

Ministry of Agriculture Public Relations Strategy Through the Millennial Farmer Program

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ABSTRACT

Currently, Indonesia is facing the threat of a crisis in the agricultural sector. The decrease in the number of farmers was due to the low wages of workers in the agricultural sector, which were the lowest compared to the wages of workers in other sectors. The public relations task of the Ministry of Agriculture is to make agriculture more modern to attract the younger generation to enter the world of agriculture. The purpose of this study was to determine the extent of the Ministry of Agriculture's public relations strategy in creating food security through the millennial farmer program and to analyze the weaknesses of the Ministry of Agriculture's public relations strategy in creating food security through the millennial farmer program. The research method used is a descriptive study with a qualitative approach. The results showed that the Ministry of Agriculture's public relations strategy by conducting press relations, government relations, customers relations, maximized the public relations function (maintain good communication, serve public's interest, maintain good morals and manners). The weakness of the Ministry of Agriculture's public relations strategy has not been maximal in carrying out its duties related to the millennial farmer program. This is evidenced by doing the following: providing understanding to the community about millennial farmers, providing understanding to the community about institutions, providing understanding to the community about goals, providing understanding to the community about activities, maintaining good relations with the community regarding millennial farmers.

KEYWORDS

Government communication, Public Relations, Millennial farmer, Food security, Ministry of Agriculture

INTRODUCTION

Food security is a state condition in terms of providing food for individuals as reflected in the availability of sufficient food in quantity and quality, safety, diversity, nutrition, fairness, and affordable food prices, and does not conflict with religion or belief. This includes community culture, living in a sustainable, healthy, active, and productive manner (UU No 18/2012). Currently, Indonesia is facing a crisis in the agricultural sector. This can be seen from the decrease in the number of farmers. Citing data from the Central Statistics Agency (BPS) for the last 30 years, support from the agricultural sector for the gross domestic product (GDP) continues to decline. According to records, from 1990-2018, agriculture's contribution to GDP fell sharply from 20.9% to around 13% (CNBC, 14 Nopember 2019). The problem of wages also makes the agricultural sector unattractive (BPS, 2019). If millennials continue to be disinterested in farming, this situation will harm Indonesian agriculture (Kementan, 2017). Factors affecting the

younger generation include higher incentives in the non-agricultural sector and the perception that working in the non-agricultural sector in urban areas is more prestigious (Susilowati, 2016). As a result, most of the villages are inhabited by the elderly, this has an impact on low productivity and many skilled workers who move to the city (Meitasari, 2017).

Open communication aims to enable the public to obtain public information related to government policies and activities that have been, are being, and will be implemented. This is important for the government and communities, therefore there is no gap between the government and communities. For this reason, efforts are needed, the communication strategy carried out by the government (Ramadani T., 2019). The author wants to know how the Ministry of Agriculture's public relations strategy is creating food security through the millennial farmer program.

Syukur research (2020) shows the role of PR has a strategic role in the advancement of management. Ramadani T. (2019) emphasized that communication management at the Ministry of Energy and Mineral Resources has been running. Widiantera (2020) concludes that the strategic approach taken in optimizing the role of public relations includes: publications, new events, and community involvement. Aan Widodo (2020) revealed that the communication strategy of the Bekasi city government to make the program a success is through socialization. Radojević (2019) shows that the movement of agricultural GVA has a statistically significant effect on the movement of total GVA. Atie Rachmiate (2020) shows that communication from the government is important in strengthening perceptions about product value and benefits from halal tourism. Hamdani (2020) confirmed that entrepreneurship training for young farmers benefited from a score of 216 (mean 3.6) and had an impact on their performance in agriculture. Government communication is the delivery of government ideas, plans and ideas to the public to achieve these goals (Kamil, 2018).

The function of government public relations according to Kriyantono (Suprawoto, 2018) there are three: maintain good communication; serve the public's interest; and maintain good morals and manners. The task of public relations is to organize and be responsible to the public so that it has a general understanding so that there is a correct understanding of matters; institutions, all objectives, and activities carried out; monitor, record, and evaluate community responses and opinions; studying and analyzing public reactions to institutional policies, as well as all kinds of opinion; maintain good relations with the public and the mass media to obtain public favor, public opinion, and change in attitude (Suprawoto, 2018).

