

The Influence Factors of Participatory Communication in the Development of Entrepreneurship Behavior in Enbal Cassava Processing

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Abstract – The people of Southeast Maluku district have their own uniqueness food compared to other communities in Indonesia by processing bitter cassava into traditional food which in the local language is called Enbal. The potential for developing enbal in increasing the people's income is responded by the local government by forming a small industrial group processing enbal. The purpose of this research is to describe the characteristics of the processing of waste, the availability of local food information, the support of institutional support, participatory communication and entrepreneurial behavior, and then to analyze the factors that influence participatory communication in the development of entrepreneurship behavior in the processing of enbal. The study was conducted in Southeast Maluku district by taking data conducted in a census of the entire population of small-scale processing industries in Southeast Maluku district, totaling 127 processors. Primary data collection techniques were carried out using a questionnaire and secondary data obtained from relevant agencies from the district government of Southeast Maluku. The results showed that the age of the processor is dominant in the productive category with a low level of education and adequate experience, a wide enough land area. In general, the majority of the level of motivation for the processing of enbal is in the high category and the level of the airport is low. The level of availability of local food information is not available. The level of institutional support for local small-scale food industry is not optimal because it is in the medium category. The level of participatory communication of the recipient processing has generally been participatory. Entrepreneurial behavior possessed by enbal processors in the district of maluku Tenggara is mostly in the high category. Factors that significantly and positively influence participatory communication are individual characteristics and institutional support. The participatory communication factor also significantly and positively influences entrepreneurial behavior Participatory communication is reflected by dialogue, voice, liberating-pedagogy, and reflection on action.

Keywords – Enbal Processing, Entrepreneurial Behavior, Participatory Communication.

I. INTRODUCTION

Indonesia is one of the five largest cassava producing countries in the world. Cassava has long been known as the third staple food for Indonesian people after rice and corn. Cassava food commodity is suitable to be developed as an agro industrial commodity. The Ministry of Agriculture

(2017) notes that cassava is the most locally processed food crop commodity in the country. Cassava is an important food crop in Eastern Indonesia. Maluku, which is an archipelago, has cassava cultivation which is spread in large and small islands and is a subsistence crop and as a food reserve crop. The people of Southeast Maluku have their own uniqueness

compared to other communities in Indonesia by processing bitter cassava into traditional food. This regional food is called in the regional language as Enbal (Kei language).

Enbal is a product of processed bitter cassava (*Manihotesculenta Crantz*) which is a traditional food typical of the people (Kei) of Southeast Maluku Regency. The process of making Enbal has been done for a long time and has gone down. In the past enbal was made only for consumption and as a food reserve. The times and the high consumption demand of the people of Southeast Maluku has made processors increase production of enbal not only for consumption but for sale. The regional government responded to this potential by forming a small-scale processing industry group. Small business industry is the key to the survival of most Indonesian people, so it needs to be empowered.

Processed cassava products are regional superior products that are characteristic and local brands of Southeast Maluku Regency. Now, bananas are processed and packaged by the banana processors which are included in the Small and Medium Industry. To increase the selling value of enbal is also made into various flavor variants such as bean paste, chocolate cheese cake, flower cake, plate cake, cake stick and fried egg dish (fried cake). But the results of Leasa et al. (2018) states that the processing capacity of Enbal in Southeast Maluku District is still limited in terms of processing techniques, market strategies and access to business capital. Therefore in minimizing the limitation of the processing capacity of enbal can be done through the development of human resources in the entrepreneurial aspect.

Enbal cassava farmers in Southeast Maluku district are local food entrepreneurs (agribusiness). Because the smallholder farmers are processors themselves who carry out activities ranging from clearing land, cultivation of cassava plants, harvesting and post-harvesting (processing the cassava into a yield product). Entrepreneur Farmer is a farmer who is entrepreneurial to get business opportunities through farming activities he undertakes, so entrepreneurial activities on a rural scale or rural entrepreneur become important (McElwee 2005; Pichardo 2010). For small-scale processing industries to increase local food competitiveness is not easy, because of the large natural factors (raw material is highly influenced by climate) and the limited production technology, processing and human resources. The problems that occur in this processing business are the duty of the business owner or processing of waste to overcome it, where the business owner is the main actor in the business of cassava. Providing

competent human resources is also important in local food processing business. Entrepreneurial behavior must be developed as capital so that business people and the community are able to be independent and successful in their business. Human resource development is also one of the keys in answering this problem because in the current global era, creative and innovative business actors are needed to be able to survive and compete.

