

**RECEPTION ANALYSIS OF FARMERS GROUP MEMBERS AGAINST
AGRICULTURAL INTERACTIVE DIALOGUE BROADCAST PROGRAM AT
PERSADA FM RADIO AND MAYANGKARA FM,
JOINT EXECUTIVE AGENCY EXTENSION OF AGRICULTURE, FISHERIES AND
FORESTRY (BP4K) BLITAR**

Yefi Dyan Nofa Harumike
Balitar Islamic University
Email : yeafake@gmail.com

Abstract

This research was conducted by the interest of the researcher looking at the active phenomenon of mass communication media in the community. The researcher chose to conduct a research on a broadcasting program of interactive dialogue organized by BP4K Blitar, because in previous studies regarding the reception of audience have never used the broadcast program audience interactive dialogue. This type of research is qualitative descriptive research using audience reception analysis is based on the concept of encoding/decoding stated Stuart Hall. The researcher compiled the study based on the theory models used to determine the audience reception of the broadcasting program of agricultural interactive dialogue with the theme of the broadcast organic mushroom cultivation timber Persada FM radio broadcast and organic fertilizer production Mayangkara FM radio broadcast. Reception results obtained from this study, both the theme of agriculture broadcast interactive dialogue on the theme of organic wood mushroom cultivation, as well as organic fertilizer there are three positions, namely dominant, negotiated and oppositional. In a dominant position audience is inclined to accept the message and then applied the same as those interpreted by a messenger, to the position negotiated audience besides receiving and applying the meaning of the message delivered with creators message yet been of meaning other than experience, while for the position of oppositional audiences tend to have a different meaning with delivering message, and the application also made on the basis of personal experiences and knowledge.

Keywords: Agriculture interactive dialogue, Organic wood mushroom cultivation, Organic fertilizer

Received: 6 August, 2017; Acceptor: 10 September, 2017

1. INTRODUCTION

One of the mass communication media, which is still quite a demand by the public radio is the mass media. Radio is a two-way mass communication media, which can be enjoyed through audio or voice. The mass media of radio has several characteristics including, auditory,

fast and direct, inexpensive, familiar, close and others. In addition to having the characteristics, radio mass media also have a variety of programs such broadcasts, news broadcasts, interactive dialogue, sports broadcasts, cultural broadcast, educational broadcasts, and music.

Of the several broadcast programs that are owned by the mass media of radio, broadcast interactive dialogue is a broadcast program which is also owned by the mass media television. Program interactive dialogue is a conversation that is done in the mass media television or radio, which can engage viewers and listeners via phone or message. The speakers chosen were people who knew about the information to be conveyed. So it really is able to provide effective information.

Listeners radio program broadcast media can also be called by the audience. Audiences can be divided into two, namely, the audience active and passive audience. One research study in the study of science communication is about the audience. Audience is a real person who can be made the object of observation and study, to measure the success of a message delivered through the mass communication media, one of which is a radio program broadcast media. With the development of information and communication technology, and the knowledge of each audience, is able to change the paradigm assumes that, just as the figure of a passive audience receiving messages from the mass communication media. Now the audience is already capable of receiving messages from the mass communications media more actively. Audience is not necessarily, receive raw messages received, but is able to select, understand, choose, give it meaning, and give a response back.

Audiences that will be the object of research here is a people who are members of farmer groups in Blitar, and an interactive dialogue listener broadcast program of agriculture in Persada FM radio and FM radio Mayangkara. Persada FM Radio is a public radio that is supervised by the Government of Blitar. Status of Persada FM radio is radio Local Public Broadcasting (LPPL). While Mayangkara FM radio is the largest private radio and Kota Blitar regency.

This study focuses on how the audience is able to review messages from the same broadcast program, the broadcast program interactive dialogue agriculture along the Executing Agency of Agricultural Extension, Fisheries and Forestry (BP4K) Blitar but from different radio stations. Reception theory focuses on the role of the audience in the decoding media messages. According McQuail (1997: 19) analysis of audience reception able to show strength in the fight or reject messages that dominant and hegemonic offered media. Power of the audience can direct them to create new meanings as a challenge to the meaning of the message received. In this audience researcher using the theory of Stuart Hall reception, where there are three positions that are used to map the audience on the meaning of media messages. Three positions is dominant (hegemonic) reading, reading negotiated, and oppositional (counter hegemonic) reading. The more active the audience receives a media message, then the audience does not necessarily take for granted the messages it receives. In receiving media messages, there are three elements that influence the audience in the process of signification message, namely frameworks of knowledge, relations of production, and technical infrastructure that enabled the difference between encoding and decoding.

The purpose of the broadcast interactive dialogue is, as one way to support the potential for community empowerment programs in agriculture, and as an extension of the government's efforts to promote the agricultural sector. In addition to the broadcast interactive dialogue, BP4K can provide additional illumination to the entire community of farmers in Blitar, if communities can not interact directly with agricultural extension, they can interact and consult

through radio programs, via phone or electronic message. Community empowerment is a process where a community is strengthened to be creative, to help meet their own needs in the form of physical, spiritual, mental, psychological, social, economic and political. The above purpose is also based on the vision and mission of BP4K Blitar is "Realization farm community of fishermen who qualified, independent and prosperous" and "Realization of behavioral change that dynamic farmer, supported by professional counselors apparatus".

