

THE CORRELATION BETWEEN FARMER GROUP'S COMMUNICATION NETWORK AND LEVEL OF GROUP COHESIVENESS IN MEDICINAL PLANTS MANAGEMENT IN WEST JAVA PROVINCE

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ABSTRACT

Indonesia is one of the medicinal plants provider in the world. The plant is usually being used by the people in tackling health issues and supporting economy of the family. The potential of medicinal plant is really high as public and government are really involved in utilization and developing through farmer's group in a way that the communication network occurred as a result. Communication network has been strongly built among medicinal plant farmer's group, involving a lot of members, exchanging information in two ways communication, creating the same information meaning in correlation with medicinal plants. The interaction within its communication network, has the potential in developing the group cohesively based on sameness, pleasure, and task given to its member. The purpose of this research is to explore 1) the activity of medicinal plants farmer's group in developing communication network. 2) member of farmer group on medicinal plants' perception in establishing group's cohesiveness. 3) correlation between communication network with medicinal plants farmer's group cohesiveness. The method being implemented in the research is explanatory survey with correlational analysis. The statistic formula in hypothesis examination by using Spearman rank order. The result of this research shows that 1) The activities being done by the group in developing communication network are: discussing medicinal plants problem within the group, with other groups and related government officials. 2) The perspectives of the farmer's group in developing group cohesiveness are: establishing same viewpoint, the pleasure in joining the group's activity as learning forum, improving insight, sharing duties and cooperation. 3) There is a positive correlation between communication network and farmer's group cohesiveness.

Keywords: communication network, group cohesiveness, farmers group, medicinal plants.

INTRODUCTION

Medicinal plant is one of the potential farming commodities, which can be an alternative in supporting health development in Indonesia. Medicinal plant is often utilized by people encountering health problem and also supporting the family financially. The medicinal plant potential and strong responses from society in utilizing this particular plants are heavily supported by government's effort through farmer's group development in creating a communication network on medicinal plant's management.

Medicinal plant's farmer involved in farmer's group at Bogor Regency (namely Lindung Harapan and Tani Mekar), Sukabumi Regency (namely Kamuning), and Majalengka Regency (namely KT Melati and KT Dahlia) are actively interacted internally (within its