

## Encoding Agricultural Discourse in the Construction of Agrarian Literacy of Farmers in the Mass Media

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Keywords	Abstract
encoding, agricultural discourse, agrarian literacy, farmers	<i>Agricultural discourse is the result of conveying a message to increase the agrarian literacy of a community to become agriculturally literate. The goal of this research is to obtain an objective picture about the text structures, social cognition, and social contexts used in the construction of agricultural discourse to establish the agrarian literacy of farmers. The research uses a qualitative method with a symbolic interactionism design to study the way a social interaction is constructed and developed. The data collection methods used were documentation and a content review. The data sources for the research were newspapers and YouTube. The data analysis used a descriptive qualitative method with the stages of identification, classification, and interpretation. The results of the research show that (1) the text structures used to establish agrarian literacy include elements of semantics and syntax, (2) the forms of social cognition utilized by speakers to shape the discourse are person schemes, role schemes, and event schemes, and (3) the social contexts that influence speakers in carrying out encoding are food security and sovereignty, agricultural consultants, and millennial farmers.</i>
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### INTRODUCTION

Discourse is language that is used to deliver a message. Through discourse, a speaker carries out the act of conveying or expressing knowledge, attitudes, and opinions, either directly or indirectly. The message that the speaker wishes to convey is translated into speech that is appropriate to the speech partner through a process of encoding.

In the process of encoding a message, the speaker makes use of social cognition to arrange and present linguistic forms that suit the social context of the speech partner. The various 'media' that speakers use to transmit messages include face-to-face utterances and other media such as phone calls, emails, text message, pictures, videos, and films. In order for a message to be conveyed properly, the speaker must take into consideration the 'disruptions' that may occur to ensure that the message can be received accurately by the speech partner.

Encoding begins with the process of planning and selecting ideas, values, and social phenomena in the speech event. Next, the speaker, uses a cognitive structure to develop

discourse by utilizing language as an infrastructure facility that helps the speaker to shape the desired image. The resulting discourse becomes a message structure which is in accordance with the social phenomenon underlying the speech. As stated by Stuart Hall in (Ross, 2011), encoding is a process of structuring meaning by a media producer which attempts to articulate codes that represent a system of signs in accordance with the wish of the producer.

In the agricultural sector, speakers use agricultural discourse to reconstruct communities in order to improve their agrarian literacy so that they become agriculturally literate. Through agricultural discourse, the government and private sector are endeavoring to motivate the community to renew its interest in the agricultural sector. In its role as a medium of cultural transmission and social cohesion, agricultural discourse must be developed in accordance with its function as a mass communication tool. As explained by (Nurudin, 2011), mass communication is a medium of cultural transmission that serves to influence individual acceptance of agrarian culture. On a contemporary level, agricultural discourse is used to create a consensus about the values that introduce ideas for change gradually to the community, while on a historical level, it is used to cultivate and create social and cultural experiences so that a trajectory of agrarian competence is established in the community. As a form of social cohesion, mass communication serves to encourage social integration in the community.

Studies of encoding in agricultural discourse must be placed in a macro context. As stated by (Van Dijk, 1993), it is not sufficient to limit the study of discourse to a textual analysis. Texts cannot be treated simply as the product of a production practice. Texts should be treated as a form of social cognition that exists within a particular context. All three aspects of text structure, social cognition, and social context are separate parts that are integrated in the conveyance of the speaker's ideology.

Agricultural discourse is an arena which reflects the structure of the speaker's mental model and the social perspective of the community about agriculture. As a mental model, agricultural discourse represents the speaker's own views on agricultural problems that are shaped by the community's cognition scheme with regard to agriculture. The texts used by the speaker cannot be viewed as an empty plane but as a small part of the large structure of an agrarian community. In the production of speech, the speaker maps and arranges the text based on social cognition which views the formation of an agrarian community as a social context. The text dimension is related to the process of formation of the text structures that are used to express the agrarian message. The dimension of social cognition is related to the way the speaker understands the agrarian world as the basis of formation of the agrarian text. In the social cognition dimension, the speaker is not regarded as a neutral individual but rather as an individual with various values, experiences, and ideologies that influence their speech. As such, the agrarian text is not neutral but rather it contains the awareness, knowledge, and prejudices of the speaker about the agrarian events previously encountered. The dimension of social context is related to the social power which is the place where the discourse is produced and constructed through discourse practices and legitimacy.