Scene as object reception by members of farmers are organic wood mushroom cultivation broadcast by FM radio Persada and Making organic fertilizer, which is broadcast by FM radio Mayangkara (documentation of the recorded broadcast interactive dialogue BP4K Blitar). The theme chosen for the broadcast diresepsi by the members of farmers because, with the distribution of agricultural areas in the Blitar district, Blitar Blitar south and north, both topics did not require specific conditions to be applied agricultural region.

Blitar is one of several districts in East Java, where the main livelihood of the people are from the agricultural sector. Types of farming communities in Blitar district is divided into two, namely, rice cultivation and field. Agricultural areas in Blitar district is divided into two areas, namely, agriculture Blitar area south and north. The division is in accordance with the state of the area in Blitar, Blitar area where the south tend to lower the water discharge, compared with the agricultural area north Blitar. Currently, the government through the relevant agencies in Blitar district is seeking to empower all sectors of agriculture. Agricultural conditions in Blitar yet completely stable. Proved that still many farmers who experienced crop failure or loss when the harvest arrives. It is caused by many factors, including the weather, the state of the land, the skill, the price of fertilizer is expensive and the prices of agricultural products on the market is not stable. According to the conditions on the ground, then BP4K as relevant agencies to make some effort, in addition to directly interact with farmers in the field to provide a solution, as well as through interactive dialogue in radio broadcasts Persada FM radio Mayangkara then switch to FM.

Prior to cooperate with Mayangkara FM, BP4K has collaborated with Persada FM radio, broadcast program held an interactive dialogue agriculture. Program broadcast interactive dialogue agriculture in the FM Radio Persada, program evaluation has not been done spaciousness. However, in fiscal year 2015, BP4K divert interactive dialogue program of cooperation for agriculture to Mayangkara FM radio. The reason of the transfer of the cooperation is to budget issues. Budget 2015 is greater than the previous year, so as to cooperate with the largest private radio and Kota Blitar regency.

Diversion programs should not merely adjusts existing budget. Need to be evaluated prior to an audience, related to broadcast programs, which is already underway. So it can be known whether through existing programs, have been able to become one of the supporting program realization of BP4K itself, is not necessarily transferred to another broadcast radio stations. With the cooperation of course there is the transfer adannya own impact mainly on the audience, the farm community to target shoot. What kind of audience interpret the messages they receive is also important to know.

From this research it will be known what kind of results the reception of the members of farmers in Blitar. This study will also look at which factors of frameworks of knowledge, relations of production, and technical infrastructure that affects the differences in the results of the reception of the members of farmer groups, on programs broadcast interactive dialogue Persada FM radio and FM Mayangkara. Past research programs related to agriculture broadcast

interactive dialogue, both at Persada FM radio and FM Mayangkara has never been done, so this study can be used as an evaluation of the program.

2. Formulation Problem

Based on the above background there are questions in the study are:

- a. How do members of farmers perceive the messages of broadcasting program interactive dialogue agriculture Persada FM Radio and FM Radio Mayangkara, together with the Executive Agency of Agricultural Extension, Fisheries and Forestry (BP4K), Blitar?
- b. What factors influence the differences in the position of members of farmers reception of broadcast programs in agriculture interactive dialogue Persada FM Radio and FM Radio Mayangkara, together with the Executive Agency of Agricultural Extension, Fisheries and Forestry (BP4K), Blitar?

3. Objective

The purpose of the research is based on the formulation of the problem, namely:

- a. To find an understanding farmer group members, in perceiving message on broadcast programs in the agricultural interactive dialogue Persada FM radio and FM Mayangkara, together with the Executive Agency of Agricultural Extension, Fisheries and Forestry (BP4K) Blitar.
- b. To find out what factors influence the difference in the position of members of farmers reception of broadcast programming interactive dialogue agriculture Persada FM radio and FM Mayangkara, together with the Executive Agency of Agricultural Extension, Fisheries and Forestry (BP4K), Blitar.

4. Basis Theory

a. Broadcasting As Mass Media Communication

As social beings, humans can not be separated from the process of communication with another human being to interact. Communication is done by humans would not only directly. In the process of indirect communication, humans need the media to convey messages and to receive messages. With the constraints of space, distance and time of the communication media is needed in daily life. The scope of social and human socialization conducted not only between individuals, but it can be with a group, community or organization in which there are many. With comprehensive community coverage then everyone needs mass communication media to interact with each other. According to Bittner, mass communication is a message that communicated through mass media on a large number of people (mass communication message is communicated through a mass medium to a large number of people). From these definitions can be in the know that it should use the mass communication media (Rakhmat, 2003: 188).

One of the distinguishing features of mass communication with other communications, namely, the use of media as a transmitter of the message and also as a tool to communicate. According to Jalaluddin Rachmat, defined as a type of communication addressed to a number of audiences dispersed, heterogeneous and anonymously via print media, newspapers, magazines, electronic, radio and television. So that messages can be received simultaneously and briefly (Rachmat, 2003).

