

STRATEGI KOMUNIKASI DALAM PENYEBARAN INOVASI VARIETAS UNGGUL BARU (VUB) PADI SPESIFIK LOKASI OLEH BPTP JAWA BARAT

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Penelitian ini berfokus pada strategi komunikasi kegiatan Pengembangan Varietas Unggul Baru (VUB) Padi Spesifik Lokasi Oleh BPTP Jawa Barat yang dilaksanakan pada tahun 2021 sebagai upaya meningkatkan produksi padi yang tengah mengalami penurunan. Penelitian ini bertujuan untuk menganalisis bentuk strategi komunikasi yang dilakukan oleh BPTP, menganalisis efektivitas implementasi strategi komunikasi dan menganalisis faktor-faktor yang memengaruhinya. Metode dasar penelitian menggunakan deskriptif analitis dengan pendekatan *mix method*. Penelitian dilaksanakan di Kabupaten Bandung Barat, Kabupaten Sukabumi, Kabupaten Ciamis dan Kabupaten Garut dengan 11 informan dan 77 petani responden yang berperan aktif dalam kegiatan VUB Padi Spesifik Lokasi. Data kualitatif dianalisis dengan tahapan reduksi data, penyajian data dan penarikan kesimpulan. Data kuantitatif dianalisis menggunakan uji proporsi dan Uji Analisis Regresi Berganda dengan program SPSS 24.

Strategi komunikasi didasarkan pada advokasi yang dilakukan pada komisi IV DPR RI, Dinas Pertanian Kabupaten dan Pemerintah Daerah Kecamatan dan Desa, mobilisasi sosial dilakukan pada penangkar benih, Gapoktan, BPP dan penyuluh swadaya, serta komunikasi perubahan perilaku menggunakan metode penyuluhan Bimtek, SL, Demplot, Demfarm dan Temu Lapang. Komunikator dipilih berdasarkan kredibilitas, sasaran ditentukan berdasarkan pembagian zona di Jawa Barat, penentuan perilaku berdasarkan hasil identifikasi PRA, metode komunikasi yang digunakan komunikasi informatif dan persuasif, pesan disusun berdasarkan *Sociocultural sensitivity*, *Language appropriateness*, *Economic compatibility*, *Psychological appropriateness* dan *Expected achievements*, saluran menggunakan *opinion leader*, media menggunakan media pembelajaran berbasis multimedia, media cetak dan media elektronik, sedangkan monitoring dan evaluasi berfokus pada pengukuran dampak komunikasi melalui metode komparatif. Berdasarkan uji proporsi diketahui bahwa efektivitas implementasi strategi komunikasi berada pada kategori tinggi. Faktor-faktor yang memengaruhi efektivitas implementasi strategi komunikasi adalah perilaku, metode komunikasi, monitoring dan evaluasi, tingkat pendidikan dan motivasi. Faktor-faktor yang tidak berpengaruh yaitu komunikator, sasaran, pesan, saluran dan media komunikasi, umur, dan persepsi.

Kata Kunci : Strategi Komunikasi, Varietas Unggul Baru Padi, Efektivitas Implementasi, BPTP, Jawa Barat

COMMUNICATION STRATEGY IN THE DISSEMINATION OF NEW SPECIFIC LOCATION SUPERIOR RICE VARIETIES INNOVATION BY WEST JAVA AIAT

ABSTRACT

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This research focuses on the communication strategy of the Development of New Specific Location Superior Rice Varieties by West Java AIAT which was conducted in 2021 as an effort to increase rice production that recently experiencing a decline. This research aims to analyze the form of communication strategies carried out by AIAT, analyze the effectiveness of the implementation of communication strategies and analyze the factors that influence it. The basic research method uses descriptive analytical with a mix method approach. The research was conducted in West Bandung Regency, Sukabumi Regency, Ciamis Regency and Garut Regency with 11 informants and 77 respondent farmers who play an active role in the program. Qualitative data was analyzed using data reduction, data display and conclusion drawing. Quantitative data were analyzed using the Proportion and Multiple Regression Analysis Test with the SPSS 24 program.

The communication strategy is based on advocacy carried out on Commission IV of the House of Representatives, regional agriculture service, and local government, social mobilization is carried out on seed breeders, Gapoktan, Agricultural Extension Agency (BPP) and independent extension workers, and behavior change communication using Technical Guidance, Farmer Field Schools, Demplot, Demfarm and Farm Field Day extension methods. Communicators are selected based on credibility, the targets are determined based on the zone division in West Java, determination of behavior based on the results of PRA identification, communication methods used informative and persuasive communication, messages are arranged based on Sociocultural sensitivity, Language appropriateness, Economic compatibility, Psychological appropriateness and Expected achievements, channel utilizes opinion leaders, media using multimedia-based learning media, printed media and digital media, meanwhile monitoring and evaluation focuses on measuring the impact of communication through comparative methods. According to proportional test, the effectiveness of communication strategy implementation is in the level of high. Factors that influence the effectiveness of communication strategy implementation are behavior, communication methods, monitoring and evaluation, level of education and motivation. Factors that do not influence are communicators, targets, messages, communication channels and media, age, and perception.

Keywords: Communication Strategy, New Superior Varieties of Rice, Implementation Effectiveness, AIAT, West Java