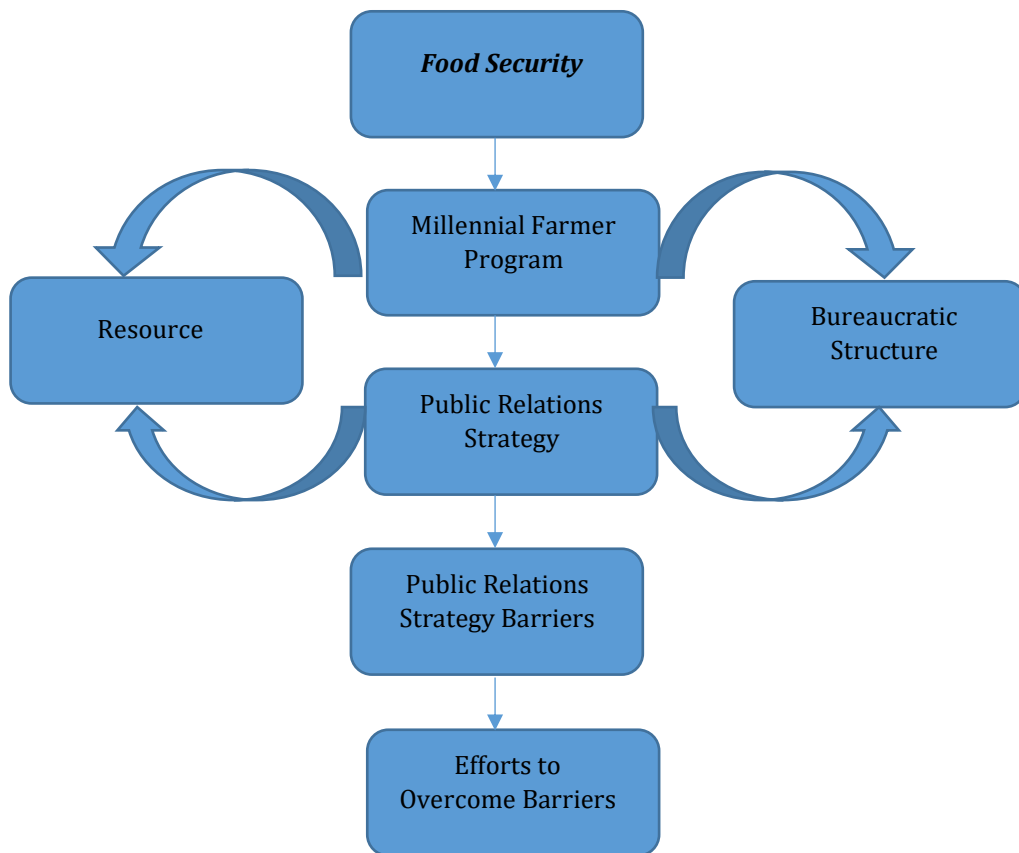
The scope of the external PR task is to seek the growth of a positive public attitude and image towards all policies and actions of the company's organization. (Ardianto, 2008). The objectives of the communication strategy described above, indicate that in developing a communication strategy, thought is needed by taking into account the

supporting and inhibiting factors in each component of the communication strategy. (Sembiring, 2016). The components that form the basis of the communication strategy must be considered along with the supporting and inhibiting factors of these components. Y Generation is the generation that dominates the world of work in Indonesia and elsewhere today. Y Generation is often referred to as the Millennial Generation, which is a young group born in the early 1980s to early 2000s (Kasasa, 2021). Farmers according to Law no. 19 of 2013 is an individual Indonesian citizen and along with their family who conducts farming in the fields of food crops, horticulture, plantations, and animal husbandry. Farmers are also the main actors in agricultural development (KementanRI, 2021).

METHOD

This research has a subjective-constructivism paradigm that views reality as formed by social construction. The truth here is considered as a relative reality, applies according to a specific context that is considered relevant by social actors (Binus, 2015). Research using qualitative methods presents directly the nature of the relationship between researchers and informants, research objects, and subjects (Alwan, 2021).

