

FOOD DIVERSIFICATION COMMUNICATION MODEL FROM RICE CONSUMPTION TO TUBER CONSUMPTION

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ABSTRACT

The mention of Indonesia as a country whose main income is through agriculture, will at least give the impression that Indonesia is truly self-sufficient in food, in other words, it is independent in meeting the food needs of its people. But this is not in accordance with the existing reality. Until now, Indonesia is still dependent on food imports, especially rice commodities, which are still a fairly high order of imported foods. This study aims to analyze the mechanism of food diversification and communication channels built by the community and solve them by using an effective communication model approach. The purpose of this study is to create an effective communication model related to food diversification from rice consumption to tuber consumption. The theory used in the research, namely the Cultural Convergence Theory. This research method uses qualitative descriptive, discussing food diversification in Gunung Putri Village, Kec. Banjar, Kab. Pandeglang. The findings in this study, that the people of Gunung Putri Village, still have not implemented food diversification from consumption of rice to consumption of tubers.

Keywords: Diversification, Communication Model, Interaction, Transactional

ABSTRAK

Penyebutan Indonesia sebagai negara yang pendapatan utamanya melalui pertanian, setidaknya akan memberikan kesan bahwa Indonesia benar-benar swasembada pangan, dengan kata lain sudah mandiri dalam memenuhi kebutuhan pangan masyarakatnya. Namun hal tersebut tidak sesuai dengan realita yang ada. Hingga saat ini, Indonesia masih bergantung pada impor pangan khususnya komoditas beras yang masih menjadi bahan pangan impor yang cukup tinggi pesannya. Penelitian ini bertujuan untuk menganalisis mekanisme penganekaragaman pangan dan saluran komunikasi yang dibangun oleh masyarakat dan menyelesaikannya dengan menggunakan pendekatan model komunikasi yang efektif. Tujuan dari penelitian ini adalah untuk membuat model komunikasi yang efektif terkait diversifikasi pangan dari konsumsi beras ke konsumsi umbi-umbian. Teori yang digunakan dalam penelitian yaitu Teori Konvergensi Budaya. Metode penelitian ini menggunakan deskriptif kualitatif, membahas tentang diversifikasi pangan di Desa Gunung Putri, Kec. Banjar, Kab. Pandeglang. Temuan dalam penelitian ini, bahwa masyarakat Desa Gunung Putri masih belum menerapkan diversifikasi pangan dari konsumsi beras ke konsumsi umbi-umbian.

Kata kunci: Diversifikasi, Model Komunikasi, Interaksi, Transaksional

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INTRODUCTION

Indonesia is one of the developing countries in Southeast Asia, with the main income from agricultural products. However, because Indonesia consists of islands surrounded by oceans, Indonesia is also known as a Maritime State. The term Indonesia as a country whose main income is through agriculture, will at least give the impression that Indonesia is truly self-sufficient in food, in other words, it is independent in meeting the food needs of its people. But this is not in accordance with the existing reality. Until now, Indonesia is still dependent on food imports, especially rice commodities, which are still a fairly high order of imported foods.

Basically the problem faced by Indonesia is how to familiarize its people to be able to understand that in fact the rice commodity can still be replaced by other types of commodities. In the sense that what currently needs to be encouraged is to provide an explanation to the public, that there are many other commodities besides rice which have the same content as rice, namely carbohydrate content, such as sweet potatoes, taro, cassava. After that how to implement it in real society.

Currently, the government needs to be serious about informing about this diversification program, as stated in the Regulation of the Minister of Agriculture Number 15 of 2013 concerning Increasing Diversification and Food Security, so that the government's plan to reduce rice imports from other countries can be realized quickly. If it is not carried out intensively, it is feared that the community will continue to depend on rice consumption and rice imports will remain unavoidable. Meanwhile, other crops are actually abundant, such as sweet potatoes, taro, cassava which tend to be unused for maximum consumption.

The current situation shows that there is no deep or maximal understanding of the importance of food substitutes for rice, in the sense that messages or information about have

not been maximally communicated to the local village community, so that whatever the village government does is related to efforts to diversify food from consumption. rice consumption to tubers has not been realized as expected. The importance of communicating is so that it can be known, understood, and even implemented by the people of Gunung Putri Village, because basically communication is an exchange of thoughts or ideas (Littlejohn, 2009:5). The assumption of this definition is that a thought or success is exchanged. However, an assumption regarding the results of the exchange of information can be successfully accepted or not. It means that information is conveyed but it is not important whether the information is received or not.

The reality that is happening nationally is proven by the continued import of rice from several foreign countries to meet domestic rice needs. It is ironic because actually Indonesia is known as a country with the main income from agriculture, but in reality, rice imports are still carried out. This is probably due to the understanding of the community that has not fully understood what is meant by food diversification, namely how the community can achieve food security if rice production decreases which could be caused by natural disasters or rat outbreaks and others.

