The influence of socio cultural dynamics on convergence communication of aquaculture agribusiness actors

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Abstract. This research aims to: (1) Analyze the level of socio-cultural dynamics of agribusiness aquaculture actors. (2) Analyze the influence of socio-cultural dynamics on convergence communication of capacity development of aquaculture agribusiness actors. Data was collected by questionnaire and interview of group members on agribusiness. Data analyze was done by descriptive and inferential statistics with using SEM method. The result of descriptive statistics on 284 agribusiness members showed that: Socio-cultural dynamics of agribusiness aquaculture actors was in low category, as shown by lack of the role of customary institutions and quality of local leadership. The communication convergence is significantly and positively influenced by the communication behavior of agribusiness actors in access information.

1. Introduction

Globalization has provided a tremendous impact on traditional values, structure and knowledge base of society, with increasing external pressures and changing internal dynamics. Capacity development is the mainstream of development discourse, but in practice only focuses on the approach to the transfer of knowledge and technology as a solution, but it does not support communities in developing their own capacity [1]. Globalization has had negative impact on social change and economic decline in rural areas as shown by the high levels of unemployment and foreign investment [2,3].

Agribusiness of aquaculture is the primary source of income for the people in the coastal area of Padang. Besides, this business also plays an important role in supporting the fulfillment of needs for protein. But in reality, freshwater fishery agribusiness is difficult to develop. This issue is inseparable with the communication behavior of freshwater fishery agribusiness actors in accessing information to manage their business. Some of the challenges in developing capacity are: The number of people who have lack motivation and self-confidence because of their experience with the planning of development programs external top-down and cause internal conflict. Sidorenkov et al. [4] stated that conflict is based on the characteristics of each individual of group members. Socio-cultural dynamics is a symptom of changing social structure and cultural pattern in society. Socio-cultural dynamics is the most dominant factor affecting communication behavior of agribusiness in accessing information. Socio-cultural dynamics is one of the factors that need to be considered in the development of the capacity of aquaculture agribusiness actors. Based on these problems, the purposes of this study are (1) Analyze the level of socio-cultural dynamics of agribusiness aquaculture actors; and (2) Analyze...
the influence of socio-cultural dynamics on convergence communication of capacity development of aquaculture agribusiness actors.

2. Materials and Methods
This research uses quantitative approach. The data was collected using survey method. Based on the information from Marine Affairs and Fisheries Service/Dinas Kelautan Perikanan (DKP) Kota Padang officials, two districts were used as samples, Kecamatan Koto Tangah and Kecamatan Kuranji. Both of them are the aquaculture agribusiness development area in Padang. The number of samples was decided proportionally based on population distribution in research area, while the samples were chosen purposively.

Research was conducted in two aquaculture centers of Padang City namely Kecamatan Koto Tangah and Kecamatan Kuranji. Field research was conducted from February to March 2016. This research’s population were aquaculture agribusiness actors, which include on-farm fish cultivator, cultivation business production input provider or agro industry input provider, breeder, output processor, distributor, supplier, facilitator, group manager, and off-farm information provider of aquaculture agribusiness. This population was chosen based on agribusiness functions which include procurement and supply of production infrastructure, processing (agro industry) and marketing.

The number of respondents were 284 households of agribusiness actors, dispersed in Kecamatan Koto Tangah as much as 169 people and 115 people in Kecamatan Kuranji, representing 837 households of aquaculture agribusiness actors as the population. Respondents were determined using stratified random sampling. Data analysis used were quantitative analysis complemented with qualitative analysis. Explanations of social cultural dynamics were presented using descriptive statistics, while the structural equation modeling (SEM) analysis was used to analyze the dominant factor that influences communication convergence in capacity building of aquaculture agribusiness actors.