Broadcasting is one of the activities in conducting mass communication. According to Law No. 32, 2002, broadcasting called broadcasting has a sense as activities transmitter extents broadcast by means of broadcasting or transmission means on land, at sea, and in space by using spectrum radio frequency (radio signal), in the form of electromagnetic waves airborne, cable

or other media to be received simultaneously and concurrently, by people with device broadcast receiver.

Meanwhile, according to H. Ben Henneke, an expert in deciphering Broadcasting radio broadcast (broadcasting) is "Radio Announcing is nothing more than an attempt to communicate information may reach millions, it is directed to the individual listener and the communication is complete only when the listener hears, comprehends, is interested and then act upon what he hears." Broadcasting is nothing but just an attempt to communicate the information to tell you something. Although the information can reach millions of listeners, but projecting the individual listener and the communication is perfect when listeners hear, understand, and feel interested, then do what he heard. While the broadcast is broadcast products which have been planned or have been created so that the new event product sellable and marketable and acceptable to society (RRI Broadcasting Guidelines, 2001: 710).

In an era like today, with the development of technology and information, the public position of mass media as a need in everyday life. It also sparked a lot of television and radio mass media to emerge. In the book Dennis McQuail "Mass Communications Theory" (2000: 66) is written, the media is seen as gatekeepers such as the party that selects a variety of things to be given attention or not, in this case the manager and creator. Through mass communication media, print and electronic, public access to various kinds of information according to their needs. Through the public broadcasting can also obtain a variety of information that can be useful. Broadcasting can be accessed via audio visual and communication media. Through the broadcast program can reach the society at large and bulk, in providing a range of information.

With the broadcast as a medium of mass communication, is also used by parties who have an interest in communicating with the public at large. One example is the government agency or agencies that exist in an area, which is also frequently encountered in cooperation with broadcast media, to create a program broadcast in helping carry out the task and its agenda. Activities broadcasting is not simply an economic activity, but also has a high social role as a medium of communication.

Communication can be defined as the process of delivering ideas, ideas or opinions from someone who called communicator addressed to a number of targets, in this case is the communicant. In general, a dish broadcasting programs in the communication process that aims to persuade or lead people to entertain and take favorable action on the part of broadcasters. In addition it also has the effect of mass communication to the listener or audience. Effects of mass communication can be divided into several sections. Simply stated Keith R. Stamm and John E. Bowes (1990), divides the two basic parts namely, the effects include the applied primer, attention and understanding and secondary effects include cognitive level changes (changes in knowledge and attitudes) and behavioral changes (receiving and selecting).

b. Broadcast Interactive Dialogue As Mass Communication Media Radio Program

Radio is a medium of mass communication electronics that can be enjoyed through audio. Broadcast an important part in radio. Radio is a medium to deliver information quickly and effectively, as close to the community as well as inexpensive. Today, radio is always required to update the information with the aim that the listener is always updated with the latest news. Broadcast interactive dialogue is one of the broadcast program which is owned by radio. According Masduki (2001: 44), the interactive dialogue is a conversation or a conversation

between two or more people to discuss a topic of problems hot or actual place in society, which is guided by a moderator, by involving the community to be involved in discussing the topics.

Broadcast interactive dialogue is one of the broadcast program, which can be used to deliver the message directly to the public, related to a specific issue or topic in which people in the audience, unable to respond or respond directly via telephone or message. The interactive dialogue that was broadcast by the mass media of radio communication has the advantages over the interactive dialogue on television, where the audience can access them anywhere and anytime, because radio can now also be heard via streaming.

The program also broadcast interactive dialogue held Persada FM Radio and FM Mayangkara. Status Persada FM radio is Radio Local Public Broadcasting (LPPL) under Blitar regency government, while Mayangkara FM Radio is the largest private radio in the City and Blitar. Broadcast interactive dialogue conducted in two radios are broadcasting interactive dialogue agriculture, in cooperation with the Executive Agency Extension of Agriculture, Fisheries and Forestry (BP4K) Blitar. The objective of this program is not only for commercial activities, but also a social responsibility to do BP4K as relevant agencies, and radio broadcasters to participate in providing information in empowering knowledge society, related to agriculture in Blitar.

Program interactive dialogue agriculture above also aims to provide insight and change the mindset of farmers in Blitar district in particular, that farming is not a job underclass incapable of giving a high yield. The farm has a very important role in the life, in which the human food derived from agricultural products. Therefore, people need to acquire deeper knowledge related to agriculture is done daily, or as agricultural profession should also be developed to improve yield and quality. Currently the agricultural conditions in Blitar has not fully managed properly it can be said, therefore, one of the efforts is through interactive dialogue broadcast agriculture, to provide information and insight into farming.