In a study conducted by Rafnel Azhari, Pudji Muljono, and Prabowo Tjitropranoto (2013) entitled "The Role of Extension Officers in Increasing Household Food Diversification", it was found that public perception plays an important role in their understanding of food diversification supported by age, formal education. and involvement in television and newspaper media. Characteristics of age, formal education, and income are factors that significantly affect the level of diversification. Meanwhile, the role of the extension worker that has a real influence is the role of how the extension worker can position himself as a communicator. This shows that the ability to package messages regarding food diversification

is very important in an effort to realize food diversification, where until now people's consumption of rice is very high, while domestic rice production is still unable to meet the people's rice needs, this is the main thought. in this research. Therefore, it is necessary to have a communication model that is able to analyze the flow of the communication process from all components of society, so that it can be seen where the weakness lies in the food diversification effort and it is hoped that they can jointly motivate other community members to grow awareness and understanding about rice substitutes. . This research on food diversification was conducted in Gunung Putri Village, Banjar District, Pandeglang Regency as a village with a surplus of rice (interview, Gunung Putri Village Secretary, September 3, 2020). The communication model that can be implemented directly, both by the government and the community, is expected to occur simultaneously to provide mutual understanding of the importance of tubers as a substitute for rice in Gunung Putri Village, Banjar District, Pandeglang Regency, Banten Province so that "food diversification" can be achieved. materialized.

The purpose of this study is to analyze how the efforts made by the Pandeglang Regency government in diversifying food from rice consumption to tuber consumption. What is the communication model in food diversification from rice consumption to tuber consumption in Gunung Putri Village, Banjar District, Pandeglang Regency? How are the communication efforts made by the apparatus of Gunung Putri Village, Banjar District, Pandeglang Regency in diversifying food from rice consumption to tuber consumption? What are the obstacles faced by Gunung Putri Village, Banjar District, Pandeglang Regency in communicating. Furthermore, by answering these questions, it can be seen the flow of communication that has existed in the community so far, what are the obstacles faced by the local village government. In the end,

evaluating the existing communication model, then making an effective communication model in an effort to diversify food from rice consumption to tuber consumption so that people know about rice substitutes. Through this research, it is hoped that the local village government can implement efforts to encourage the community to try consuming rice substitutes, so that the government's efforts to achieve self-sufficiency in rice can be realized gradually.

LITERATURE REVIEW

This research is supported by a theoretical review of the relevant literature and previous research, where from the results of the analysis it can be concluded that there are factors causing the failure of the food diversification mechanism. These factors will affect the model and method of problem solving, both in the development of an effective communication model and the level of public awareness of food diversification efforts so that it is hoped that an effective communication model will be produced. The following are some previous studies that are used as references in this study.

Table 1. Relevant Research

Writer	Title	Methodology	Result
Agung Wibowo, Zaini Rohmad, D. Padmaningrum, and Bekti Wahyu Utami, Journal of Communication Studies, Volume 10, Number 3, August 2012, pp. 262-271 265	“Samin Community Communication Strategy in Building Local Food Security”	Qualitative descriptive research. This research was conducted in Blera Regency. The selection of this area was based on various considerations, including; (1) that the people in the area still uphold the cultural values of Samin; (2) By Historically, the area has a lot of Samin Thought Heritage (Saminness Intellectual Haritage) because it is the center of human activities. Samin community from various regions; (3) researchers have conducted research related to the Samindi culture of the region, so that it is easier to capture the symbolic meanings used reflected in people's daily lives	The results show that the communication strategies of the Samin community in maintaining traditions and building local food security are reflected in oral traditions and symbols. Communicators, both their parents and also the elders of the Samin community, are the most dominant factors that affect effectiveness in communication. The communication channels used to convey messages about Samin's life values and traditions are interpersonal channels, through the tradition of gathering together to discuss and seek advice at the home of Samin's elders. The effectiveness of communication in the inheritance of traditional values, among others, is reflected in the preservation of the Samin cultural tradition which is still applied by the Samin community until now.
Rafnel Azhari, Pudji Muljono, and Prabowo Tjitropranoto Ministry of Communication and Community Development,	“The Role of Extension Officers in Increasing Food Diversification Household” <i>(Role of Extension Workers in Increasing</i>	Data analysis was carried out qualitatively and quantitatively. quantitative analysis with descriptive and inferential statistics. Descriptive statistics consist of frequency distribution, Mann Whitney difference test, while inferential statistics are	The results showed: (1) the public perception of participants and non-participants of the P2KP program was in the high category; (2) the individual characteristics of the respondents that significantly influence their perceptions in terms of

<p>Bogor Agricultural Institute. Dramaga Campus, Bogor 16002</p> <p>Journal of Agroecconomics . Volume 3 1 No. October 2nd, 2013: 181-198</p>	<p><i>the Household's Food Diversification)</i></p>	<p>used to determine the effect between variables using Stepwise multiple regression analysis with SPSS 17.0 software. In this study, ordinal scale data is transformed into interval data (which has the same numerical distance characteristics) using the Method of Successive Interval (MSI) (Muhidin and Abdurahman, 2007). In data processing, the program used to transform data from ordinal to interval using Microsoft Office Excel2007 program.</p>	<p>food diversification are: age, formal education and exposure to TV and newspaper media; while the individual characteristics of the community that have a significant effect on the level of household food diversification are age, formal education and income; (3) the role of the extension agent which significantly influences the public perception of food diversification is the role of a communicator and the role of a motivator, while the variable of the role of the extension agent has no effect on the level of household food diversification.</p>
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Cultural Convergence Theory

In society there is a culture that binds each individual member of the community, so it is strong to always be in a group. Culture tends to be obtained through learning that is internalized into each individual, so that he behaves according to the values inherent in his mind and becomes a daily habit, which then becomes a culture in society. In relation to the theoretical side, there is a cultural transformation in people's lives.

