the help of technology and the internet. Because empowerment is one form of development, it can be said that development itself has the goal of improving human quality, both economically and socio-culturally. The goal of empowerment is therefore for the community itself to experience institutional improvement (better institution), business improvement (better business), income improvement (better income), environmental improvement (better environment), life improvement (better living), community improvement (better community).

Institutional improvement (better institution) is an effort to improve an institution that is expected to have an impact on the development of networks with stakeholders and related partners. In institutional improvement, a reset or re-arrangement is carried out. This empowerment seeks to attract the interest of the younger generation to continue the baton of the agricultural business world. When regeneration occurs, agricultural institutions in Betet Village will be present with a new and up-to-date style following the development of the times. Business improvement (better business) is the impact of the first improvement. This business improvement seeks to improve education in the form of increasing the spirit of learning so as to create hope in improving the business/activities that are carried out. Business improvement in empowerment through this Millennial Farmer program, farmers are given knowledge related to agriculture. The focus of these Millennial Farmers is to carry out effective, efficient and environmentally friendly farming.

Improved income is the impact of business improvement. It is expected that the business will have better income and even increase. The Millennial Farmer Program is implemented by implementing a crop cultivation system with minimal land so that farmers who do not have land can cultivate without having to pay land rental fees, and income will increase. When income and business improvements occur, it will create environmental improvements. This can happen because increased income will reduce poverty rates, environmental damage often occurs due to poverty and limited income. When farmers implement the Millennial Farmer program and feel

that their income has increased, what will happen is environmental improvements both in nature and in the social environment.

The next stage is improving life. In this stage, there is an influence between increasing income and a good environment. If this happens, a much better life will be created in each family. Welfare begins to be felt by every family that follows the empowerment that has been implemented from the beginning. The ultimate goal of community empowerment is to create a better community life. When the improvements above are mutually sustainable, it will create a better community. When every family can feel prosperity, greater prosperity will be created in the environment. This will create a better community and a prosperous and empowered community. The goal of empowerment also refers to the goal of agricultural development, which is to realize improvements in farming techniques (better farming), improve the farming business itself, and improve the quality of life of farmers. In addition, improving access to farmer capital and markets and guaranteed prices for agricultural products. This is intended to make farmers have certainty in carrying out their business. The uncertainty experienced by farmers starts from the weather to how agricultural products are in front of the market.

Communication Model

In this pre-extension stage, the communication model that occurs is the one-way SMCR model. This one-way SMCR Communication Model is a communication model that occurs when the communication phenomenon that occurs has an up-to-down form. In addition, the communication that is carried out is only one way and there is no feedback from each participant. This is because the extension idea came from the Ministry of Agriculture representing the researcher.

Information about millennial farming comes from the Ministry of Agriculture which is passed down to P4S as the extension institution closest to farmers. The Ministry of Agriculture provides a framework that must be re-arranged by P4S to make it easier for farmers to understand. P4S provides extension based on success stories from P4S which used as a form of communication to convey messages. This is what P4S does in becoming the key as a participant in conveying messages for the success of conveying existing information. It can be said that P4S is a communication channel used by the Ministry of Agriculture to convey the Millennial Farmer program in Gogodeso Village. The two-way SMCR communication model combines ongoing programs with scheduled visits to extension targets. This is similar to the approach taken by P4S by providing extension to farmers in Betet Village, where P4S visits extension targets and conducts two-way communication with its extension targets.

Communication Models that occur during post-extension when viewed from the findings in the field, there are several models. The first is the network communication model. In this model, there is a reciprocal relationship between extension workers and farmers. This model uses social media as a channel to convey and resolve problems raised by farmers. The implementation of this model occurs when P4S provides a forum for farmers to ask questions about the problems that are currently and will be faced by farmers. In implementing this, there are two methods, the first is done when gathering in the rice field hut and the second is done through social media, namely the Whatsapp Group. Through this process, P4S also learns to solve the problems that are currently and will be faced by farmers in Gogodeso Village.

The use of Whatsapp Group is optimized to share extension materials regarding Millennial Farmers. P4S through Whatsapp Group shares articles from the internet and also videos from YouTube. In sharing the material, P4S also voices its opinion, and this opinion can be said to be an opinion leader. In this case, the communication model used is the forum media communication model. It can be said that because P4S provides material through Whatsapp Group. The source of the extension material comes from social media such as YouTube and also online articles. Not only that, P4S also provides assistance. In other words, P4S provides an explanation through its opinion when distributing the material through the Whatsapp group. At that time, there was a question and answer session between the extension worker and the farmer, so that there was two-way communication.

The success of extension for Millennial Farmers

A good message exchange process will have an impact on the communicant, there are three impacts that arise, namely cognitive, affective and behavioral. When the communicant has the same perception regarding the message conveyed by the communicator, then this is a form of cognitive impact. At this stage, it has not changed the mindset of the communicant. The findings in the field show that farmers have the same understanding of Millennial Farmers as written in the Regulation of the Minister of Agriculture, where millennial farmers are farmers who are adaptive to technology and innovation. Farmers in Betet Village have understood the concept of farmers who are adaptive to technology and innovation. However, at this stage, it is only at the stage of similarity in perception. On the other hand, the success of a communication must have an impact on behavioral effects.

