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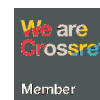
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Communication patterns of the pahlawan women farmers group in the development of vegetable farming

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ABSTRACT

This study aims to analyze the communication patterns formed within the Pahlawan Women's Farmer Group (KWT) and its role in the development of vegetable farming businesses. Communication is an essential aspect in the planning, implementation, and evaluation of group programs. Using a qualitative approach, data were collected through interviews, observations, and documentation from KWT members. The results indicate that in the management of farming activities, there are two main communication patterns: two-way communication and multi-way communication. The two-way communication pattern is reflected in the interaction between the leader and group members, which is dialogical and allows for balanced information exchange. Meanwhile, the multi-way communication pattern is shown through open discussions between members and with external parties, such as agricultural extension workers. This communication occurs both directly and through media such as WhatsApp and posters. The effectiveness of communication is significantly influenced by the leader's skills, the education level of members, and the frequency of meetings. These findings highlight the importance of participatory and open communication patterns as a foundation for the success of women's farmer empowerment programs and the improvement of vegetable farming productivity.

Keywords:

Communication patterns
Farmer groups
Vegetable farming

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Introduction

Agriculture is an essential part of national economic development, particularly in rural areas. In the agricultural activities carried out by the community, women play a very important role. This is because female farmers have a strategic role, acting as both the main actors and supporters in the production process, processing, and marketing of agricultural products (Kurniawan & Wahyuni, 2025). Women's Farmer Groups (KWT) provide a platform for women to participate in agricultural development. The Women's Farmer Group serves as a venue for women to have the opportunity to contribute to advancing the agricultural sector in the village. The existence of the Women's Farmer Group is one of the forms of gathering for female farmers to appreciate their contributions to agriculture (Regan et al., 2025).

Communication is crucial in social life, including group and organizational activities. It serves as the foundation for our interactions, connecting us with the world and fellow humans, and therefore communication deserves serious and in-depth attention (Raza et al., 2023). Communication is especially important in workgroups like farmer groups, business groups, and community-based organizations, as it helps convey information, unite opinions, build cooperation, and encourage

participation among members. The success of a group in achieving its shared goals heavily depends on how effective its communication is.

Communication is a vital part of the planning, implementation, evaluation, and decision-making processes in the development of vegetable farming in Women's Farmer Groups (KWT). The success of KWT in managing their farming activities is partly influenced by effective communication because communication can change the attitudes and behaviors of those involved in the organization. Effective communication is characterized by understanding, creating enjoyment, influencing attitudes, improving social relationships, and ultimately leading to action (Maella et al., 2025).

On the other hand, communication patterns describe how communication flows within a group, whether vertically (top-down), horizontally (among peers), or circularly (two-way and reciprocal). These patterns are influenced by the organization's structure, the culture within the group, the education level of the members, and the communication media used. Each pattern has specific characteristics that can affect the effectiveness of communication within the group. For example, horizontal communication tends to support an egalitarian and participatory atmosphere, while vertical communication is more suitable for hierarchical and centralized structures (Swinbank, 2021). Organizational structure, social relationships between members, education levels, and the availability of communication media and technology all affect communication patterns within a group. Communication can occur in a circular (interactive and repeated), vertical (from the leader to members or vice versa), or horizontal manner in a systematically and hierarchically structured setup. Furthermore, communication also strengthens social solidarity, builds trust, and creates the synergy needed for the sustainability of the group's efforts. Therefore, the communication pattern within a KWT is a determining factor in the success of agricultural development programs (Alam et al., 2024).

The SMCR communication model (Source, Message, Channel, Receiver), introduced by David K. Berlo in 1960, provides a systematic framework for understanding the communication process (Kraft et al., 2021). This model is one of the classic approaches in systematically understanding the communication process. The SMCR model highlights the communication process itself, which consists of several key elements: the source delivering the message, the content of the message, the media or channel used to convey the message, and the receiver who interprets the message. Research (Fuseini et al., 2022) shows that the comprehensive use of the SMCR model can improve clarity and public engagement in government programs.

The Pahlawan Women's Farmer Group, as a case study in this research, is one of the active KWTs developing vegetable farming collectively. This group strives to optimize the land available in members' yards, demonstration farms, and plots for cultivating various vegetables such as water spinach, spinach, mustard, tomatoes, and chilies, among others. In practice, the success of this group is inseparable from the communication patterns developed among members, whether in task division, learning cultivation techniques, marketing harvested products, or making collective decisions. Therefore, this research aims to analyze the communication patterns within the Pahlawan Women's Farmer Group and its role in the development of vegetable farming. The findings are expected to provide theoretical contributions to the development of agricultural communication science and practical inputs for the empowerment of female farmers at the local level (Arintyas, 2024).