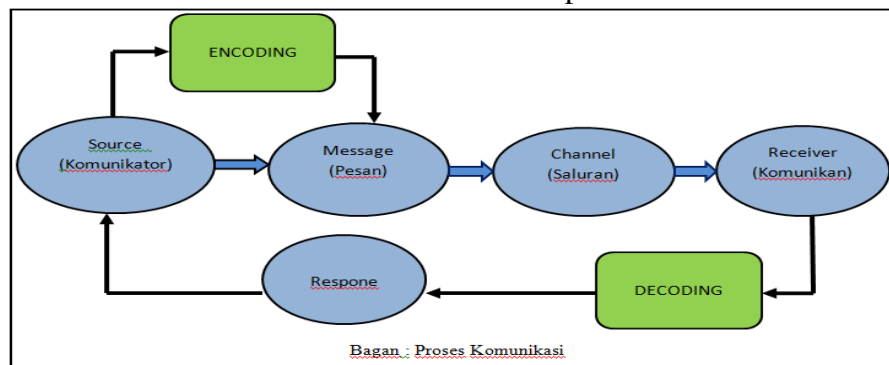
c. Interpretation Audience On Radio Broadcast Program Interactive Dialogue, Analysis Through Reception

Broadcast messaging process of interactive dialogue agriculture theme delivered to the audience through some elements of communication in general. These elements are communicators, messaging, media and communicant (Uchjana Onong Effendy, 1993: 256). Communicators a subject to perform encoding in a message, then the message through the media of mass communication is transmitted to the communicant, which then communicant perform the decoding process in an effort to interpret and understand the contents of the message has been received. The process of decoding the meaning of the message or this will be influenced by three elements, namely the frameworks of knowledge, relations of production, and technical infrastructure that enabled the difference between encoding and decoding. "Meaning structure 1" and "meaning structure 2" can not be the same if the codes are different influence (Hall, 1980).

Communication can run smoothly and effectively when ideas, ideas, opinions, insight and knowledge to do the encoding or translated into messages that can be understood by the other party, in this case the communicant or the audience. After that message then delivered by the communicator to communicant through media communication have been, then of the communicant will do the decoding process. The process of decoding the meaning of the messages that have been received by the communicant. Results decoding between the

communicant one another depending on the factors affecting each communicant. After the process of decoding, the communicant will provide feedback to the communicator, can be either cognitive changes, attitudes and behavior. With the element of communicators, messages, and communicant then the communication process will occur.

Picture
Communication process



In this research, specializing in interactive dialogue agriculture program broadcast by radio Mayangkara Persada FM and FM, in cooperation with the Executive Agency Extension of Agriculture, Fisheries and Forestry (BP4K) Blitar. This study uses the audience reception theory of Stuart Hall. In the theory of Stuart Hall's reception analysis, was about to put the audience in a position that no longer passive in receiving media messages. Audiences are now considered to be active in receiving and using the message, from the media of mass communication in their daily lives. Audiences also regarded as a cultural agent (cultural agent) who has the power of its own in terms of generating the meaning of the various discourse offered by the media. Meaning carried by the media can also be open or polysemic and can even be taken oposisiif audience (Fiske, 1987).

The important concept contained in the analysis of the reception is the text or media messages instead of the inherent meaning of the text or message of the media, but the meaning is created in the interaction between the audience and the media message. This is reinforced by the opinion Street (cited in Hadi, 2008: 3), that the meaning of the text is not a figure of transparent media, but product transparency by readers, listeners and viewers. So that the meaning is created when it has been produced in advance by the audience or the audience.

David Morley is an expert who practice in-depth analysis of the reception. In 1980 he published the Study of the nationwide audience. The main question in the study carried Morley is knowing how individuals interpret a charge of the television program, and is associated with a background sosiocultural viewers. In a paper published in Cultural Transformation, The Politics of Resistance, 1983 (in Morris and Tornham 1999: 474.475), Morley forward three hypotheses positions within the meaning of the text reader (program), namely:

1. Dominant (hegemonic) reading

Audiences in line with the codes of the broadcast program (in which there are values, attitudes, beliefs and assumptions), where the audience fully accepting the proffered meaning and desired by the makers of the program (communicator).

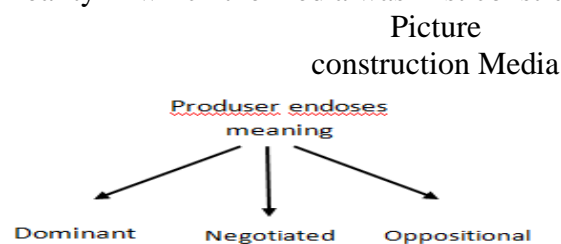
2. Negotiated reading

Audience within certain limits in line with program code is presented, but modify it in such a way appropriate knowledge and experience, thus reflecting the position and the personal interests of the audience.

3. Oppositional (counter hegemonic) reading

Audiences at this position are described that are not in line with the codes that are served by the program maker or communicator. It can be said audiences tend to reject any meaning or message they receive, and then the audience decide for themselves on the alternative frame in interpreting the message or the program in accordance with his personal experience and knowledge.

Morley reception studies can not be separated from thought Stuart Hall. Stuart Hall is also known as a major figure in the history of the rise of political Left in the UK in the 1960s and 1970s. Hall himself followed the ideas of Althusser, in which he argued that the media appears as a reflection of reality in which the media was first construct.