Figure 1. Theoretical Framework



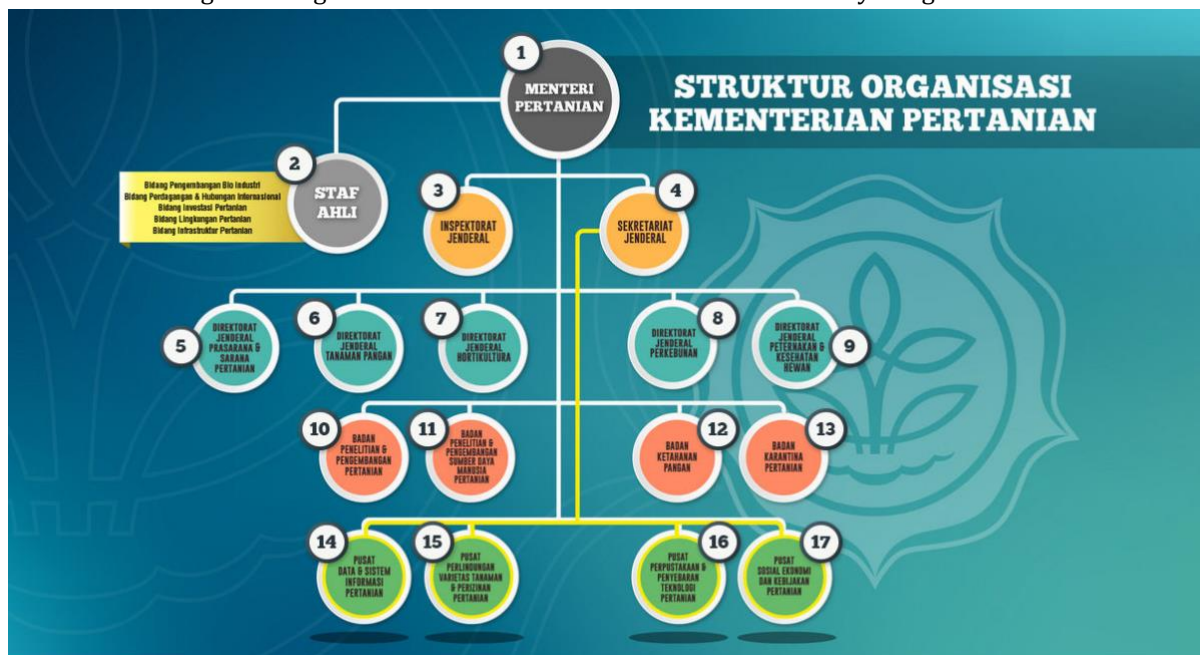
Source: research data (2021)

RESULT AND DISCUSSION

Ministry of Agriculture

In carrying out its duties, the Ministry of Agriculture carries out the following functions such as (1) Formulation, stipulation, and implementation of policies in the agricultural sector, (2) Management of state property/wealth which is the responsibility of the Ministry of Agriculture, (3) Supervision of the implementation of tasks within the Ministry of Agriculture, (4) Implementation of technical guidance and supervision on the implementation of the affairs of the Ministry of Agriculture in the regions, (5) Implementation of technical activities on a national scale.

Figure 2. Organizational Structure of the Indonesian Ministry of Agriculture

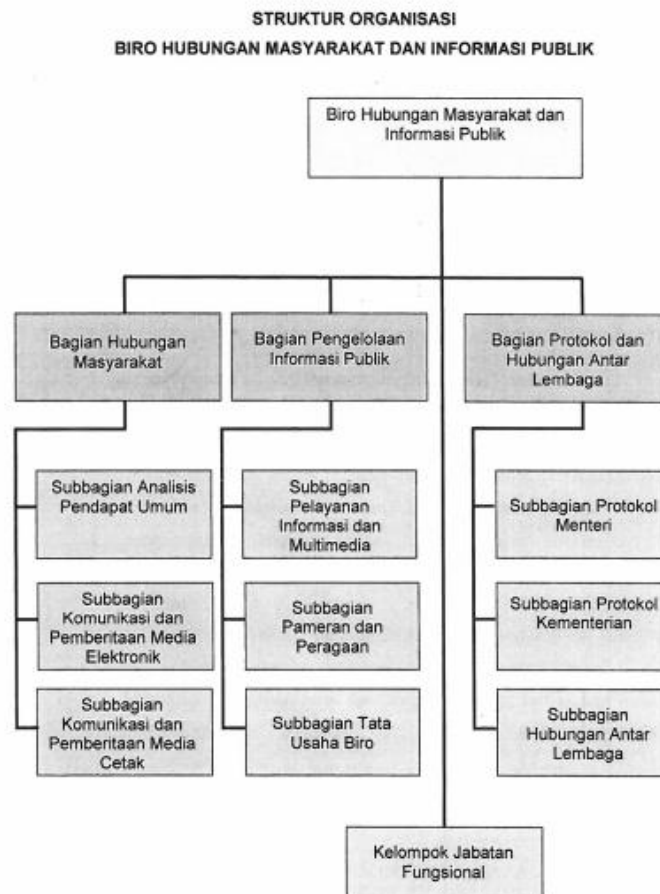


Source: Ministry of Agriculture (2012)

Public Relations and Public Information Bureau of the Ministry of Agriculture

Public Relations of the Ministry of Agriculture has a responsibility that must be carried out to foster and maintain good relations with the public because public relations is directly related to the community which will shape the reputation of the organization. The following is the organizational structure of the Ministry of Agriculture's Public Relations and Public Information Bureau.