Methods

This research uses a qualitative method, which focuses on processes, events, and follows systematic steps. Through a qualitative approach, researchers can understand how communication processes unfold within a specific social context. Qualitative research aims to understand the phenomena experienced by the research subjects, such as behavior, perceptions, motivations, actions, etc., in a holistic manner, often described through words and language (Mapiye et al., 2023). This research does not focus on examining the relationships between variables or cause and effect. Therefore, this study

does not use a research hypothesis, but emphasizes the necessity of data collection in the research process (Sutiapermana et al., 2022).

In qualitative research, data sources play a crucial role, as this approach seeks to explore meaning, understand experiences, and capture social dynamics from the perspectives of participants or subjects being studied (Hadiwijaya et al., 2023). Thus, qualitative data sources are naturalistic and focus more on the depth of information rather than on the quantity of data. The data that will be gathered in this research relates to the communication patterns of the Pahlawan Women's Farmer Group in developing vegetable farming.

The object of this study is the communication patterns of the Pahlawan Women's Farmer Group in vegetable farming development. The data for this research is obtained from primary data, which comes from interviews with the farmer group members, who are the subjects of the research. The data collection process is the most strategic step in conducting the research (Maulana et al., 2024). The techniques for data collection in qualitative research include observation, interviews, and documentation. In this study, the data will be analyzed step by step. In the first stage, the data obtained from the field will be processed using interview transcripts. The data will then be presented by categorizing it based on the results of data reduction, and the final stage of data processing will involve verifying the data by testing the statements for validity (Fitriani & Herliana, 2024).

Results and Discussion

A person interacts with others, one of the ways being through communication. Communication is the process of delivering messages or information between the communicator and the communicant with the aim of building mutual understanding (Kristiantoro & Nuraeni, 2023). In its process, communication can take place either directly or indirectly, and it can occur between individuals or between individuals and specific groups.

This study shows that there are several communication processes within the effort to develop vegetable farming in the Pahlawan Women's Farmer Group (KWT). The results of interviews with informants indicate that three communication patterns occur. The Berlo SMCR communication model includes four main components or elements that support the communication process: sender/source, message, channel, and receiver (D. Dharmawan et al., 2020). In the communication process within KWT Pahlawan, the group leader serves as the sender of the message, such as the programs included in the agenda, land management, selection of superior seeds, fertilization, plant maintenance schedules, and information about new innovations that could help develop KWT's farming activities. The messages delivered by the group leader are partially sourced from agricultural extension workers.

The leader of the Women's Farmer Group (KWT) Pahlawan uses methods that involve direct communication with the communicants as well as through media. Direct communication occurs when the KWT leader conveys information and directions to members through regular meetings, group discussions, and visits to demonstration farms. Additionally, communication is also conducted using media such as WhatsApp Group and posters placed at the demonstration farm. The purpose of using these media is to improve message delivery, especially to members who do not attend meetings, and to enhance overall understanding of the KWT Pahlawan program and activities schedule. The final impact of this communication process is reflected in the changes experienced by the farmer group itself.

Sender of the Message

In the vegetable farming development program of KWT Pahlawan, the first step is to improve the capacity of the members. The KWT leader is responsible for conveying or providing information to KWT members. The leader acts as the sender or source of information, whether the information comes directly from the leader or from agricultural extension workers that needs to be communicated to relevant group members regarding the group's programs. For members to understand and apply

the content of the message, they need to receive clear and accurate information. Therefore, to ensure effective communication, the group leader must possess good communication skills. The leader must have adequate knowledge when delivering information. Additionally, the leader must have the ability to speak, listen, and understand the members. Communication skills, attitude, and knowledge are important aspects that the group leader of KWT should have to support the success of communication within the Pahlawan Women's Farmer Group (B. Dharmawan & Saputro, 2023).

Field research results show that the KWT Pahlawan leader has good communication skills in delivering information or messages to members (Sofyan & Kharis, 2022). This is supported by the leader's educational background, having graduated from high school, and being actively involved in farming with their own land (Mundiri & Baharun, 2021). The study also indicates that some KWT Pahlawan members still have difficulties receiving the messages delivered by the leader, resulting in a lack of knowledge about the KWT programs and activities, and they often miss meetings.

Media Channel

The research findings show that the KWT leader plays the role of sender in the communication process. When the KWT leader delivers important messages about the vegetable farming being developed, the information includes land management, the use of superior seeds, seedling techniques, plant maintenance, and marketing agricultural products, as well as various updates on KWT programs that are being carried out (Kertamukti et al., 2025). The findings indicate that when the KWT leader communicates the message or information well, the group members receive it well too. The message conveyed by the leader becomes new information and knowledge for the members, enriching their understanding in developing their farming business.

Message Reception

In the communication process within KWT Pahlawan, the group members are the communicants who receive the message. Based on the results of this study, some KWT members still struggle to receive the message conveyed by the group leader effectively. This is influenced by factors such as a low level of education, which results in a poor understanding of the content, and also due to the minimal attendance of members at group meetings (Mokhtari et al., 2021).