The development of human resources for local food processing is also influenced by internal and external factors. But the integrated entrepreneurship development effort is not solely through changes in the structure of the agricultural economy, but also involves changes in the structure and patterns of social behavior. Human resources that are not familiar with work relationships, weaknesses in decision making, and lack of entrepreneurial experience are personal barriers to entrepreneurship development (Kashani et al. 2015). For this reason, the process of human empowerment in sharing information and knowledge that helps in making decisions needs to be done. The most important empowerment process focuses on humans by building dialogically human capacity to be better able to solve problems (Freire 2005). Dialogue, freedom and openness in dialogue are the basic principles of participatory communication. When this form of participatory communication is properly used to receive the aspirations of local communities, the opportunities for sustainable management of natural resources are greater, including in the food processing industry (Liliweri 2011).

Collaboration can take place both through an effective participatory development communication process. The impact of effective communication is that beneficiaries can increase their knowledge, attitudes change and their actions towards the development of the processing industry are carried out professionally. The application of participatory communication is the right approach in the process of empowerment to improve the standard of living of farmers (Aminah et al. 2014). Collaboration can take place both through an effective participatory communication process. Ratnawati (2011) states that the model of empowering women in rural areas through entrepreneurship development through group approaches, participation in groups, and business diversification can also improve the standard of living of families. The process of forming entrepreneurial behavior into a culture through participatory communication becomes a necessity in facing these global challenges.

The development of entrepreneurial behavior is important in enhancing local food competitiveness. Participatory

communication can be a bridge in the development of entrepreneurial behavior, it is supported by the results of research by Alexander and Beukel (2014) which states that individuals who have mastered the art of communication are better able to transmit entrepreneurial vision, interact cooperatively to solve problems and most importantly develop their social networks. Based on this matter, this study seeks to see the effect of participatory communication in developing entrepreneurial behavior of enbal processors in Southeast Maluku Regency. The purpose of this study are (1) Describe the characteristics of the processing of waste, the availability of local food information, the support of institutional support, participatory communication and entrepreneurial behavior; (2) Analyzing the factors that influence participatory communication in the development of entrepreneurship in the processing of energy.

II. RESEARCH METHODS

This research was designed as a quantitative study which was strengthened by qualitative research and using the census method. To obtain quantitative data, the research instrument was in the form of a questionnaire (questionnaire), while qualitative data was obtained from observations of the communication activity of the energy processor. The study was conducted in November 2018 to March 2019. In this study, data collection was carried out by census of the entire population of small-scale processing industries in Southeast Maluku district, which numbered 127 processors. The data in this study consisted of primary data and secondary data. Primary data collection techniques performed with questions in the questionnaire in general using the choice of perception

ranking (rating) with closed questions and open questions and direct observation in the field. Secondary data were obtained from the Department of Agriculture, the Central Statistics Agency, the Agricultural Counseling Center, the Food Security Agency, the Industry and Trade Office of the Southeast Maluku district as well as the results of previous studies that became the references and references in this study. The collected data were analyzed descriptively and inferential test. The data analysis technique used in the first stage is using descriptive statistical analysis for all variables. Inferential analysis uses Partial Least Square (PLS) to see the factors that influence participatory communication and see the effect of participatory communication on entrepreneurial behavior.

III. RESULTS AND DISCUSSION

Description of Research Variables

Individual Characteristics of Processing Processing

Individual characteristics are one of the important factors to know in order to know the tendency of a person's behavior or society in his life (Far Far 2011). Individual characteristics of the processing processor are the personal characteristics or characteristics of the processor which are related to all aspects of life and the environment. The processing characteristics studied include: age, formal education, non-formal education, land area, income, motivation and cosmopolitan.

Table 1 Percentage of respondents based on the category of energy processing characteristics indicators in Southeast Maluku District

Processing Characteristics of Returns	Category	Amount n = 127	Percentage (%)
Age	Early adulthood (18-40 years)	26	20,5
	Adult (41-63 years)	79	62,2
	Late Adult ($\geq$ 64 years)	22	17,3
Formal education	Low (SD / MI)	58	45,7
	Medium (middle-high school)	69	54,3
	Higher (diploma / Bachelor)	0	0
Non-formal education	Low (0-2)	71	55,9
	Medium (3-5)	52	40,9
	Height (6-8)	4	3,2
Experience	Low (1-10 years)	33	25,9
	Medium (11-20 years)	55	43,3