It is a difficult thing to change when a habit that has been passed down from generation to generation and has become a culture. This requires continuous efforts by way of persuasion to the community. Rogers and Kincaid (1981) cited by Alo Liliweri (2010: 80) for example, used Cultural Convergence Theory in their

research on cross-cultural networks. However, it is necessary to first understand the concepts of culture and convergence, as well as the convergence approach itself.

While the key words of the Cultural Convergence Theory lies in culture. In this case, Barnett and Kincaid state that the definition of culture is always related to the material aspects of a society, or to aspects that are seen from the outside. For example, artifacts produced by the community such as clothing, food, technology, and others. That is called the eccentric factor (explicit culture). Whereas culture includes intrinsic factors (implicit culture) such as beliefs, attitudes, perceptions, values and norms in society. Murdock in Gundykunst (1983) emphasizes that culture consists of habits and tendencies to act in a certain way, so the "way" is the "core of an action" and not the action itself. (Liliweri, 2001:83).

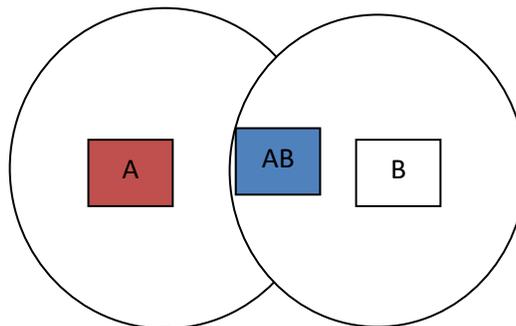
Convergence theory dissects the problem of changes that occur in society, which were

initially considered as something different from the habits of a society. Through this convergence approach, a society will gradually accept these changes. The convergence approach can be described in a model, where the model is a representation of a phenomenon, both real and abstract, by highlighting the most important elements of the phenomenon. (Mulyana, 2004:121), or in other words the model is a tool that can make it easier to explain the phenomenon of communication.

There are three types of communication models that can be associated with this convergence approach, namely: 1) Models of overlapping circles; 2) Model a helix; and a 3)

zigzag. The connection with the problem in this research is more inclined to the model of overlapping circles, where the circles approach each other and overlapping positions occur which then form a "intersection area" in the middle of the circle (AB). In this position, it is likened to people who are starting to accept changes in habits. The following is a convergence model that can describe the "intersection between circles" which indicates the acceptance of a change.

Figure 1. The Convergence Approach Circle Model



In an effort to diversify food from consumption of rice to consumption of tubers, serious handling is needed so that the rice self-sufficiency plan can be realized quickly. Basically, food diversification is changing people's habits, from the habit of consuming rice to changing the habit of consuming food substitutes for rice, namely tubers, including sweet potatoes, taro, and cassava, which contain carbohydrates equivalent to those found in rice. The relation of the convergence model in this study, theoretically that people are starting to accept changes in their habits regarding changes in their eating patterns, namely from eating habits with rice menus then turning into eating

habits with food menus from tubers, namely taro, cassava, and sweet potatoes. . An understanding of the equivalent carbohydrate content of the two types of food should be known to the public, thus it is hoped that this change can be accepted by the people of Gunung Putri Village.

RESEARCH METHODS

This study used descriptive qualitative method. According to Seiddel (1998) quoted by Moleong (2006:48), that the qualitative approach:

1. Taking notes that produce field notes, then coded so that the data source can still be traced;
2. Collecting, sorting, classifying, synthesizing, summarizing, and creating indexes;
3. Thinking so that data categories can have meaning, seek and find patterns, and relationships;
4. Make general findings.

The process is carried out in this study by recording the data obtained from the field and then marked in the form of certain codes to facilitate the search for data related to the parts to be studied. In this case the index is needed when looking for the required data. Next, analyze the data that has been selected at the time of editing and related to the discussion. In this study, observations and literature as well as interviews with several informants related to problems regarding efforts to diversify food from consumption of rice to consumption of tubers.

Data analysis is an activity in research carried out to test qualitative data, namely the process of analyzing data that is not in the form of numbers, or cannot be measured in numbers because it is descriptive and argumentative. This is important because it is part of the interpretation to understand how the phenomenon occurs in the government's efforts to diversify food from consumption of rice to consumption of tubers.