Audience Decodes Meaning/Message

Making of the message of the media by the audience also influenced the socio-cultural background of each individual. As disclosed Hadi (2008: 5), each individual has a dual identity (multiple subject identities) that consciously or not constructed and maintained, including age, race, gender, nationality, ethnicity, orientation sexuality, religion, and class. With so very not rule out the possibility that one of the messages delivered to an audience of media, will cause a lot of meaning of each recipient of the message. Receptions of approach Livingstone (2005: 41), says there are three related arguments between the audience and the media.

- 1) Audience needs to interpret his own message received in order to have meaning.
- 2) Awareness everyday, experience and knowledge of the audience to capital to the audience to interpret the messages received from the media.
- 3) Audience divided based on his interpretation though for text media or a similar message.

Analysis of the reception is a research study in communication science emerging in the 1980s. Previously been developing some theoretical research in the study of science communication, namely, effects research, uses and gratification research, literary criticism, cultural studies and reception analysis. Reception analysis can be considered as a new theory of discourse and social aspects of communication theory (Jensen, 1999). Analysis of reception into a new theory that later became its own approach, and try to examine in depth how the actual

processes, through the media discourse assimilated to the various discourses and cultural practices of the audience (Jensen, 1999).

In a classic analysis of the impact of media on audiences, according to Joseph Klapper (1960), concluded that the mass media more generally strengthen human behavior rather than change it (James Lull, 1998: 103). The media tend to see the opportunities that exist in the community, then modify it in such a way, is delivered as a message to the audience, making what was proffered by the media into one that always needs to be met. Continuous media exposure also gives the effects of addiction in consuming media. With a large enough frequency a program in conveying the message to the audience, the easier it is to make the audience feel the need to always receive the message.

Likewise with broadcast interactive dialogue agriculture broadcast by Persada FM radio and FM Mayangkara, if the frequency of the broadcast is done more often, the farm community as a target *bidiknya* will be easier to remember and follow the current broadcast. Broadcast time should also be considered, such may be adapted to the activity carried out by farmers. Rest time is the right choice for the implementation of this broadcast interactive dialogue. Choosing the broadcast media should also not be merely viewed the existing budget. Radio selected to cooperate radio should be familiar with the community, and also radio waves that can be accessed by either. Thus broadcast broadcast interactive dialogue, will be well received by the community of farmers, especially in Blitar.

If the making and broadcasting broadcast program has done well, the audience then performing his duties as the people who receive the message from the program broadcast interactive dialogue. Audience interactive dialog broadcast program certainly has the experience and knowledge that differ from each other. In interpreting and *meresepsi* meaning of the message received is certainly also different. By conducting in-depth interviews to some audiences, it will be known as what they *meresepsi* messages broadcast programming interactive dialogue agriculture. Afterwards it will be known radio program broadcast from which one is able to *diresepsi* well. From the audience response is then selected, which fall into the category Dominant (hegemonic) reading, Negotiated reading, and oppositional (counter hegemonic) reading.

5. Methodology

Based on the problems studied, the type of study used a qualitative research. Qualitative research is research that relates to ideas, perceptions, opinions, beliefs of people who will be examined and all of them can not be measured with numbers.

Research with a descriptive qualitative method is a suitable choice for studying the problems that exist. The focus of this study is a thorough depiction of form, function and meaning of the phrase is derived from the research process. This is in line with the opinion of Bogdan and Taylor (1975) which states "qualitative methodology" as a research procedure that produces descriptive data, in the form of words written or spoken of people and behaviors that can be observed. In other words, the study called for a qualitative research study who did not hold a calculation (Moleong, 2002: 3).

Qualitative research should consider qualitative methodology itself. Qualitative methodology is a procedure that produces descriptive data in the form of data written or spoken in public (Djajasudarma, 2006: 11). Further explained that a qualitative approach that uses data requiring oral language informants. In this study summarizes the large amount of data that is

still raw into information that can be interpreted. The data in question is the result of in-depth interviews (In depth interview). In a qualitative study did not use the tools that represent the amount, intensity or frequency. Researchers used himself as a research device, seek closeness and familiarity between him and the objects or subjects of the study. In this study the number of informants were not quantified. In other words, the amount determined in accordance with the informant research purposes.

a. Informant

The technique used in determining the informant here is purposive sampling technique. Purposive sampling technique is sampling based on specific goals with the conditions that must be met (Arikunto, 2010: 183). In simple language purposive sampling can be said to be deliberately taking a particular sample, in this research is the audience who are members of farmer groups with the requirements (properties, characteristics, traits, and criteria) determined by the researcher. Informants in this study was obtained from the 22 districts in Blitar, then classified into two categories according to agricultural regions, namely, Blitar southern and northern agricultural region. Besides the informant must be a member of a group of farmers in Sub Binangun, District and Sub-district Wates Panggungrejo as samples Blitar region to the south, and the District Wlingi, District and Sub-District Kesamben Talun as an agricultural area north of Blitar. The members of farmers who have been informants, as well as the listener should broadcast programs broadcast by the interactive dialogue Persada FM Radio and FM Radio Mayangkara.

b. Types and Sources of Data

In each study, in addition to using the right method also required the ability to choose the method of collecting the relevant data. Data is an important factor in the study. Data used in the study are primary data and secondary data.