Figure 3. Organizational Structure of the Ministry of Agriculture's Public Relations and Public Information Bureau



Source: General Secretariat of Agriculture (2016)

Millennial Farmers as Indonesian Agricultural Human Resources

The government's target to make Indonesia the world's food barn may not be realized if the agricultural sector is no longer seen as a promising sector for the millennial generation (Interview Moch. Arief Cahyono, Head of Public Relations Secretariat General of the Ministry of Agriculture of the Republic of Indonesia, January 9, 2021). The current number of Indonesian farmers in 2020 is around 33 million people. From that amount, data is obtained that only 29% of farmers are less than 40 years old, or referred to as millennial farmers (Graha Abadi Pasyaman, S.P., Millennial Farmer Ambassador of the Ministry of Agriculture of the Republic of Indonesia, 21 November 2020).

The definition of millennial farmers is farmers aged between 19-39 years. However, the criteria for this generation are usually marked by increased use and familiarity with communication, media, and digital technology (Graha Abadi Pasyaman, S.P., Ambassador of Millennial Farmers, Ministry of Agriculture of the Republic of Indonesia, 21 November 2020). Even today, the millennial generation continues to be used as the main and important target to boost the quality of human resources (Human Resources) in

agriculture. The program has the main goal, namely to develop young agricultural entrepreneurship in Indonesia (Graha Abadi Pasyaman, S.P., Ambassador of Millennial Farmers, Ministry of Agriculture of the Republic of Indonesia, 21 November 2020). On that basis, the Ministry of Agriculture or the Ministry of Agriculture in Indonesia has a target of 1 million millennial farmers who are members of 40 thousand groups in each region, where in each group there are 20-30 people (Moch. Arief Cahyono, Head of Public Relations of the Secretariat General of the Ministry of Agriculture of the Republic of Indonesia, January 9, 2021).

To make the millennial agriculture program a success, of course, it requires preparation and socialization to monitoring and evaluation which will later be carried out for the growth and strengthening of millennial farmers (Graha Abadi Pasyaman, S.P., Millennial Farmer Ambassador of the Ministry of Agriculture of the Republic of Indonesia, 21 November 2020). One example of the realization of this millennial farmer program seems to have been going well in Sukabumi. Where there are about 15 thousand students from all over Indonesia who receive agribusiness training, the goal is that they will be able to apply modern agricultural business practices from upstream to downstream. Food needs in the future will increase drastically in line with the rate of population growth, but in reality, workers in the agricultural world have actually decreased and are only filled by senior farmers (Graha Abadi Pasyaman, S.P., Ambassador of Millennial Farmers, Ministry of Agriculture of the Republic of Indonesia, 21 November 2020).

Ministry of Agriculture Public Relations Strategy

Press Relations

In dealing with the media, the task of public relations is to organize and maintain good relations, namely by providing a Whatsapp group called FORWATAN (Agricultural Journalists Forum). The group consists of journalists who are members of the journalists' forum and public relations at the Ministry of Agriculture. Head of public relations and media coverage.

Government Relations

Regulating and maintaining relations with the government. The Ministry of Agriculture as the central government needs relationships with several other government agencies such as local governments and the security forces of the TNI and POLRI.

Customers Relations

The relationship that exists between service users and the government must be well established to create a reciprocal relationship between the Ministry of Agriculture and the public. One way to do this is through socialization. The socialization is carried out by the public relations of the Ministry of Agriculture to people throughout Indonesia on every community activity in the agricultural sector. The workflow of communication management at the ministry of agriculture is as follows:

Figure 4. Communication Management Workflow Ministry of Agriculture Republic of Indonesia



Source: Ministry of Agriculture (2021)

The Public Relations Function of the Ministry of Agriculture in Creating Food Security Through the Millennial Farmer Program

Table 1. The Public Relations Function of the Ministry of Agriculture in Creating Food Security Through the Millennial Farmer Program

No	Function	Information
1	<i>Maintain good communication</i>	<p>1. With The Press In dealing with the media, the task of public relations is to organize and maintain good relations by providing a Whatsapp group called FORWATAN (Agricultural Journalists Forum). The group consists of journalists who are members of the journalists' forum and public relations at the Ministry of Agriculture. The head of public relations and media reporting at the Ministry of Agriculture is always ready to be contacted if the media needs answers to questions about services and about Millennial Farmers.</p> <p>2. With other services In the millennial farmer program, the Ministry of Agriculture as the central government needs relationships with several other government agencies such as local governments and the security forces of the TNI and POLRI. The local government needs the central government to convey the aspirations of the people because the</p>