This research was done from February 2016 until March 2016. Primary data collection was done through interview to agribusiness actors and field observation, while secondary data was obtained from Marine Affairs and Fisheries Service/ Dinas Kelautan Perikanan Propinsi Sumatera Barat, Dinas Kelautan Perikanan Kota Padang, Badan Pusat Statistik Propinsi Sumatera Barat, and Balai Penyuluhan Pertanian/Perikanan in both sample districts. Data analysis was done through inferential and descriptive statistics by SEM (Structural Equation Model) analysis using Lisrel 8.7.

3. Results and Discussion
3.1. Level of socio-cultural dynamics in capacity development of aquaculture agribusiness actors
Socio-cultural dynamics are reflected by: (a) a pattern of social behavior, (b) local knowledge, (c) the role of traditional institutions, and (d) the quality of leadership. Figure 1 illustrates how the socio-cultural dynamics level in the capacity building of the aquaculture agribusiness.

Based on the distribution of socio-cultural dynamics, it appears that most of aquaculture agribusiness is in the low category, reflected by the low role of customary institutions and the low quality of leadership (Figure 1). This means that the role of the leader in managing knowledge, sharing knowledge, energizing and encouraging everyone to have the competence and tacit knowledge (ideas, creativity, experience skills to be shared together in groups are still low. From the interviews with the Wali Nagari, customary stakeholders and districts known that the customary institutions and local institutions such as KAN (Kerapatan Adat Nagari) have not been able to play a role in developing agribusiness aquaculture. Lack of local institutional and customary institution role in managing and making rules based on agribusiness fishery. This is also supported by the lack of facilitation provided by local institutions in increasing the access of farmers and freshwater fisheries agribusiness to the production facilities, capital, marketing of fishery products and processing result.
Figure 1. Socio-cultural dynamics level in the capacity building of the aquaculture agribusiness.

Until now the role of local institutions and institutional “Nagari” as one of the supporting institutions in the fishery agribusiness system, running its role so far only based on the problems of custom and custom law alone, has not developed many role in other fields such as agribusiness. Whereas local institutions have potential in developing local knowledge, which recently lively discussed because it is considered as an important part in the development program in the effort of resource management, in this case in the field of freshwater fishery agribusiness. In accordance with the research of Lubis and Zusmelia [5] said that local knowledge derived from the culture of society is considered to provide many solutions in development because it is the result of ‘learning’ from local communities in responding to the dynamics of their environmental change. Existing local knowledge indicates that local communities participate in exercising control over the utilization of existing resources because they have an interest in those resources.

According to Mokhtar et al. [6] and Moses et al. [7] leadership qualities correlate with the achievement of market target, organizational performance and play a role in quality management, it is imperative that a policy is formulated to support the flourishing of member’s creativity. The development of science and information technology demands agribusiness actors to utilize science and technology for their business to progress, especially in the areas of product marketing, creativity post-harvest so they can have broader market channels, thus the factor of science and technology use becomes a vital concern.

3.2 The influence of socio-cultural dynamics on convergence communication of aquaculture agribusiness actors

The convergence of communication in the capacity building of the agribusiness freshwater fisheries is a maximum common understanding between agribusiness actors, the knowledge of agribusiness that comes from the (local/implicit) and knowledge of agribusiness that comes from outside (global/explicit), which is measured by the ability of communication effectiveness, improving quality of service information, social interaction, participation in the network and the ability of agribusiness.
Figure 2 shows the influence of socio-cultural dynamics on convergence of communication of agribusiness of aquaculture fishery

![Diagram](image)

**Figure 2.** The influence of socio-cultural dynamics on convergence of communication of agribusiness of aquaculture fishery

- **X3.1**: Patterns of Social
- **X3.2**: Local Knowledge
- **X3.3**: The Role of Local Institutions
- **X3.4**: The Role of Traditional Institutions
- **X3.5**: Leadership Qualities
- **Y1**: Communication Convergence of Agribusiness
- **Y1.1**: Contact With External
- **Y1.2**: Intensity of Use of Media
- **Y2**: Information Usage Level
- **Y2.1**: Service Quality

SEM analysis result shows that the communication behavior of agribusiness in accessing information and real positively influenced by variables socio-cultural dynamics. This means the higher the socio-cultural dynamics of freshwater fisheries agribusiness, the higher the communication behavior in accessing information.