The phenomenon that occurs in the people of Gunung Putri Village, namely the habit of "must always" eat rice as the main food. So that the term "feeling not to eat" appears if you have not consumed rice. Thus the need for rice becomes the main thing, which will then have an impact on increasing the amount of rice supply that must be met by the government. As a result, if the domestic rice supply is not sufficient to meet these needs, the government will be forced to increase the supply of rice through imports to rice-producing countries, such as Vietnam or China.

This type of research is descriptive qualitative research, where the research starts from data obtained in the field, then analyzed and interpreted to then draw a conclusion. Qualitative research is research that uses a natural setting, with the intention of interpreting phenomena that occur and is carried out by involving various existing methods (Moleong, 2008:5). This type of research is qualitative, namely an approach that starts from data that leads to conclusions (Bungin, 2001:18). The qualitative approach according to Bogdan and Taylor in Moleong (2002:3) is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. In a qualitative approach, the data produced are in the form of words, sentences and pictures to explore how social reality occurs by describing variables that are in accordance with the problem and unit being studied, in this case is how to examine the problems being studied. In this case, the phenomenon that occurs in the people of Gunung Putri Village, Banjar District, Pandeglang Regency, is more likely to choose rice as the main food ingredient rather than tubers.

Techniques of data collection and analysis Data in this study, data were collected through the following techniques: 1) Observation, Researchers made observations to the research location in Gunung Putri Village, Banjar District, Pandeglang Regency. 2) Literature: To complement and support the analysis of the discussion, the researcher uses several references regarding environmental conservation; books related to the discussion of Cultural Convergence Theory; 3) Interviews: In this study, researchers conducted in-depth interviews with resource persons or informants in order to obtain accurate data related to research problems regarding the efforts made by the government in efforts to diversify food from rice consumption to tuber consumption. Thus, this research requires accuracy from starting to sort out the data obtained in the field, namely in

Gunung Putri Village, Banjar District, Pandeglang Regency.

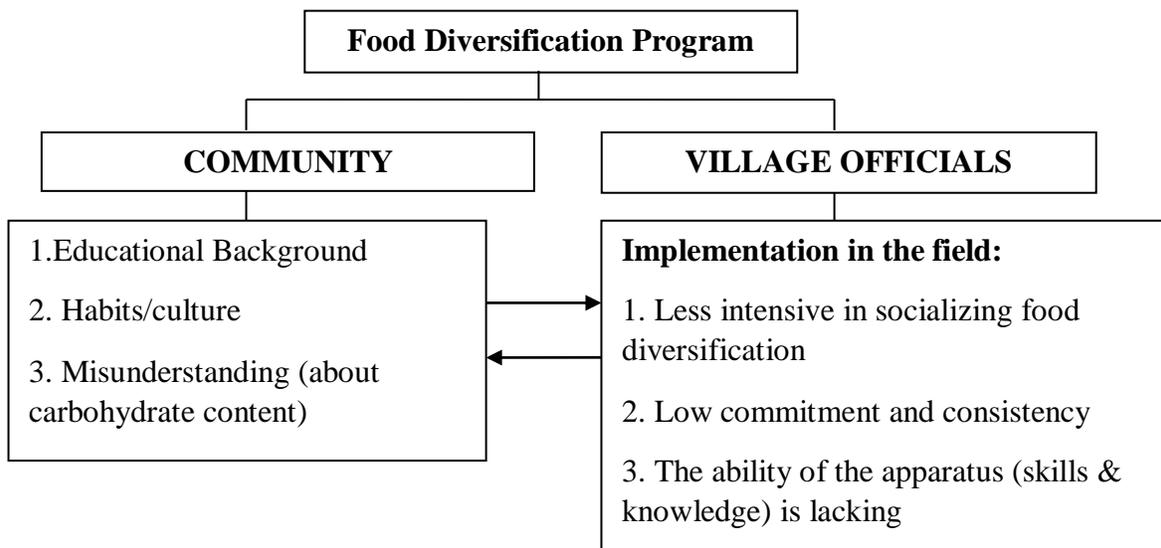
Research with a qualitative approach requires data obtained from several sources, hereinafter referred to as informants who have sufficient knowledge and are able to explain the actual situation about the object of research (Bungin, 2007: 138). Informants in this study, namely: Gunung Putri Village Head (represented by the Village Secretary) and 3 (three) community members. The determination of the informants was carried out using a purposive sampling technique, in which the researchers considered that the informants were indeed credible to provide data on the government's efforts to diversify food.

Gunung Putri Village is a village that produces surplus rice, with high quality types of rice. This excess rice production makes these cultural habits difficult to change and becomes an obstacle for the village government to diversify food. However, this culture should be changed little by little with various efforts that must be made by the local village government.

Based on the previous explanation and the results of field observations, it was found that Gunung Putri Village is a village that has a surplus of rice compared to other villages. This was conveyed by the Secretary of Gunung Putri Village (interview, Tuesday 3 September 2020). This is not only because the soil is fertile, the rainfall is also quite high, so that paddy and secondary crops get a sufficient supply of water.