No	Function	Information
		<p>local government is a form of community representation. The needs needed by the community in the millennial farmer program cannot always be realized by the local government due to its limitations, so the local government cooperates with the central government.</p> <p>3. Government Service Users The relationship that exists between service users and the government must be well established to create a reciprocal relationship between the Ministry of Agriculture and the public. One way to do this is through socialization. The outreach was carried out by the Ministry of Agriculture's public relations officer to communities throughout Indonesia on every millennial farmer activity.</p> <p>4. With the General Public</p> <ul style="list-style-type: none"> ▪ Knowledge and understanding ▪ Creating interest ▪ Reception ▪ Sympathy
2	<i>Serve public's interest</i>	In order to increase the capacity and independence of agricultural business actors and empower the agricultural community, the Ministry of Agriculture has carried out Agricultural Community Empowerment activities through Social Assistance to Farmers (PMUK), including to millennial farmers.
3	<i>Maintain good morals and manners</i>	Public Relations of the ministry of agriculture always creates an atmosphere of good behavior and morality in the ministry of agriculture in the context of implementing policies related to millennial farmers.

The Ministry of Agriculture's Public Relations Duties in Creating Food Security Through the Millennial Farmer Program are as follows: (1) Giving understanding to the community about millennial farmers through website Petani Digital di petanidigital.id. For information on the Millennial Farmer program and registration of prospective millennial farmers, you can do it at the address website: <https://petanimilenial.jabarprov.go.id>. In addition, registration can also be accessed through the pikobar application and West Java Millennial Farmer Hotline Contact <https://petanimilenial.jabarprov.go.id/>. News in the mass media also used, for example in the Kompas daily: Millennial Farmer Program Inaugurated, Thousands of Young West Java Sign Up Kompas.com - 26/03/2021, 17:52 WIB

<https://regional.kompas.com/read/2021/03/26/175222978/program-petani-milenial-diresmikan-ribuan-anak-muda-jabar-mendaftar?page=all>

The Ministry of Agriculture provides an understanding to the community of what institutions are used in the context of implementing policies related to millennial farmers. On various occasions, for example, the launch event for millennial farmers in West Java on February 2, 2021, it was stated that the millennial farmer program collaborated with several OPDs in West Java, academics (IPB), and BUMD (Agro Jabar).

The Ministry of Agriculture provides an understanding to the community of the goals of millennial farmers as strengthening food security. For example, the activities of the ministry of agriculture with the West Java Regional Government on February 2, 2021, in Cikadu village, Cianjur. At the launch of the millennial farmer program to strengthen food security, it was stated that this program was a form of economic recovery due to the COVID-19 pandemic in West Java. In addition, this program collaborates with several OPD in West Java, academics (IPB), and BUMD (Agro Jabar). The goal is that with this millennial farmer program, West Java will achieve food security and self-sufficiency by promoting technology 4.0.

The Ministry of Agriculture has provided an understanding to the community, what activities are carried out related to the implementation of millennial farmer policies. Through the news contained on the Jabar.prov.go.id web, millennial farmer activities have been conveyed, including technical training and group dynamics. Technical guidance is carried out in three locations. The first technical guidance was held in Cimenyan and was attended by 50 prospective millennial sweet potato farmers. Second, technical guidance was carried out at the BBH Satpel Margahayu Lembang and was attended by 198 prospective millennial farmers of ornamental plant commodities. Third, technical guidance was held at BBH Pasir Banteng Jatinangor and was attended by 179 prospective millennial farmers for ornamental plant commodities.

CONCLUSION

From the discussion that has been done, the following conclusions can be drawn. Public Relations Strategy of the Ministry of Agriculture by carrying out: Press Relations, Government Relations, Customers Relations, Maximizing the public relations function (Maintain good communication, Serve public's interest, Maintain good morals and manners). The weakness of the Public Relations strategy of the Ministry of Agriculture has not been maximal in carrying out its duties related to the millennial farmer program. This is evidenced by routinely doing the following things: providing understanding to the community about millennial farmers, providing understanding to the community about institutions, providing understanding to the community about goals, providing understanding to the community about activities, maintaining good relations with the community regarding millennial farmers. However, it has not routinely carried out the

following things: monitoring community responses related to millennial farmers, recording community responses related to millennial farmers, evaluating community responses related to millennial farmers, studying and analyzing public reactions related to millennial farmers

This study suggests that the public relations ministry of agriculture should routinely monitor community responses related to millennial farmers, document all forms of community responses related to millennial farmers, evaluate community responses related to millennial farmers, study and analyze public reactions related to millennial farmers.

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