Processing Characteristics of Returns	Category	Amount n = 127	Percentage (%)
Land area	High (21-30 years)	39	30,7
	Low (> 1 ha)	49	38,6
	Medium (1.1 ha -2 ha)	72	56,7
Income	Height (<2.1 ha)	7	5,5
	Low (> 2 million)	36	28,3
	Medium (2.1 million - 4 million)	84	66,1
Motivation for Trying	High (<4.1 million)	8	6,3
	Low (4-7)	0	0
	Medium (8-11)	38	29,9
Socialism	Height (12-16)	89	70,1
	Low (4-7)	52	41,7
	Medium (8-11)	50	39,4
	Height (12-16)	24	19,7

Table 1 explains that the characteristics of Enbal individual processing in the research area shows that the age of respondents is mostly in the adult age category which ranges from 40-63 years with a percentage of 62.2 percent. The age range can still be said at the productive age so that many respondents are still actively involved in the business of processing energy. The level of formal education of the majority of respondents was categorized as medium graduated from middle and high school as many as 54.3 percent or 69 people. The experience of enbal processing business in Southeast Maluku regency is dominant in the medium category (11 - 20 years) is 43.3 percent or 55 people. the results of the research illustrate that the majority of enbal processors have an area of 1.1 to 2 ha of 55.9 percent or 72 people. The income earned by respondents monthly from the local food processing business is mostly in the medium category (Rp. 2 000 000 - Rp. 4 000 000) of 66.1 percent or 84 people. In general, the majority of the level of motivation

of the energy processor is in the high category of 70.1 percent followed by the moderate category of 29.9 percent. There are no energy processors that have low category motivation. The dominant level of processing waste is in the low category of 41.79 percent or 53 people.

Availability of Enbal Local Food Information.

Meyer (2005) that, information is sought and utilized by the recipient if it has a quality that is in accordance with the needs and can solve the problem of the recipient. This study looks at the perception of the processing of enbal on the availability of local food information about processing and marketing information which is used as an indicator of research including the relevance, completeness, sharpness, timeliness and representation of information in helping the processing of waste solve the problems faced. Availability of locally available food information is shown in Table 2.

Table 2 Percentage of respondents by category Indicator availability of local food information in Southeast Maluku Regency

Information availability indicator	Category	Amount n = 127	Percentage (%)
Relevance of information	Low	98	77,2
	Medium	22	17,3
	High	7	5,5
Completeness of Information	Low	101	79,5
	Medium	21	16,5
	High	5	4,0
Sharpness of Information	Low	99	78
	Medium	28	22
	High	0	0
Timeliness of Information	Low	110	86,6

	Medium	11	8,6
	High	6	4,8
Information Representation	Low	106	83,5
	Medium	21	16,5
	High	0	0

The results in Table 2 show that the largest percentage of information relevance is in the low category of 77.2 percent or 98 people. The relevance of the lack of available information is reflected by the low level of information received and the lack of relevance of information to the needs and problems of the processing of eggs related to the processing and marketing of local food. The largest percentage of complete information is in the low category with 79.5 percent or 101 people. The lack of available information is reflected by the low availability of information in accordance with the needs of the processing plant, the availability of information that can explain the things being considered in solving the problem of processing technology and marketing of local food. The largest percentage of information sharpness is in the low category of 78 percent or 99 people. The lack of information available is reflected by the low availability of information that can explain more specific things about processing and marketing of cassava / cashew. The largest percentage distribution of timeliness of information is in the low category of 86.6 percent or 110 people. The lack of information available is reflected by the low availability of information when needed and the latest

nature of cassava processing and marketing technology. The largest percentage of information representation was in the low category of 86.6 percent or 106 people. The lack of available information is reflected by the low availability of information to be used to draw conclusions / decisions about processing and marketing of cassava / cashew technology.

Institution Supporting Enbal's Local Small Food Industry

Sumaryanto and Siregar (2003) stated that environmental factors cannot be controlled by someone. The institutional external environment in this study refers to environmental factors that are thought to support and encourage the increase in entrepreneurship behavior of enbal processors. Institutional support supporting small industries is the large institutional capacity to support (sustainably) local small food industry. Institutional support supporting local small food industry enbal in this study was presented in seven sub variables consisting of government support, extension agency support, research institute support, raw material support and production facilities, cooperative support, market support, tourism program support presented in Table 3 .