1) Primary Data

The primary data source is data obtained directly by research through in-depth interviews, direct observations, and researchers involved in it.

2) Secondary Data

A secondary source is the source of the data obtained by reading, studying, and understand through other media sourced from literature. Secondary data in this study came from various literature related to the object of research.

c. Data Collection Techniques

To support the success of this study, there are two techniques of data collection undertaken, namely:

1) In-depth Interviews (In Depth Interview)

The interview is a communication that has a purpose. Interviewers always been a part of the interview process as well as a bystander in the course of the interview process, so the interview related to participant observation (Peter, Hughes, 2005). Researchers can find ideas, thoughts, opinions, attitudes, and motivations informant interviews.

This study used a technique-depth interviews (in-depth interviews) because it is flexible and has a validity of more accurate data. In-depth interviews are a way of collecting data or information by means of direct face to face with the informant in order to obtain complete data and depth. This technique allows researchers to read non-verbal behavior in more detail and acquire depth research. In this method the necessary climate conducive interview, is to build familiarity between researcher and informants.

Interviews will be conducted several times according to the needs of the data for research. Interviews were conducted intensively but still consider the convenience of informants in providing information. The nature of the interview will be made in such a way as to seem casual chatting. Thus the informant will be willing to give a complete answer, depth, and nothing is hidden. Questions in the interview covers questions about the informant opinion to program interactive dialogue, listening to the history of interactive dialogue, background informant that may affect reception informant to the messages broadcast programs, as well as the effect of listening to the interactive dialogue in the lives of informants.

2) Method Documentation

Researchers used the method of documentation that is collecting data by looking for documents related to the study. Documents in this study can be images, a list of members, collection, and other documents that can help speed up the research process.

d. Data Processing Techniques

In this study, data that has been collected will be processed and the data processing is done by triangulation, reduction, data presentation, drawing conclusions.

1) Reduction

Namely reduction summarize, selecting subject matter and focus on the important things. By doing so, the data are reduced will give a clearer picture.

2) Presentation of Data

Once the data is reduced, the next step is to present the data. Data is presented in the form of narrative text. Data presented by grouping according to their respective section.

3) Withdrawal Conclusion

After the data at present, the next step is conclusion. After outlining the various data have been obtained, the researchers made a conclusion that is the result of a study.

2. RESULTS AND DISCUSSION

1. Reception Book of Mushroom Wood Organics and Organic Fertilizer Production

Extension Executive Agency of Agriculture, Fisheries and Forestry (BP4K) Blitar, have agriculture programs using the medium of radio. The program initially in the form of an interactive program in Persada FM Radio broadcast with one of its themes is the organic mushroom cultivation timber. Then, the program switched on Mayangkara FM radio with one of his main themes is the processing of organic fertilizer.

In line with the meaning of audience research (decoding) on the information in the program was broadcasted interactive dialogue agriculture, both broadcast by Persada FM Radio and FM Radio Mayangkara result that is dominant reading, reading negotiated and oppositional reading. Of the six coming from the audience and the District of different farmer groups, found that they showed to each reception position. Some of them perceiving the message, then follow the direction of our shows interactive dialogue radio broadcast by the mass media. However, there is also an audience that is able to negotiate on the message that it generates.

Dominant reading. Audiences in six districts following the information they obtain through interactive dialogue broadcast what they're hearing on the radio. The codes are delivered through a radio channel, into information that can affect the way that they use in making mushroom cultivation and processing of organic fertilizer. Most of the audience

perceiving the message and receive it as information that should be adopted as a whole in accordance with existing procedures.

Mr. Pranoto is the audience who are in the dominant position of reading. Mr. Pranoto fully applying ways mushroom cultivation and processing of organic fertilizer on agricultural land as recommended source. Mr. Pranoto have educational backgrounds that are not related to agriculture, where he graduated from elementary schools. With the lack of knowledge of agriculture, it is likely to receive the information and apply it in accordance with existing procedures.

Mr. Maroid an informant who was in the dominant position of reading on the topic of organic wood mushroom cultivation, and are in a position oppositional reading on the topic of organic fertilizer. Mr. Maroid graduated high school, has been trying to make the cultivation of organic wood mushrooms as recommended sources, whereas for the manufacture of organic fertilizers Mr. Maroid already have a solution in itself, namely by the use of fertilizers Conservation, to his farm.

For Mr. Pujiono, manage organic mushroom cultivation timber he classified the audience who are in a dominant position reading. As an audience, he listened to and receive messages conveyed and applying it in accordance with existing procedures. But then during the processing of organic manure, Mr. Pujiono are in a position negotiated reading. He successfully negotiated the message that obtaining and processing of organic fertilizers in ways that are not fully in accordance with what they have learned from radio broadcasts. As the interview excerpts Mr. Pujiono explain sometimes for manure fermentation advised to wear EM4, which is actually the material can also be replaced with other types that have the same content. Then around the residence there are a lot of goat manure so he take advantage of existing waste. The next process with tarpaulins let the fermented organic fertilizer around 3 weekly, after which it can be used.