One important factor in encoding studies is the process of creating discourse through the practices of power and access. The practice of power, which is due to the ability of a particular group to control another group, is a representation of ownership of the group. The practice of power leads to the practice of domination, thus influencing the media or social context which generates the discourse. Access is related to the power of a majority group to penetrate the media so that it has a greater opportunity to influence and shape public awareness (Eriyanto, 2001).

Global change, which is characterized by a rise in the industrial sector, has caused a large number of farmers to move to jobs in the industrial sector. Therefore, strategies are needed to help improve their competence so that they are willing to return to the

agricultural sector. One way is to use agriculture to help establish the agrarian competence of farmers in managing their farming enterprises. As stated by (Manyamsari & Mujiburrahmad, 2014), competence in agribusiness is related to competence in thinking, behaving, and acting in the planning of farming endeavors in order to gain profit from agricultural activities, build partnerships between agricultural sub-systems, manage post harvest activities to increase the added value of agricultural products, and bring into being sustainable agricultural cultivation practices. As a result, farmers will be willing to return to farming in a natural way.

Farmers are human resources who have the competence to plan a series of farming endeavors to achieve a desired target. Competence is related to the functional skills that farmers need to carry out agricultural cultivation in accordance with a set target. In other words, competence is the skills and knowledge that are sufficient to carry out work. A farmer is referred to as competent if he is skilled in performing his tasks, such as designing strategies to plan his farming endeavors, looking for capital, determining the best planting time and harvest time, and creating strategies to market the produce.

The agricultural sector plays a vital role in building the economy of developing countries. Agriculture is also important for providing food materials and raw materials for the community. In addition, the agricultural sector provides staples that are needed by the industrial sector to develop its businesses. As explained by Jhingan in (Talaohu, Matitaputty, & Sangadji, 2019), the agricultural sector provides a contribution to economic growth by (1) providing a food surplus due to an increase in population, (2) increasing the demand for industrial products in the support of secondary and tertiary sectors, (3) providing export materials in the form of agricultural products to increase foreign exchange reserves needed to import capital goods, (4) increasing the income of village communities, and (5) improving the welfare of rural communities.

The community's understanding of agriculture does not appear match the important role that agriculture plays. The majority of people still view farming as a traditional activity that places more emphasis on the physical sector. As a result, the appreciation of farmers' work performance tends to be lower than the appreciation of those working in the industrial sector. This has led to a large number of farmers leaving the agricultural sector. Low income is another reason for farmers turning to the industrial sector. Many have even sold their land and used the money as business capital or to buy a new house closer to an industrial area.

This condition can be managed with a process of reconstruction of agricultural ideology through agrarian literacy. Over the course of its development, agricultural ideology has been divided into populist agrarian ideology and neo-agrarian ideology. Populist agrarian ideology is oriented towards the concept of agricultural production practices and conventional livestock farming along with rural and traditional agricultural values. This ideology prioritizes the values of agrarian populism such as efficiency, individualism, responsibility, kinship, and patriotism. Neo-agrarian ideology is oriented towards non-conventional agricultural values and is directed towards contemporary movements such as food justice and organic farming. This ideology focuses on a balance between human beings and the environment, including agricultural production (Martin & Enns, 2017).

This study about the encoding practices used in agricultural discourse to increase the agrarian literacy of the community focuses on the problems of (1) text structures in the construction of agricultural discourse to increase the agrarian literacy of farmers, (2) social cognition of speakers in the construction of agricultural discourse to increase the agrarian literacy of farmers, and (3) social contexts in the construction of agricultural dialogue to increase the agrarian literacy of farmers.