Table 3 Percentage of respondents based on institutional support indicator categories supporting local small-scale food industry in Southeast Maluku Regency

Institutional support indicators	Category	Amount n = 127	Percentage (%)
Government Support	Low	17	13,4
	Medium	81	63,8
	High	29	22,8
Counseling Support	Low	41	32,3
	Medium	75	59
	High	11	8,7
Research Institute Support	Low	42	33
	Medium	69	54,3
	High	16	12,7
Support of raw materials and production facilities	Less Available	19	15
	Available	82	64,6
	Very available	26	20,4
Cooperative Support	Low	55	43,3
	Medium	72	56,7
	High	0	0
Market Support	Low	9	7,1

	Medium	91	71,6
	High	27	21,3
Tourism Program Support	Low	37	29,1
	Medium	65	51,2
	High	25	19,7

The results of the research in Table 3 show that the largest percentage of government support is in the moderate category of 63.8 percent or 81 people. Government support is included in the category of being reflected in the accuracy of the form of assistance provided to the needs of the processors, but the accuracy of the amount of aid does not match the needs of the processors. The largest percentage of extension support was in the moderate category of 59 percent or 75 people. Counseling support is included in the category of being reflected by the role of extension workers who continue to accompany the processing processors even though they do not conduct counseling processes, where extension agents are always ready to assist processors if needed. The largest percentage of research institutes were in the medium category with 54.4 percent or 69 people. The results of Bulu et al. (2009), that the innovation material offered in the extension activities was not in accordance with the needs of the subjects. The support of research institutions is classified as being due to the lack of location-specific testing and assembling of appropriate technology with the processing plant. The largest percentage distribution of support for raw materials and production facilities is in the medium category of 64.6 percent or 82 people. Facts in the field show that in general, the processing process of waste uses raw materials sourced from the plantation itself because it is more economical and the quality is in line with the expectations of the processing plant. While the production facilities are available but are still limited because they are only owned by the group for processed various flavors. The largest percentage of cooperative support is in the medium category with 56.7 percent or 72 people. Based on the results of interviews it is seen that in general the processing of waste uses its own capital in the process of processing energy. The largest percentage of market support is in the medium category with 71.6 percent or 91 people. The interview results explained that in general the Arabic souvenir shops of Tual and GOTA supermarkets that sell processed products were not yet able to receive processed processing processed

products due to the overall quality of the products not in accordance with their standards other than that the cooperative relations with the processors also did not exist. The largest percentage distribution of tourism program support was in the moderate category of 51.2 percent or 65 people. The facts on the ground based on interviews with processors explained that usually when exhibitions are outside the area, only the processing products are carried by service officials who take part in exhibitions or traditional food events at the national level by service officials who take part in such events as industry and trade services and food security services. This is in line with the results of Sudarko's research (2012) suggesting that efforts are needed to develop post-harvest handling and access to information technology by involving the role of parties to continue to strengthen the network of institutional partnership cooperation between cooperative groups and government parties (related agencies, banks, research institutions and Higher Education) and the private sector.

Participatory Communication

Tufte and Mefalopulos (2009) state that there are 4 basic principles underlying the participatory communication process. The four principles must support one another in a participatory development program. Because, without relying on these principles participatory communication will not run as it should, which causes the development of a program or activity not optimal. The basic principles are: (1) dialogue, (2) voice, (3) liberating pedagogy, (4) action-reflection-action. Participatory communication activities in this study look at how intense dialogue, voice, liberating-pedagogy, and reflection on actions taken by local food processing processors have been involved with related institutions in Southeast Maluku Regency in developing local food competitiveness. Participatory communication in this study was presented in four sub-variables consisting of dialogue, aspirations (voices), liberating pedagogy, and actions and reflections presented in Table 4.

Table 4 Percentage of respondents based on participatory communication indicator categories in Southeast Maluku Regency

Participatory Communication Indicators	Category	Amount n = 127	Percentage (%)
Dialog	Low	6	4,7
	Medium	66	52
	High	55	43,3
Aspiration (Voice)	Low	8	6,3
	Medium	68	53,5
	High	51	40,2
<i>Liberating pedagogy</i>	Low	11	8,7
	Medium	73	57,4
	High	43	33,8
<i>Action-Reflection-Action</i>	Low	5	3,9
	Medium	65	51,2
	High	57	44,9

The results of Table 4 show that the distribution of the largest percentage of dialogue indicators of participatory communication variables is in the medium category of 52 percent or 66 people. This data explains that the dialogue between processing processors is not yet optimal. The largest percentage distribution of aspiration indicators from participatory communication variables is in the medium category of 53.5 percent or 68 people. This can occur because members of the processing group feel that their aspirations have been channeled through other processing friends who have stated the processing problems. The largest percentage of indicators of liberating pedagogy from the participatory communication variables were in the moderate category of 57.4 percent or 73 people. This can happen because there are also some processing processors which are in groups but are not active but the relationship between the processing processors is not working well. If there are problems, they sit down in dialogue to solve problems and determine solutions. The largest percentage distribution of the Action-Reflection-Action indicators of the participatory communication variable is in the moderate category of 51.2 percent or 65 people. This can occur because the processors have also some

who are grouped but not active. In addition, reflection-action activities with the support of groups in the form of business facilities and processing activities have been going well, but there are still things that need to be improved. This is in line with the results of research Satriani et al. (2011) where participatory communication in an institution is not only a place for sharing information and knowledge, but also a place for solving problems together so that it is expected that there will be closer intimacy between members.