RESULTS AND DISCUSSION

Figure 2. Reality of Barriers to Food Diversification



In Figure 3, it can be described that the reality in Gunung Putri Village in terms of food

diversification is still not optimal. Especially there are obstacles that make diversification efforts not optimal. These obstacles come from the community side and from the local village government. From the community side, it is

related to the level of education, which causes a lack of understanding about the benefits of diversification. The inadequate level of education, which is on average at the elementary school level, makes it difficult to understand the meaning of food diversification. The notion of "you haven't eaten, if you haven't eaten rice" is deeply embedded in people's minds, making it difficult to change.

This eventually became a tradition that was passed down from generation to generation and firmly entrenched into a local culture, so that it became a strange thing when there was an appeal from the village government to replace the habit of eating rice instead of tubers. In addition, people's understanding of the nutritional content of each food is not yet or even not well understood. People look more at the shape, texture of food than the nutritional content of food. This is of course difficult to replace, because of course each type of food will be different. In addition, people are used to eating rice, which is considered to be able to fill up quickly, which is not based on the nutritional side. This erroneous understanding hinders the village government's efforts to provide an appeal to consume rice substitutes.

Efforts to diversify food that have been carried out by the local village government have only been limited to verbal and fleeting submissions that have been inserted at the meeting at the Village Hall, so it can be estimated that it is difficult to implement in real terms. Whereas efforts to change the culture or habits of the community should be carried out continuously or continuously so that what is conveyed can be applied in the minds of the people and also implemented. Especially it is also necessary to be given an understanding of the term "carbohydrate" which is the content found in rice and tubers. Especially the understanding of the term "carbohydrate" which is the content found in rice and tubers.

Based on observations in the field, obstacles also come from the local village government, namely the socialization of food

diversification is not intensively carried out. So far, the local village government has only communicated verbally on certain occasions. Usually it is recommended during the harvest season or at the time of planting seeds which is carried out ceremonially in the presence of the village head.

The appeal was not delivered officially or at a special event regarding the socialization of food diversification. Thus the message is not conveyed properly and optimally, so that efforts to change the habit of consuming food become difficult, especially since it has become an inherent culture. In addition, there are also quite large obstacles that contribute to the low understanding of food diversification, namely the low commitment and consistency of village officials in conveying the message. This gives the impression that diversification efforts are not a serious problem, coupled with the fertile conditions of the area, which can produce abundant harvests, thus further strengthening the notion of not heeding the warnings or considering that food diversification is not necessary.

The communication ability of village officials in conveying is also something that needs to be considered because in reality, in this case the apparatus does not yet have adequate communication skills in conveying information about food diversification and the use of communication media is very limited. Submission of messages conveyed only verbally resulted in less than the maximum meaning of receiving messages, so that the messages received by the community did not match the expectations of the apparatus, besides that because of the low level of education of the Gunung Putri village community. These all strengthen barriers in efforts to diversify food.

Furthermore, in Figure 4. Theoretical Relationships in research, the following describes how the relationship between theory and research is carried out. High and intense activity is needed from the Gunung Putri Village Community Communication Forum, as a forum

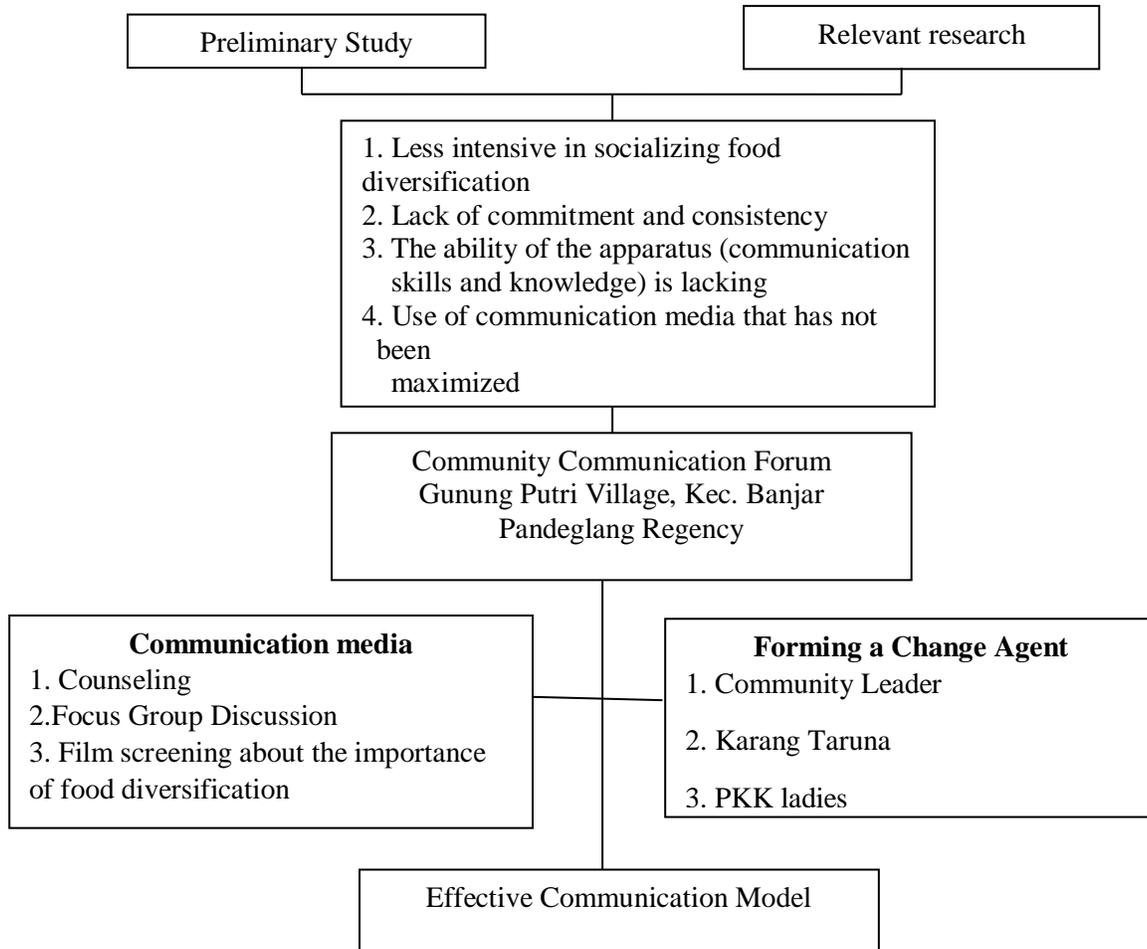
for community discussion regarding problems that exist in the village, including efforts to diversify food. Thus, the community can understand that food diversification is an important thing to do and can be implemented gradually by the people of Gunung Putri Village. Various methods and the use of media are needed to socialize it so that food diversification efforts can run optimally. For example, by conducting intensive and official counseling carried out by the Village Government.