Mr. Pujiono an audience that is able to negotiate the information obtained. He not only received the information obtained as a whole, but also look at other possibilities that could be developed. In addition, Mr. Pujiono trying to adjust to the conditions and potentials. Mentioned a negotiation process which does there is a message obtained through dialogue diaran interkatif. Negotiated reading. At this point the audience has its own limit on the information it receives. Audiences did not fully accept and apply the way of organic wood mushroom cultivation and production of organic fertilizer according to what is instructed by the broadcast program. Audiences have the experience and knowledge in both the process so that they have the ability to negotiated received messages. They adjust to the position and interests they share. The position here can be defined as the place where they live, while interest leads to the desire to develop organic wood mushroom cultivation and processing of organic fertilizer to support agriculture that they do.

Mrs. Ninik an audience who are in a position negotiated reading. In organic wood mushroom cultivation, the audience uses a part of the side of the house is damp or kitchen sink. He saw that the temperature at the sink at home or where the cultivation of mushrooms such as the information obtained. With cultivated mushrooms organic wood in this way, he has gained decent results, let alone the purpose of cultivating mushrooms organic wood is only to consume he's own. Just as Mrs. Ninik, Mr. Dimono also can negotiate the message received and use it to develop its own way of doing organic wood mushroom cultivation as well as in the manufacture of organic fertilizer.

Mr. Samidi also in a position negotiated reading in mushroom cultivation of organic wood does. She developed her own way of setting the fungus in the shelves where the mushroom growing medium placemat. By providing the space and each other face to face, he said, would provide space for mildew better than arranged in closely packed together.

Oppositional reading. Audiences at this position are described that are not in line with the codes that are served by the program maker or communicator. It can be said audiences tend to reject any meaning or message they receive, and then the audience decide for themselves alternative frame in interpreting the message or the program in accordance with his personal experience and knowledge. It is seemingly at the time Mr. Hayati Maroid use fertilizer, which is also an organic fertilizer and organic fertilizer did not perform in accordance with the recommendation source, in a broadcast interactive dialogue agriculture. While Mr. Samidi capable of processing organic fertilizer, as a way never done. As farmers who already have decades of experience, he classified the farmers who managed to cultivate the barren land into fertile land. Mr. Samidi improved itself during the process of making fertilizer that is used in processing the barren land.

Meanings of the message above is affected socio-cultural background of each individual. Each audience in this study had a dual identity (multiple subject identities) that consciously or not constructed and maintained, including age, race, gender, nationality, ethnicity, sexual orientation, religion, and class. With so very not rule out the possibility that one of the messages delivered to an audience of media, will cause a lot of meaning of each recipient of the message.

Livingstone said in perceiving message, the audience should be able to interpret his own message received in order to have meaning. Being the dominant category of reading, reading negotiated and oppositional reading, the audience still have to perceive to obtain they're own message. Interpretation process is influenced by everyday thinking, experience and knowledge. Audiences have awareness, experience and knowledge that can be used in supporting the process of interpreting the message received from the media. Then, the audience can be divided into three categories mentioned above.

2. Factors In the reception message

In looking at the audience and their position in both the dominant reading, reading negotiated or oppositional reading, influenced by internal factors and external. The internal factors may be viewed from the background which is owned by both the audience of education, gender, occupation, experience, and knowledge.

This research also obtained information that the motivation and the curiosity of the audience can influence the way they are in perceiving message.

On internal factors as well as knowledge and experience and other factors, will determine whether they will receive the message as a whole and apply it, or negotiating or even refused. But then the motivation factor and curiosity can also affect reception message to the audience. In Mr. Maroid and Samidi be a very clear example of motivation and curiosity pointed it at other ways in the manufacture of organic fertilizer, so they are in a position oppositional reading. Meanwhile, Mrs. Ninik, Mr. Samidi and Mr. Dimono have a great curiosity, corresponding own experiences and not afraid to try to apply a different way, while doing organic mushroom cultivation timber. Of these factors that make them able to negotiate or reject messages that they receive from broadcasting an interactive dialogue.

Audiences who are in a dominant position reading, like Mr. Pranoto not be separated from the internal factors that influence them in perceiving message. Receive information and apply it not on the basis of decoding itself. The experience and knowledge they have, the support of the messages they receive. So they, feel no need to try other ways to cultivate mushrooms and make organic fertilizer. Referrals they receive through broadcast interactive dialogue was enough for them. In addition to economic factors, the considerable cost of doing organic wood mushroom cultivation and production of organic fertilizer, also be the reason that they are not willing to try, and apply as directed on the resource and agricultural extension.

External factors greatly affect the perceiving message. From the research results show that the audience perceiving message according to the circumstances of their place of residence. Ibu Ninik develops organic mushroom cultivation timber by simply using the existing space around the sink which has the same moisture to the house for mushroom cultivation of organic wood. Mr. Samidi, make organic fertilizer in accordance with the processing of barren land which then become fertile ground.