Effect

The change in attitude or behavior of group members reflects the effect of a communication process. The changes that occur in the farmer group indicate how well the message conveyed is understood and internalized. However, according to the research results, each member of the group receives and understands the information from the group leader in different ways. Factors contributing to this include varying experiences, education levels, and agricultural literacy (Sloan et al., 2020). This shows that not only the media and message used determine communication effectiveness but also the characteristics of the communicant. In the study of the communication patterns of the Pahlawan Women's Farmer Group in their efforts to develop vegetable farming, two communication patterns were identified: two-way communication and multi-way communication.

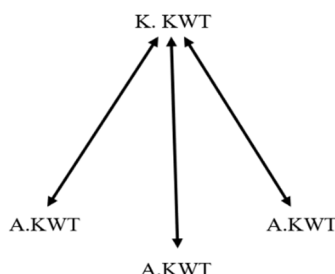


Figure 1 Two-way Communication Pattern

The research findings show the formation of a two-way communication pattern, where there is a role exchange between the communicator and the communicant. In this pattern, the KWT leader and

the members exchange roles, where the leader not only acts as the source or sender of messages or information but also receives input from the group members (Seno, 2023). Therefore, it can be seen that in this communication pattern, both the communicator and the communicant have dynamic roles and constantly switch positions. This pattern supports the creation of a more balanced information exchange process between the two interacting parties.

The two-way communication pattern that occurs in the Pahlawan Women's Farmer Group is highly effective in the message delivery process between the KWT leader and the members. This creates a harmonious relationship, allowing each member to develop their vegetable farming activities (Page & Mosen, 2024). This communication pattern occurs frequently during the group meetings between the leader and the members, where discussions take place. These meetings are held once a week and take place in the demonstration farm, which is managed together by the KWT members (Burke et al., 2023).

In the vegetable farming development program carried out by KWT Pahlawan, the research indicates that it has been successful. This can be seen from the level of management where members have already done a good job of land preparation before planting, used certified superior seeds, carried out intensive maintenance including providing the appropriate fertilizers for the age and dosage of the plants, and harvested by paying close attention to the right age for harvesting (Fredriksson et al., 2020). With this knowledge, vegetable harvests have increased, although there are still some farmers who have not shown significant changes. This success is supported by the two-way communication pattern, where the group leader consistently conveys information obtained from agricultural extension workers or from online research about various aspects of vegetable farming management (Nettle et al., 2022).

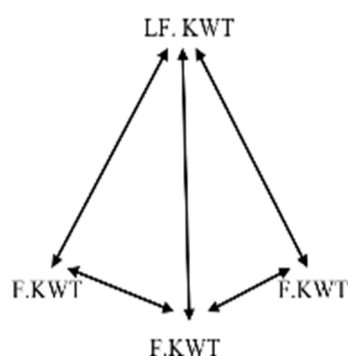


Figure 2 Multi-Way Communication Pattern

The open interaction created between the KWT leader and all members of the group demonstrates a multi-way communication pattern, where everyone has an equal opportunity to be both a communicator and a communicant (Ghahramanieisalou & Sattarvand, 2024). In this pattern, each individual involved has the opportunity to provide input, ask questions, deliver messages, and respond, making the message or information exchange more interactive (Kwon et al., 2023). This leads to the generation of new ideas and thoughts in the development of the vegetable farming activities being carried out.

Based on the research findings, the multi-way communication pattern that has formed within the Pahlawan Women's Farmer Group shows that the group has established a meeting schedule with its members, as well as with agricultural extension workers who serve as group facilitators (Omotesho et al., 2021). This includes schedules for maintaining the jointly managed demonstration farm, weekly meetings at the demonstration farm, meetings with agricultural extension workers, and the annual KWT meeting to present the annual report. During each meeting with KWT members or meetings attended by agricultural extension workers, the KWT leader or the extension worker delivers information related to the farming development program, from planting to harvesting and marketing (Agustini et al., 2020). The creation of a dialogical interaction between the group leader

and members, as well as with the agricultural extension workers, is a result of the multi-way communication established (Wut et al., 2022).

Conclusion

The research findings indicate that communication patterns play a crucial role in the successful development of vegetable farming in the Pahlawan Women's Farmer Group (KWT). Two communication patterns have emerged: the two-way communication pattern and the multi-way communication pattern. The two-way communication pattern reflects a reciprocal relationship between the leader and members, where message or information exchange happens directly. The multi-way communication pattern shows that all group members are actively involved in discussions and decision-making, including interaction with agricultural extension workers. The effectiveness of communication in KWT Pahlawan is heavily influenced by the communication skills of the group leader, the educational level of the members, attendance at meetings, and the use of media such as WhatsApp and posters.

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