Entrepreneurial Behavior

Pambudy et al. (2011), states that the components of entrepreneurial behavior consist of knowledge, attitudes, and actions in entrepreneurship. Entrepreneurial behavior of these processing plants is obtained from the value of the accumulation of entrepreneurial knowledge, entrepreneurial attitudes, and entrepreneurial skills that have been applied in running a commercial processing business in Southeast Maluku Regency. Entrepreneurial behavior in this study was presented in three sub variables consisting of knowledge, attitudes and skills presented in Table 5.

Table 5 Percentage of respondents based on indicators of entrepreneurial behavior in Tenggara Maluku District

Indicators of Entrepreneurial Behavior	Category	Amount n = 127	Percentage (%)
Knowledge	Low	0	0
	Medium	80	63
	High	47	37
Attitude	Low		
	Medium	78	61,4
	High	49	38,6

Skills	Low		
	Medium	76	59,8
	High	51	40,2

The results of the research Table 5 show that the largest percentage of the indicators of knowledge from the variables of entrepreneurial behavior are in the moderate category of 63 percent or 80 people. The component that contributes to the medium category is managerial knowledge. Managerial knowledge is not very well known by the waste processors who run the sugar processing business. This is because the science of management includes knowledge for modern entrepreneurs, while the enbal processors in Southeast Maluku Regency are mostly still small-scale businesses and still traditional. The largest percentage distribution of indicators of entrepreneurial attitudes from the variables of entrepreneurial behavior is in the moderate category of 61.4 percent or 78 people. Components that contribute to the medium category are creative attitudes and responsiveness to opportunities. This is due to some processing processors being satisfied with the results of processing so they tend not to innovate because they do not have enough courage to take risks. The largest percentage distribution of indicators of entrepreneurial skills from the variables of entrepreneurial behavior is in the moderate category of 59.8 percent or 76 people. The components that contribute most to entrepreneurial skills in the medium category are technical skills including trying to create new models and the courage to take risks and managerial skills including business

planning, finance. This is supported by the results of Leasa et al. (2018) which states that actually enbal processors are able to increase the number and types of products due to two things, namely in terms of availability of raw materials and skills. Raw materials can always be provided because they have their own gardens and in terms of skills they can produce more than one type of processed but their market demand considerations have not been motivated to do so.

Factors that Influence Participatory Communication in the Development of Entrepreneurship Behavior in Enbal Wood Processing

To answer the second research question, Path Modeling Partial Least Square (PLS) was used in this study to determine the magnitude of influence between latent variables, namely bootstrapping techniques. Bootstrapping technique is a random sample data recalculation technique to obtain t-statistic values by conducting a Path Coefficients test. Based on the t-statistics obtained, it can be seen the level of significance of the influence of the independent variable to the dependent variable. If the t-statistic value > 1.96 (t-table significance 5%) then the effect is significant and if the t-statistic value < 1.96 (t-table significance 5%) then the effect is not significant (Latan and Ghazali 2015).

Table 6 Path Coefficients test results using Bootstrapping techniques

Path	Original Sample (O)	T Statistics
Individual Characteristics -> Participatory Communication	0,34487	7,88656
Information Availability -> Participatory Communication	-0,00440	0,11356
Institutional Support -> Participatory Communication	0,63827	11,60914
Participatory Communication -> Entrepreneurial Behavior	0,48950	3,84768

Individual characteristic factor (X1) in the final model has a loading factor value > 0.5 known to be reflected by five indicators namely non-formal education (X1.3), land area (X1.5), income (X1.6), motivation (X1.7) and cosmopolitan (X1.8). While participatory communication has a loading factor value > 0.5 known to be reflected by four indicator variables namely Dialogue (Y2.1), voice (Y2.2), liberating-pedagogy (Y2.3) and action reflection (Y2.4). The results of the PLS coefficient test path analysis in Table 6 explain that in the study of individual processing factors the individual

factors influence the participatory communication. This is explained based on the tcount greater than ttable (7.88656 > 1.96). In addition, the influence coefficient value of 0.34487 indicates a significant and positive relationship between the effect of individual processing factors on participative communication and participative communication, where if there is a one percent increase in individual factors on processing, it also causes an increase in participatory communication of enbal processing by 34.4 percent. Therefore, the indicators on the individual characteristics of

the recipient processing process are five non-formal education indicators, land area, income, motivation and cosmopolitan significant and positive effect on participatory communication.