Economic factors also affect the perceiving message. Audiences come from peasant to middle income. So as to develop the organic mushroom cultivation timber in accordance with the information they get from the broadcast interactive dialogue will be very costly. So they tried to find ways in order to develop fungal yet economical for them. There is also a reason that actually follow the advice of a resource in cultivating organic wood mushrooms, because they do not dare to try, concerned about the wrong way and losers. Availability of materials for making organic fertilizer are also factors that influence them in perceiving message. Most of the audience using livestock manure, leaves and dry grass in making organic fertilizer. They also use their own way, which is tailored to the needs of their plants.

3. CLOSING

1. Conclusions

Message reception process carried out by the audience in this research is by reinterpreting (decoding) the message they received from the broadcast radio broadcast interactive dialogue via Persada FM Radio and FM Radio Mayangkara. As an audience, the six informants in this study had a high enough intensity in both the radio listening. Messages they receive interpreted diversely by the six informants so that they can be categorized into three positions in the audience reresepsi the dominant message reading, reading negotiated and oppositional reading.

Audience listening interactive dialogue on the topic of organic wood mushroom cultivation and production of organic fertilizer. Some of the audience after listening to information on both topics, and to apply directly in accordance with the procedures they receive (dominant reading). However, there is also an audience that chooses to follow or develop in their own way (negotiated reading). Then, the last one there is an audience that fully utilizes its own way. In this case the audience does not at all follow the appropriate procedure with disampikan information through interactive dialogue agriculture program (oppositional reading).

In the process of decoding the message, obtained by a reception position different message. Audiences in category dominant reading receive messages from the broadcast interactive dialogue agriculture and apply the message according to what is conveyed by the

speaker. Mr. Pranoto follow the procedures of organic wood mushroom cultivation and production of organic fertilizer in accordance with existing procedures. Mr. Pranoto become dominant reading audience in the category of the information both topics. On the topic of organic wood mushroom cultivation, Mr. Pujiono and Mr. Maroid are in the dominant position of reading. In this position both audiences accept and fully apply the message conveyed by the speaker.

In the topic of organic wood mushroom cultivation negotiated reading audience in the category limit determining the codes of the messages they receive. They did not fully follow the message of the broadcast interactive dialogue farming they earn, but try to use their own way as was done by Mrs. Ninik, Mr. Dimono, and Mr. Samidi.

Reception results related to the topic of organic fertilizer is carried Mrs. Ninik be in a position negotiated reading. Mrs. Ninik not fully apply the knowledge he obtained from the broadcast interactive dialogue agriculture, but also innovate experiences. Mr. Maroid and Mr. Samidi, are in a position oppositional reading, both of which are not in line with the material presented by the speakers, and tend to apply their knowledge and experience that has been held. In a message perceiving positioned oppositional reading, the audience is affected by the experience and knowledge of himself and his environment.

Messages received through the radio and then amplified or reinforce the information they already had before both for the audience that is dominant, negotiated, or oppositional reading. Audience receive information, and then process it, and decide which information they choose in the organic wood mushroom cultivation and production of organic fertilizer. The process is then closely linked to factors they have.

Audience decoding there is a message received. The process is influenced by internal and external factors of the audience itself. The internal factors may be viewed on the age, experience, knowledge, their liveliness in the group, as well as the educational background they earn and economic status of each audience. Mr. Samidi has experience in the processing of barren land into fertile, so he prefers the way he had done before. Likewise with Mr. Maroid, he also chose to make and use organic fertilizers Conservation, to his farm.

While external factors, can be seen from their living conditions, cultural environment, quality frequency, broadcast quality, and the concept of broadcasting. From some of the above factors, both internal and external influences the way the audience meresepsi message. The most striking factor affecting the results of the reception of each audience at the position negotiated, or oppositional reading of economic factors, active in the activities of farmer groups, active in the interactive dialogue program and experience of the audience. For reading dominant position, in both topic perceiving broadcast interactive dialogue, conducted by Mr. Pranoto influence of the most prominent is the economic factor as well as the agricultural activity in the interactive dialogue. Mr. Pranoto just as a listener program broadcast interactive dialogue agriculture, and never join by phone or message, to do a question and answer and provide feedback.

Mrs Ninik negotiate different from the information it receives, as influenced by the neighborhood, the liveliness in the program broadcast interactive dialogue agriculture and its economic viability. Then, the quality of reception and the concept of broadcasting in the form of airtime, the duration and also the way the program is broadcast interactive dialogue agriculture also affects the audience. Audiences wanted airtime plus, not just once every two weeks, but the duration extend not just one hour. They also considered that the program should

be more communicative by using language that is easily accepted and understood by the listener or the audience.

2. Suggestions

This study is a reception message, by looking at the audience who are members of farmer groups, receiving messages broadcast agriculture through interactive dialogue. As academics, researchers looked at the research potential in looking at the audience's ability to translate agricultural information they receive. The ability is influenced by internal and external factors. From the findings that researchers get, researchers considered that this research can be developed more deeply to see further how strong internal and external factors that are owned by audience can influence them in meresepsi message. Later this research can also provide an overview of the quality of the radio broadcast information, particularly the broadcast program implemented by the government, from the way the audience perceiving messages they receive. By looking at the facts and data in the field, then the next can be the basis for the manufacturer's materials and programs broadcast in developing the concept of the broadcasts they make.

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□ NOTES DOCUMENTATION

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