## **METHOD**

This research uses a qualitative method with an interpretive approach because it endeavors to understand agricultural discourse as a social reality that presents texts as a form of interaction and social action used by the speaker (Denzin & Lincoln, 2000). The speaker's interaction is regarded as social performance which is shaped by the community that is its social context. Therefore, the data sources for the research are in the form of agricultural discourse from The Ministry of Agriculture (Kementan), Detikcom, Republika, and Antaranews websites, which are understood as social reality. Hence, in the study there are at least three things that are the main focus of attention, namely (1) the context or space where the discourse takes place, (2) the speakers who are involved and or the groups that are represented, and (3) the formulation of actions, activities, and times of activities of the speakers and their groups.

The research uses a content analysis technique because it endeavors to identify the themes or categories that are manifested in the content of the discourse, and to describe the agricultural discourse as a social reality that is created by the themes or categories in accordance with the social contexts that shape the discourse. The data analysis technique was carried out through the collection, coding, and detailed interpretation of data. It is hoped that the results of the qualitative content analysis of this research can support the development of encoding theories and models of agricultural discourse in accordance with the discourse presented.

## **RESULT**

### ***Text Structures in the Construction of Agricultural Discourse to Increase the Agrarian Literacy of Farmers***

Text structures are on the micro level in the formation of discourse. In an effort to increase the agrarian literacy of farmers, the text structures of agricultural discourse include elements of semantics and syntax, as seen in the data below.

1. To maintain food security, Jokowi reminds farmers to alter their mindset
2. Regent Anas hopes modern agriculture will spur on the horticultural sector
3. Without sunlight, smart farms produce 10 tons of vegetables per day
4. The story of former Indonesian migrant worker turned consultant who dreams of creating millennial farmers
5. International institutions show appreciation for modern farming in Indonesia
6. Indonesia needs more agripreneurs and millennial farmers
7. The Ministry of Agriculture prepares modern farmers through "smart greenhouses"

From the data above, it can be seen that the speakers use words which semantically represent the government's appreciation for the agricultural sector. By using the words "Jokowi", "Ministry of Agriculture", "Regent Anas", "international institutions", and "consultant", the speakers promote a theme of "support of officials and capital owners for the agricultural sector". By using words such as "president" or "regent", the speakers are attempting to present a message that the farmers are supported by the government. The use of the words "international institutions" conveys a message that agriculture is an occupation which is valued by the international community. The words "former Indonesian migrant worker" and "consultant" are used by the speaker to present a message that agriculture is not a low class job.

The speakers promote a theme of "technology" by using words such as "millennial farmers", "modern", "smart farms", "agripreneurs", and "smart greenhouses". The words "millennial", "modern", and other foreign terms are used to create messages which show that the agricultural sector has developed and is accepted by the modern community and the industrial sector. Agriculture is not synonymous with poverty and filth. With the use of technology, agriculture can be developed and improved. By using the words "smart" and "preneur", the speakers convey a message that agriculture is not simply related to the process of working the fields in the traditional way. The speaker uses the word "smart" to create a message that agriculture can be a light form of work

and carried out in a place that is cool, clean, and orderly, as long as the farmer is willing to work his fields using a smart method. The noun “preneur”, from a French word which means “a person who takes”, is used to create a message that farmers will be successful if they become people who take part and adopt a position in various sectors, from the agricultural sector to the industrial, economic, and social sectors. In other words, farmers should not only work in the fields but also engage in agricultural business.

The speakers promote a theme of “farming being an honorable occupation” by using phrases such as “maintain food security”, “dreams of creating millennial farmers”, “spur on the horticultural sector”, and “produce 10 tons of vegetables per day”. These phrases convey the message that farming is an honorable job with a high income. Farmers are the ones who maintain food security. Farmers are not only old men without knowledge of technology but also include members of the millennial generation who were born and raised in the era of technology, so they are proficient with various forms of technology, including the use of computers, cultivator machines, smartphones, and social media for their agricultural activities. Farmers can cultivate their crops to produce an abundant yield which can boost their economic situation.

The speakers convey the themes above through the arrangement of their syntactic structure. The placement of the words “Regent Anas”, “international institutions”, and “Ministry of Agriculture” at the beginning of sentences is designed to encourage people to return to the agricultural sector because of the numerous parties who will assist them. The placement of the phrase “maintain food security” is used to communicate the fact that farmers are people who provide a service for others because they supply food for everyone.