Non-formal education in the form of experience following training is very helpful for enbal processors in developing local food products. This can occur because the participation of respondents in the training on processing of rice has given respondents new knowledge about the proper way and process of processing. Even though non-formal education in the form of training that is participated by the processors is categorized as low, the willingness to learn enbal processors in processing groups is high in seeking new knowledge and skills related to the processing of various types of processed flavors from fellow processed processors. The area of land managed by the landfill processors, both owned and group land, determines the size of the yield produced. Based on the results of the research, the area of land affects the participatory communication of the enbal processor. This can occur because counseling on aspects of the cultivation of green plants is carried out intensively to the processing of waste with proper communication methods, namely through hands-on practice in the group's enbal garden such as how to select good cuttings, how to plant correct cuttings, plant maintenance and fertilizer production always followed by a steam processor. Revenue is the result obtained by the money processor after working to process the money and sell it. Based on the results of the study, it can be seen that income influences the communication between participants in the processing medium. This can happen because the processors of waste produce small-scale processing industries for their livelihoods. Collaboration between group members is manifested in all processing group activities. Furthermore, based on the results of the analysis of motivation affects the participatory communication of enbal processors. This can occur because the activeness of enbal processing members in submitting ideas, expressing aspirations, discussing with fellow enbal processing members, extension workers, community leaders and related agencies from the regional government in group and village meetings. The results showed that cosmopolitan influences the participant's communication with enbal processors. This can occur because the processors who are often in contact with people outside their environment and actively seeking information for their farming activities are the chairmen or management of the processing group.

Factors for availability of local food information (X2) in the final model are known to have a loading factor value > 0.5 known to be reflected by five indicators namely relevance

(X2.1), completeness (X2.2), sharpness (X2.3), timeliness (X2.4) and information representation (X2.5). While participatory communication has a loading factor value > 0.5 known to be reflected by four indicator variables namely Dialogue (Y2.1), voice (Y2.2), liberating-pedagogy (Y2.3) and action reflection (Y2.4). The results of the PLS coefficient test path analysis in Table 6 explain that in this study there was generally no effect on the variable availability of local food information with participatory communication. This shows that none of the latent variables / indicators of the availability of local food information have a significant effect on participatory communication. Factors for the availability of local food information showed that the t-value 0.683 was not significantly below 1.96. In addition, the original sample value of -0.0440 shows the relationship of influence exerted by the factor in the availability of local food information towards participatory communication which is negative and insignificant. In other words the increased availability of local food information is not followed by an increase in participatory communication. When viewed from the conditions in the field, this is in accordance with the condition that in general the factors of availability of local food information are in terms of relevance, completeness, sharpness, timeliness and representation of information, until now it was felt to be inadequate and very minimal information, and has not yet increased participatory communication of enbal processors.

Farmers obtain information and knowledge from various sources, both from research institutions and other sources of information (van Den Ban & Hawkins 1999). The results of the PLS analysis show the relevance of information does not affect participatory communication. This can occur because the information received by the processing recipient often does not meet the needs of the processor. Provision of information from sources of information (research institutions, related agencies, extension agents) about the processing and marketing of local foodstuffs until now has been felt to be inadequate and relevant to the needs of food processing plants. A person's ability can develop through the process of information flow and completeness of information from the surrounding environment. The results of the PLS analysis show that the completeness of the information did not affect participatory communication. This can occur because of the lack of processing and marketing information obtained from sources of information (research institutions, related agencies, and extension agents) or through the mass media resulting in enbal processors who rely solely on knowledge of techniques of processing of hereditary from generation to generation or from the processor's own

experience. The information needed by the processing processor must be free of errors and not biased or misleading. Furthermore, the results of the PLS analysis show that information sharpness does not affect participatory communication. This can occur because the information received by the processing plant from the instructor is more about cultivation of the plant than the processing of the plant. This is because extension agents in Southeast Maluku Regency are all food crop extension agents. Though the information presented must be fast, precise and responsive when needed and can influence the decision making process of the recipient. The results of the PLS analysis show the timeliness of information does not affect participatory communication. This can occur because the government has not been able to provide adequate infrastructure of access to information for the processors. The information presented should be in a form that is easy to understand and easy to learn and use by the decision maker. The analysis showed that the representation of information did not affect participatory communication. This can occur because information about processing and marketing is not available by information sources of information sources (research institutions, related agencies, extension workers). In general, it can be said that the government through the agencies of the relevant agencies has not shown great alignments, and is less able to understand the needs and problems faced by the industrial processing industry. The results of this study differ from Purwatiningsih's (2015) study, stating that the information provided by forestry officials is information that is relevant to the problems faced by the community relating to the utilization and preservation of forests.