Thus the community knows that this appeal is part of the Gunung Putri Village Government program and is important to do. In addition, a Focus Group Discussion (FGD) was formed consisting of the Village Head, Village Secretary, and local village officials who understand food diversification, which was also attended by several community members who were considered to be able to represent the village community. Messages also need to be conveyed using communication media, such as using a laptop to explain material in the form of powerpoints or also screening films about food diversification and nutritional content in root foods, such as taro, sweet potato, cassava, corn, and others. other. The message conveyed in the film also determines the level of public understanding of diversification.

This socialization effort also needs to be supported by community members such as local community leaders, and people formed in groups, for example, Karang Taruna, PKK

women, and local village cadres. Submission of information using the local language will make it easier for people to quickly understand what is meant by food diversification and the term carbohydrate content in rice substitutes. In addition, at the time of counseling it is necessary to use a substitute food model so that there are comparisons in terms of weight and number of calories and nutritional comparisons with other foods, so that people understand that actually rice as the main food can actually be replaced with tubers because the nutritional content is equivalent to rice. . In this way, the public can easily digest what the extension workers convey and information about food diversification can be conveyed to the maximum.

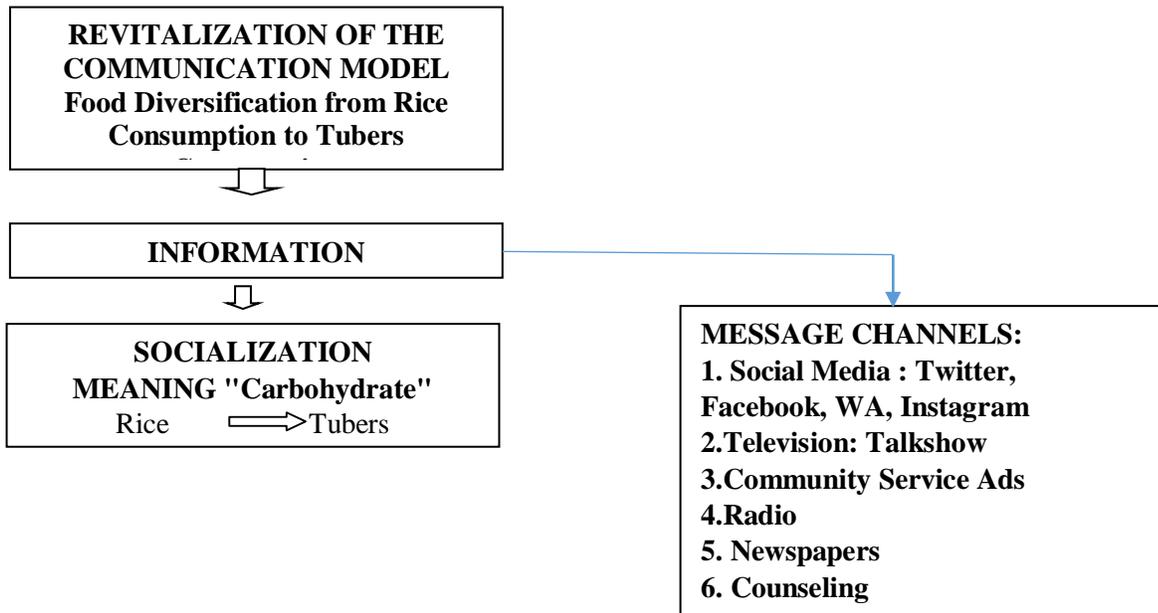
Figure 3. Theoretical relationships in research



In Figure 5. the following is an effective communication model regarding food diversification that should be carried out by the Gunung Putri Village Government in the context of socializing food diversification from rice consumption to tuber consumption. In this model, media are included as a tool in conveying messages or information on food diversification. By utilizing the media, it is hoped that

information can be conveyed more easily and quickly to the public, considering that some media have characteristics that are fast in disseminating information.