The arrangement of words and phrases to form sentences is used by the speakers to construct agrarian literacy in the community. The speakers shape the community’s understanding that the agricultural sector is a noble, honorable, and modern occupation. The speakers also shape the perception of the community that with the support of numerous parties, farmers can operate an agricultural enterprise, from the field to the table, with ease. They can also succeed financially. No less important is the fact that by utilizing technology, farmers can be on an equal level with workers in other sectors. Through their text structures, the speakers encourage the community to return to farming and make agriculture an honorable field of work that can improve their economic situation.

From the results of the analysis above, it can be seen that the speakers use syntactic structure and semantic structure to shape the agrarian literacy of the community. By using themes such as the “support of officials and capital owners for the agricultural sector”, “technology”, and “excellence of the agricultural sector”, the speakers are taking action to change the mindset of the community. Words, phrases, and sentences are used and arranged to become texts containing messages which can change the community to become agriculturally literate. It is hoped that an understanding of the support of the government and other stakeholders, technology, and excellence of the agricultural sector will alter the community’s perception of agriculture. In this way, the agricultural sector will once again be of interest to, and developed by the millennial generation.

The steps applied by the speakers are in accordance with the view of Dennis (Ambar, 2017), who states that in the construction of reality, speakers must use certain strategies. Using a cognitive structure that is shaped by external and internal factors, the speakers make a construction of reality through their language choices, ranging from words to paragraphs. The speakers use framing strategies to select the facts that they wish to include or exclude from their discourse.

The creation of reality through agricultural discourse aims to persuade the community by altering the mentality of individuals and changing social paradigms to

return to the agrarian sector. This shows that the language used by speakers is constructed through a process of careful planning so that it is able to convey a particular ideology. As stated by (Sumadiria, 2016), speech in the mass media must be based on the media's philosophy, vision, mission, and editorial policy. Speech presented by the media conveys the ideologies and interests of the media as an organization. Everything that is presented by the media represents the ideologies and interests of the media as an organization which is transformed into the form of news discourse. The discourse presented is not only a statement of various facts but also contains and presents an explanation about the meaning and the importance of particular events.

***Social Cognition of Speakers in the Construction of Agricultural Discourse to Increase the Agrarian Literacy of Farmers***

The speakers in this research consist of writers on the websites of the Ministry of Agriculture, Detikcom, and Republika, and the Ministry of Agriculture Farming Bulletin, who carry out their function in person schemes, self schemes, role schemes, and event schemes, as shown in the data below.

8. The President Asks Farmers to Use Agricultural Mechanization
9. Secretary General of the Ministry of Agriculture: Improve Quality, Supervision, and Harmonization of Regulations
10. Minister of Agriculture Urges UNS Students to Realize Food Sovereignty

The data above are news headlines found on the Ministry of Agriculture website. In arranging the texts, the speakers make use of their mental structures to select and process the information that needs to be conveyed to the public. The vision and mission outlined in the Long Term National Development Plan for 2005-2025 and the Mid Term National Development Plan for 2020-2024 provide information that is stored in the speaker's memory and then processed to form a dialectic with new information which is interpreted to shape the speaker's cognition about the agricultural reality taking place.

The vision and mission outlined in the Long Term National Development Plan for 2005-2025 and the Mid Term National Development Plan for 2020-2024, which state that the development of the agricultural sector is required to increase food security and competitiveness in order to support the realization of Indonesian agriculture that is progressive, independent, and modern, shape the cognition of the speaker who has a duty to present the activities of the Ministry of Agriculture to make Indonesian agriculture progressive, independent, and modern.

In developing the texts, the speakers use person schemes and event schemes. Person schemes are presented through texts which mention high ranking officials, from the president to the minister and the secretary general of the ministry, who are endeavoring to make Indonesian agriculture progressive, independent, and modern. Event schemes are presented by the speakers through texts which describe the events taking place in the Ministry of Agriculture, such as the agricultural mechanization movement, improvement of quality, supervision, and harmonization of agricultural regulations, and student involvement in realizing food sovereignty.

The speakers in Detik.com base their speech on a mental structure that is formed by the agricultural news theme "News and Information about Today's Latest and Newest Modern Agriculture". This mental structure is utilized to select and process the information that needs to be presented to the public, as shown in data (1), (2), and (3).