Success in delivering a message will occur if there is participation from both parties, namely the communicant and the communicator. When delivering a development message, especially in the agricultural sector, there must be action from the development target. This explanation refers to the behavioral impact, namely the comedian is moved to do what is conveyed by the communicator by practicing it. In addition to communicators who must have broad insight and experience in the world of agriculture as provisions as credible extension workers, there is an important role that needs to be carried out by communicants or farmers who receive extension on agricultural development. From the findings of this study, extension workers also view it this way. Farmers in Betet Village can still be said to not have participated or taken action in practicing the messages in the Millennial Farmer material delivered by P4S. The reason why farmers do not apply the messages conveyed is because they encounter several obstacles which will be discussed in the sub-chapter on obstacles and barriers.

Monitoring and evaluation

This study shows that supervision is carried out to strengthen the program messages that have been delivered so that the extension participants do not forget and continue to carry out the programs that have been given. The village government itself provides motivation to farmers in Gogodeso Village to continue to carry out the Millennial Farmer program which will later have great benefits for the farmers themselves. From the perspective of P4S as an extension worker, in the supervision or control stage, the material is given back to Millennial Farmers to farmers in Betet Village. In addition, P4S also found a misalignment between the goals of the Gogodeso Village government and P4S itself so that an evaluation stage was carried out.

Evaluation is a stage in reviewing and assessing how successful the communication activities that have been carried out are, which aims to improve and enhance what has been achieved. The purpose of the evaluation is to find out how far the activities have been carried out.

Supporters and Barriers to the Success of the Millennial Farmer Program

This analysis tries to see how the Millennial Farmer program is implemented, and how the strengths, weaknesses, opportunities and threats that inhibit and support the success of this program. The supporting factors for the Millennial Farmer program can be found through the results of the SWOT analysis on Strengths and Opportunities. In strengths, the supporting factors come from internally. The internal supporting factor is that farmers in Betet Village always cultivate sharing knowledge about innovations or programs that are useful for advancing agriculture. In conducting extension services, extension workers are actors who have succeeded in implementing the Millennial Farmer program. Farmers are ready to combine agriculture with technology. In terms of opportunities, supporting factors that come from outside, namely the Millennial Farmer Program, can form an effective and efficient agricultural system; programs owned by the Ministry of Agriculture to make Indonesia a food barn; the opportunity for farmers to create a PT (Public Company) within one farmer group, can attract companies to carry out CSR with the Millennial Farmer program in Gogodeso Village.

Next, inhibiting factors. Inhibiting factors come from points of weakness and also threats. In the point of weakness, inhibiting factors that come from internal, namely the lack of interest and motivation of farmers in Betet Village towards the Millennial Farmer program; lack of capital and facilities to develop the Millennial Farmer program; there is a misperception in the information received by farmers; the Village Government is less focused on providing training for Millennial Farmers; the attention and dedication of the Gogodeso Village Government can be said to be lacking in developing the Millennial Farmer Program. Inhibiting factors originating from external sources are threats. In this factor, farmers are faced with a monopoly game of the market from companies related to agriculture itself, such as fertilizer companies, companies that manage seeds, pesticides and so on.

CONCLUSION

The communication model used by P4S in delivering the Millennial Farmer program can be seen through the extension phases that have been carried out, namely pre-extension to the extension itself and post-extension. Through these two phases, P4S delivers the Millennial Farmer program theoretically from Pre-Extension to extension using the one-way SMCR Communication Model and the two-way SMCR Communication Model. In post-extension, the communication model applied is the Network Communication Model and the Media Forum Communication Model. The supporting factor in implementing this Millennial Farmer program is that farmers in Gogodeso Village are fond of sharing agricultural knowledge. In addition, farmers in Gogodeso Village are ready for the introduction of technology in agriculture. The communicators in this Millennial Farmer program are actors who have succeeded in implementing the program, by transmitting an effective and efficient agricultural system. Supporters of the Millennial Farmer program are also seen in the opportunities that occur, namely farmer groups can easily create businesses by opening agricultural public companies,

opportunities that support this program can attract companies/agencies/institutions to carry out CSR for farmers, and finally the Millennial Farmer program itself is a form of effort to realize Indonesia as a Food Barn.

The inhibiting factor in the Millennial Farmer program implemented in Betet Village is the lack of interest and motivation of farmers in Gogodeso Village. In addition, there is a lack of capital in implementing this program and a lack of suggestions for conducting training on related materials, the village government carries out agricultural extension in conjunction with several other programs so that it cannot focus on one of the programs. The village government is also lacking in providing dedication and attention to this program. The implementation of the Millennial Farmer program has threats from companies related to the agricultural sector such as fertilizers, seeds, and all kinds of.

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