Figure 4. Effective Communication Model



Based on the effective communication model produced, namely in Figure 5, there are communication media used, namely: Social media (twitter, Facebook, WhatsApp, Instagram), Television, Public service advertisements, Radio, Newspapers (print and digital), and counseling field. With the use of various media is expected to facilitate the delivery of information about food diversification. Social media is a choice that is considered quite appropriate because nowadays people tend to use cellphones in communicating, especially with the WhatsApp application through WhatsApp Groups (WAG), information can spread quickly. While the use of other applications, namely Facebook and Instagram also allows information to be spread easily. Other media, namely television, newspapers, and radio, which are conventional media can

also be used as supporting media. Even though social media is currently the main choice, conventional media still survives to this day. The shift does exist but the existence of conventional media is still taken into account. Because there are some people who still use the conventional media.

For example, through television and radio media, talk shows about food can be held with attractive packaging, so that people are interested in watching it. Of course it will be different in terms of the nature of the two media, television with audio-visual properties will be more interesting than radio media which is audio only. But radio has another advantage, namely that listeners are more involved with the emotional side. In addition, information about food can also be conveyed using public service advertisements. This can be done through

cooperation between the government, both central and regional with various other relevant agencies, or also with the private sector and of course involving the media.

By maximizing the use of these media, it is hoped that efforts to implement food diversification can be realized, especially in villages that experience a surplus of rice such as in Gunung Putri Village, Banjar District, Pandeglang Regency, where phenomena that occur in the community are habits that "must always be "Eat rice as the main meal. So there is a culture of "feeling you haven't eaten" if you haven't eaten rice.

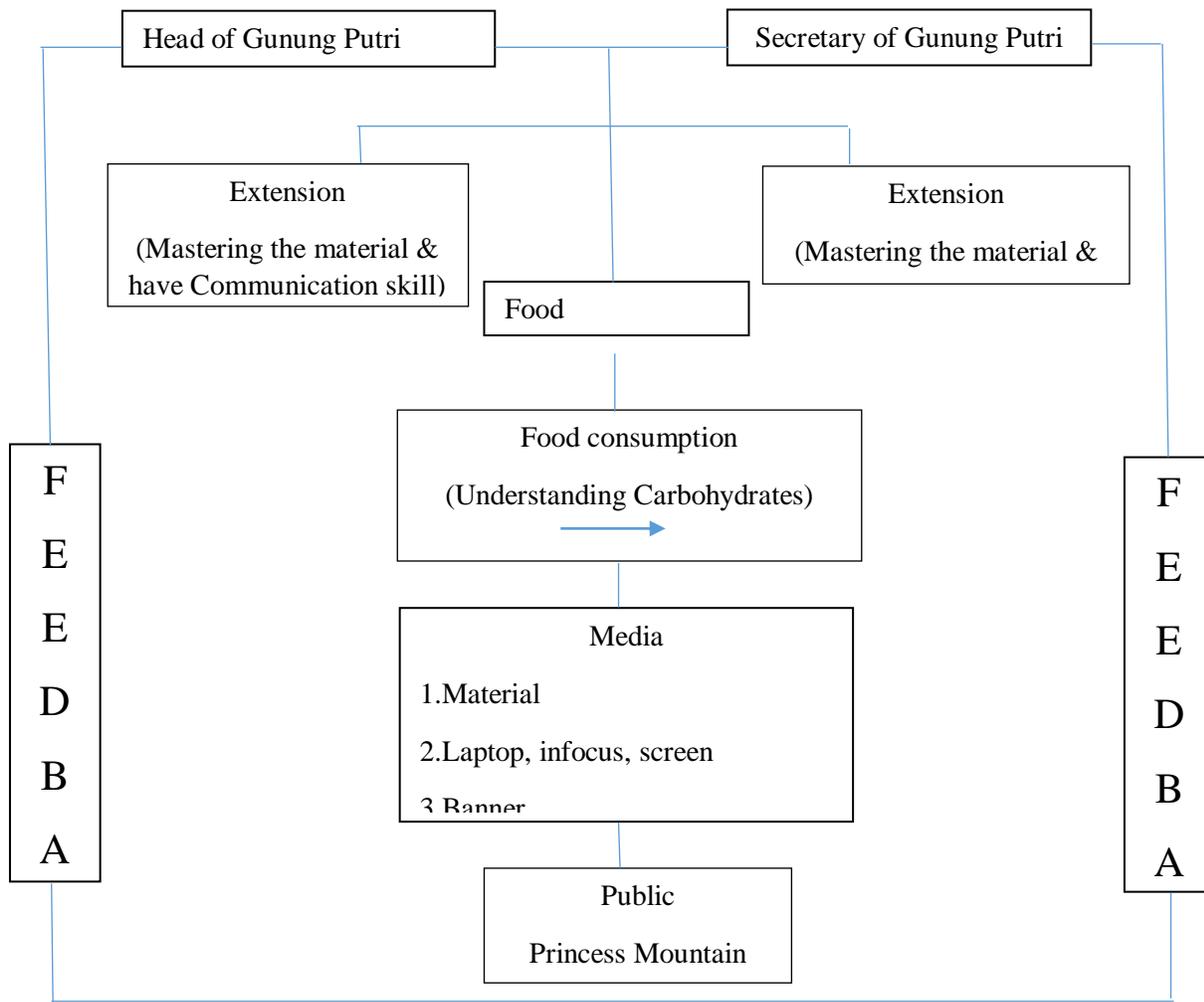
Thus the need for rice becomes the main thing, which will then have an impact on increasing the amount of rice supply that must be met by the government. Efforts to diversify food that have been carried out by the local village government have been limited to verbal and fleeting submissions that have been inserted

