



**PERSONAL AND SITUATIONAL FACTOR ANALYSIS  
ON COMMUNICATION SOURCE IN FAMILY HERBAL PLANT MANAGEMENT IN  
WEST JAVA PROVINCE**

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**Abstract**

*This research purposes are to explore 1) Personal factor, including biological, socio-psychological, and sociogenetical factors. 2) Situational factor, including environmental and land use, technological, and social factors.*

*The method of this research is descriptive method in describing issues based on qualitative data to acquire comprehensive understanding on the subject of the research.*

*Research shows that 1) On Personal Factor, the reason of managing Toga (acronym of Tanaman Obat Keluarga or Family Herbal Plant) is based on educational background and main task and job function that an individual has. Toga could become a benefit for public as first aid of health problem, source of income, charming landscape at home, to lower family's expenditure especially in medicine portion, and food sources.*

*The steps applied by government official in handling this issue are by organizing workshop, seminar, holding interviews with media (television, radio, and magazine), publicizing research results in scientific or semi-popular journals, organizing counseling, and circulating herbal plant's seeds among public.*

*The response from public is really positive concerning this matter. 2) On Situational Factor, physical environment plays a beneficial role in managing toga as land planted with toga will have a lower temperature, an aesthetic aspect of Toga's pilot field with a comfortable place for dissemination process also comes into hand. A flexible and shorter time for government's officials in doing the dissemination is important in really focusing them on the material being communicated, which leads to a more enthusiastic audiences. Technologies being used for dissemination are LCD projector, laptop, and posters, which objectives are to develop networking and to spread knowledge to public.*

**Keywords:** *personal factor, situational factor, herbal plant management.*