Institutional factors supporting the local food industry enbal (X3) in the final model have a loading factor > 0.5 known to be reflected by six indicators namely government support (X3.1), support of extension services (X3.2), support of research institutions (X3.3), support for raw materials and production facilities (X3.5) market support (X2.6) and support for tourism programs (X2.7). While participatory communication has a loading factor value > 0.5 known to be reflected by four indicator variables namely Dialogue (Y2.1), voice (Y2.2), liberating-pedagogy (Y2.3) and action reflection (Y2.4). The results of the PLS coefficient test path analysis in Table 6 explain that in institutional research supporting local food industry influences participatory communication. This is explained based on the tcount greater than t table ($11.6091 > 1.96$). In addition, the influence coefficient value of 0.638 shows the relationship of influence given by institutional factors supporting local food industry enbal to participative communication significantly and is

positive, where if there is a one percent increase in institutional factors supporting local food industry enbal then it also causes an increase in participatory communication processing fee of 63.8 percent. Therefore, indicators of government support, support of extension agencies, support of research institutions, support of raw materials and production facilities, market support and tourism program support have significant and positive effects on direct participatory communication.

Local government support is assistance to the overall small-scale processing industry activities in the form of programs, facilities and policies or regulations that support the development of the processing industry. The results showed that government assistance and programs influence participatory communication of the recipient of the processing. This can happen because the local government through the relevant service agencies provides equipment and machinery assistance to the enbal processing group. In addition, the regional government through the food security service facilitates the sale of enbal in the office environment by building outlets to sell local food. Furthermore, the results of the study showed that the extension material, the accuracy of the extension method, the appropriateness of the extension media, and the role of the instructor influenced participatory communication of the recipient processing. This can occur because the extension material delivered is related to aspects of crop cultivation such as choosing good cuttings, how to plant correct cuttings, plant maintenance and fertilizing according to the needs of the processing plant. Research institutes also contribute to the development of local food enbal. This can be seen from the results of research that show that the collaboration of research institutions with farmers / processors influences the communication of participant in the processors of enbal. This can occur because of technical guidance carried out by research institutions in the form of training in the manufacture of processed types of mocaf flour and training in making mocaf flour through several stages. During the training activities the processor is actively involved in dialogue, aspirations (voices), liberating pedagogy, as well as action and reflection with researchers. The availability of raw materials and production facilities for enbal is the readiness of a material and goods used to make processed products. The results of the PLS analysis show that the ease of obtaining raw materials and the availability of the number and type of equipment of production facilities affect the participatory communication of the processing medium. This can occur because of the ease of accessing raw materials from the garden itself or in groups when needing raw materials. Production facilities for processing (tools and

machinery) are still limited owned by processing plants so that processing processors still use group tools and machinery which are government assistance. The use of these shared machines makes the processor always actively involved in dialogue, aspirations (voices), liberating pedagogy, as well as action and reflection in group meetings in the use of these facilities. Market certainty can increase independence in the planning of the enbal processing business. Based on the results of the PLS analysis it can be seen that the ease of marketing the product, the satisfaction of the price of the product received and always looking for the marketing area influences the participatory communication of the processing processor. This can occur because the price of processed refined is determined by the processor by considering the processed refined price sold in the Tual and Langgur markets so that communication between processors in determining the price occurs to avoid differences in price between processed. Integration between small industrial agricultural commodities and natural beauty, and rural community life basically gives a sense of comfort and calm, and in turn can encourage increased tourism and the local economy. The results showed that the quality of the enbal product in supporting the tourism program affected the participant's communication with the enbal processor. This can happen because the tourism event conducted by the local government always involves the processing group to introduce local food products as an icon of the local wisdom of the Kei people. The results of this study are in line with research by Ruhimat (2014) which states that the aspect of government support is the most important and dominant aspect that will affect the level of community participation in the implementation of the forest management unit policy.