at the meeting at the Village Hall, so it can be estimated that it is difficult to implement in real terms.

Whereas efforts to change the culture or habits of the community take a long time, and this should be done continuously or continuously so that what is conveyed can be applied in the minds of the people and also the community can implement it in their daily life. Especially in this case, it is also necessary to provide an understanding of the term "carbohydrate" which is the content found in rice and tubers, so that people understand that tubers contain nutrition equivalent to rice.

The following figure 6. is a communication model that is recommended to be implemented in Gunung Putri Village, Banjar District, Pandeglang Regency. Figure 6 shows the feedback that needs to be considered by the local government.

Figure 5. Communication Model of Food Diversification from Rice Consumption to Tubers



In terms of the communication process, feedback is a "sign" that is raised by someone in nonverbal form when information is received. For informants, which in this case are extension workers from the village, it is very important to pay attention to the feedback, because the extension workers can know from the start whether the information conveyed has been understood or not by the village community, thus the extension worker can immediately repeat the explanation until the community

understands what what was conveyed was related to food diversification, that rice can be replaced with tubers and also has relatively the same carbohydrate content, and can also be filling.

This model describes the carbohydrate content in rice and tubers. This similarity in content shows that rice can actually be replaced with tubers without reducing the nutrients consumed. In addition, the delivery of the message can be maximized by using the media. Messages or information containing material about rice substitutes, the carbohydrate content contained in tubers is relatively easy to

understand. In addition, it supports tools to convey messages such as laptops and infocus, banners. These messages can be conveyed in the form of outreach to the community, which should indeed be delivered by extension workers (as communicators) who understand how to convey more communicative characteristics, for example by using language adapted to the local language and adjusting to their level of education. This becomes a package in conducting counseling.

The implementation of food diversification does take a long time because it is related to changing the culture of the local community that has already been applied, so it is quite difficult to change people's perceptions about their eating habits, especially with the motto "you haven't eaten, if you haven't eaten rice". Therefore, the provision of explanations through counseling should indeed be carried out on an ongoing basis with the delivery of interesting material and communicators who have the ability, both in

terms of verbal, nonverbal and the ability to persuade the public. Persuasion can indeed be said to be quite difficult, but this is a challenge, both for the local village government and the central government in the success of food diversification efforts from consumption of rice to consumption of tubers.

The following photos show soil fertility in Gunung Putri Village, Banjar District, Pandeglang Regency. Most of them are rice fields and some are planted with secondary crops as supporting plants, such as tomatoes, green mustard, long beans, cucumbers, cassava, sweet potatoes, and others.

PHOTOS IN GUNUNG PUTRI VILLAGE, BANJAR DISTRICT, PANDEGLANG DISTRICT



Figure 6: Shown in the picture of rice fields with harvested rice in Gunung Putri Village. (Source: Personal documents, 2020)



Figure 7: The people of Gunung Putri Village also plant various other crops besides rice. Seen in the picture of a tomato plant that is starting to thrive. (Source: Personal documents, 2020).



Figure 8: Most of the people in Gunung Putri Village plant productive crops. As shown in the picture, there is no vacant land without plants. (Source: Personal documents, 2020).

CONCLUSION:

1. So far, the people of Gunung Putri Village still have the assumption that rice is their main consumption, and has become an adopted culture.
2. With a surplus of rice production, it is difficult for people not to depend on rice consumption.

3. Efforts to diversify food from rice consumption to tuber consumption by the Gunung Putri Village government are still limited to cursory messages.
4. Revitalization of effective food diversification communication model needs to be done.

RECOMMENDATION

1. The government needs to seriously conduct socialization regarding food diversification from consumption of rice to consumption of tubers to villages.
2. An effective communication model needs to be implemented in socializing the importance of food diversification from consumption of rice to consumption of tubers.
3. The use of communication media is important in socializing food diversification from consumption of rice to consumption of tubers.
4. Extension officers in the field need to be given knowledge about the food diversification.

Other sources

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