Furthermore SEM analysis shows that all variables of socio-cultural dynamics also support in enhancing the capacity of agribusiness actors, this relationship means that the higher social behavior pattern is in the form of agribusiness support system, and the higher local wisdom owned and produced by local community the higher the communication behavior of freshwater fisheries agribusiness in accessing information. The higher role of local institutions and the role of customary institutions and the higher the role of leaders in sharing knowledge, energizing and motivating agribusiness actors, there is a tendency for better communication behavior of agribusiness actors in accessing information, reflected by increased contacts with outsiders and increased intensity of use of information media.

According to Rogers [9], in relation to the effort of disseminating innovation in a social system, the role of leaders is: (1) stimulating and inviting its followers to seek, disseminate and adopt innovation; (2) directing followers to make contact with other more advanced units of social systems; (3) creating a structure within the social system that allows for mutually motivating relationships, resulting in
mutually beneficial, beneficial and mutually beneficial relationships (social learning interaction). Similar to the results reported by Marliati et al. [10] on the extent of agricultural extension.

SEM analysis shows that the variables that affect the convergence of communication is communication behavior. While communication behavior is influenced by socio-cultural dynamics, which consists of leadership qualities, patterns of social behavior, the role of traditional institutions, and local knowledge. So the increase of socio-cultural dynamics is not only needed in an effort to improve communication behavior of agribusiness actors but also to capacity development of agribusiness actors. The development of the capacity of the agribusiness, improving the socio-cultural dynamics can be done by improving the indicators that reflect the social and cultural dynamics (leadership qualities, patterns of social behavior, the role of traditional institutions, and local knowledge.

Low access to information caused by the limited availability of communication facilities and infrastructure, as well as the weakness of agribusiness institutional linkages with agribusiness freshwater fisheries. Agribusiness institutional has not been able to build a network and cooperation that can help agribusiness freshwater fisheries business development in the coastal area of Padang. In addition, local leaders may not be able to facilitate agribusiness in cooperation, help the problems that experienced by the agribusiness actors. Whereas according to Crocker et al. [11], leader’s opinions are usually more trusted in conveying information in training on capacity building.

This results in a lower level of social interaction. Low levels of social interaction illustrates that the agribusiness fisheries have not been able to build a network with others, cooperate and share information with other agribusiness actors, such as from information centers or higher education institutions. As shown in the study of Sendegeyaa and Chiguvareb [12] education is important as the catalyst in capacity building and academic/higher education institutions act as the center of capacity building.

In accordance with research conducted by Sallem et al. [13], sinergy is really needed for Small and Medium Enterprises (SMEs) in managing finances and keep to attend the latest technological developments in the market, the importance of financial support from the government can also help develop SMEs.

4. Conclusion

1. The socio-cultural dynamics of agribusiness are relatively low in Padang are in the low category, especially in the quality of leadership and social behavior patterns. Increasing the role of social and cultural dynamics done by strengthening institutional support, both from the government and private sector, enhance the role of traditional institutions that are around as well as the quality of local leadership in sharing knowledge, improve their skills and are looking for ideas and new technologies

2. Socio-cultural dynamics have a real positive effect on communication behavior. All the variables of socio-cultural dynamics also support capacity building of agribusiness actors. This indicates that to improve the communication behavior of agribusiness actors in accessing information, reflected by increased contacts with outsiders and increased intensity of use of information media, it is necessary to increase the role of local institutions and the role of institutions in the form of institutional agribusiness supporters, and to increase local wisdom owned and produced by local communities, and increasing leadership roles in sharing knowledge, including increase of media information, encouraging and motivating agribusiness actors.

3. Converged communications positively and significantly influenced by agribusiness communication behavior in accessing information. The communication behavior is influenced by the social and cultural dynamics. To increase social and cultural dynamics are not only necessary for improving the communication behavior of agribusiness, but also to the development of the capacity of the agribusiness.
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