The participatory communication factor has a loading factor > 0.5 known to be reflected by four indicators namely dialogue (Y2.1), voice (Y2.2), liberating-pedagogy (Y2.3) and reflection of action (Y2.4). While entrepreneurial behavior has a loading factor value > 0.5 known to be reflected by three indicator variables namely knowledge (Y3.1), attitude (Y3.2), skills (Y3.3). The results of the PLS analysis in Table 6 explain that in this study participatory communication was influenced by factors of local food entrepreneurship behavior. This is explained based on the value of t is greater than t table ($3.84768 > 1.96$). In addition, the influence coefficient value of 0.48950 indicates a significant and positive relationship between the effect of participatory communication on entrepreneurial behavior, where if there is an increase of one percent of the participative communication factor in the processing of enbal, it also causes an increase in the entrepreneurial behavior of enbal

processing by 48.9 percent. Therefore, indicators of participatory communication namely dialogue, voice, liberating-pedagogy and reflection of action have a significant and positive effect on entrepreneurial behavior directly.

Freedom and openness in dialogue are the basic principles of participatory communication. Dialogue activities in the processing of feedback are structured communication that relies on the full attention of the participants, listening actively about the deepest roots of feelings, beliefs and experiences. The results of the PLS analysis show that the ability of processors to exchange information, the activeness in interacting with one another, the ability to discuss problems and needs influences the entrepreneurial behavior of enbal processors in carrying out their processing businesses. Participatory communication provides the maximum opportunity for industrial processing industry to have a voice and discuss it with other stakeholders. Opinion is carried out consciously and equally between various communication actors. Aspirations (voices) have a positive and real effect on the entrepreneurial behavior of enbal processors in running their processing business. The results of the PLS analysis show that the equality of rights in voicing opinions by processors, the ability of processors to voice opinions, the activeness in voicing opinions, the ability to value the opinions of other individuals influences the behavior of enbal processing entrepreneurs in running their processing business. This can happen because expressing voice is very important because they are the ones who know in detail about the problems and needs of the processing business. Liberating pedagogy is a form of communication that is carried out in a dialogue to help someone channel their aspirations in the dialogue process. The results of the PLS analysis show that processors have the ability to be able to realize problems and needs, the ability to distribute information, the ability to dialogue with humility influence the entrepreneurial behavior of the processing plant in carrying out its processing business. Action-Reflection-Action is the collective action of the recipient and reflection processing community in realizing mutual agreement. The results of the PLS analysis show that the activity in carrying out activities, the level of responsibility for carrying out the activity, the level of concern for the implementation of the activity influences the entrepreneurial behavior of the processing plant in carrying out its processing business. In general, the form of participation of the members of the processing group in carrying out the communication process (dialogue, voice, liberating pedagogy and reflection of action) results in the solidarity of the processing processor in

carrying out the processing of the fish processing and reflected in the diligent behavior together in the perseverance to pursue the business of processed cassava cassava, and patience in running it and facing the difficulties encountered in the enbal small-scale industrial business.

IV. CONCLUSIONS AND RECOMMENDATIONS

A. Conclusion

1. Characteristics of household-scale processing processors in Southeast Maluku Regency, among others, the age of processing processors generally in the range of productive ages. The formal education of enbal processors is in the medium category (junior and senior high schools) and non formal education or training in enbal processors is in the low category. The experience of trying is in the medium category with the support of ample land area and moderate level income. In general, the majority of the level of motivation for the processing of enbal is in the high category and the level of the airport is low. The level of availability of locally available food information on processing and marketing information is generally in the low percentage category. The level of institutional support supporting local small-scale food industry has not been optimal because it is in the medium category. The level of participatory communication between the fish processor in the development of the local food sector, both in groups and with the relevant agencies of regional government, has generally taken place in a participatory or good category. Entrepreneurial behavior of enbal processors in Southeast Maluku Regency is mostly in the high category
2. Factors that significantly and positively influence participatory communication are individual characteristics and institutional support. Individual characteristics are reflected by non-formal education, land area, income, motivation and cosmopolitan. Institutional support is reflected by government support, extension services support, research institute support, raw material support and production facilities, market support and tourism program support. The participatory communication factor also significantly and positively influences entrepreneurial behavior Participatory communication is reflected by dialogue, voice, liberating-pedagogy, and reflection on action.

B. Suggestion

The level of participant communication is not yet optimal, it is necessary to increase the capacity of processing participation through: a) encouraging the processing industry groups to actively participate in the dialogue process at the planning, implementation and evaluation stages of agricultural development programs; b) the local government facilitates business needs through training. To local local food processors related to the provision of creative innovations about processing, packaging, labeling, recording of business finances, growing the entrepreneurial spirit of the processor in order to think ahead and be optimistic in running a business and help with equipment and business capital with an increase in the number of recipients and the suitability of the assistance

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