In developing the texts, the speakers use person schemes and event schemes. Person schemes are used to compose texts that mention the president and Regent Anas who are endeavoring to develop the latest and newest forms of modern agriculture. Event schemes are used to compose texts that describe the events taking place on both a national and local level. The events presented by the speakers include Jokowi's reminder for farmers to change their mindset, the hope that modern agriculture will spur

on the horticultural sector, and the fact that smart farming produces 10 tons of vegetables per day.

The speakers in *Republika* base their utterances on the mental structure shaped by *Republika*, which positions agriculture as part of the economic theme. This mental structure is utilized to select and process the information that needs to be conveyed to the public, as shown in data (11) and (12) below.

11. Millennial Farmers and the Expectations of Modern Agriculture in Indonesia
12. The Minister of Agriculture Asks Regional Leaders to Optimize Agricultural Land

In developing the texts, the speakers use person schemes, role scheme, and event schemes. Person schemes are used to compose a text by mentioning international institutions' appreciation of modern Indonesian agriculture. Role schemes are used to present the role of the Minister in encouraging regional leaders to optimize agricultural land, and the role of millennial farmers in developing modern agriculture in Indonesia. Event schemes are used to compose texts by describing events that show the appreciation of international institutions for modern agriculture in Indonesia.

The speakers in *Antara* base their utterances on a mental structure according to their understanding of *Republika*, which does not position agriculture as part of an economic and humanities theme. This mental structure is utilized to select and process the information that needs to be conveyed to the public, as shown in data (6) and (7).

In developing the texts, the speakers use person schemes and event schemes. Person schemes are used to compose texts by presenting Indonesia and the Ministry of Agriculture as entities that have the power to develop agriculture. Event schemes are used to compose texts that describe events that support the development of millennial farmers through agripreneurs and "smart greenhouses".

From the results of the analysis, it can be seen that the speakers use mental structures to select and process the information about agriculture. The agricultural discourse describes the way the speakers use the information they possess about agriculture and agricultural development activities held by the institutions responsible, and is presented dialectically in relation to new information about the process of advancing agriculture. This old information and new information is then interpreted and used by the speakers to shape the perception of the community about the reality of agriculture.

Based on the schematic analysis of the texts of agricultural discourse on the Ministry of Agriculture, *Detik.com*, *Republika*, and *Antara* websites, it can be seen that the four different media prioritize the interpretation of persons, roles, and events. The speakers explain the actions carried out by state officials who are responsible for developing the agricultural sector, then explain the public events related to agricultural development.

Through their utterances, the speakers change the perceptual experiences of the community, especially the millennial community, so that they will be willing to work in the agricultural sector. Through their speech texts, the speakers directly carry out socialization to the community, to provide motivation, to disseminate information, and to increase community participation in the agricultural sector. Cognitively, the perceptual experiences of the speech partners can be shaped through substantive features of language by using lexicon characteristics, meaning formations, and sentence arrangement.

In the production of agricultural discourse, the speakers cannot separate themselves from their own cultural, social, and educational background, which has a strong influence on the way they construct their agricultural discourse in the media. This indicates that there is no discourse that is entirely objective and no facts that are presented in an entirely objective way by the discourse speakers. The thoughts and attitudes of the speakers, editors, and even the policies of the editors and organizations always serve as a foundation for the speakers in arranging their discourse.

***Social Context in the Construction of Agricultural Discourse to Increase the Agrarian Literacy of Farmers***

In a social context, agricultural discourse describes social structure, organizational structure, group structure, and intergroup relationships. Agricultural discourse is the process of conveying the ideology of the nation and state of the agricultural sector as a means to preserving the economy of the Indonesian nation and state. The basic ideas and concepts of agriculture which are regarded as life-forming processes that are beneficial for the nation include food security and sovereignty, agricultural consultants, millennial farmers, and modern agriculture.

Based on the results of the data analysis, it can be concluded that the speakers place themselves in the position of supporting the government. The speakers use the government's efforts to make Indonesian agriculture progressive, independent, and modern as a social context of news. By using the utterances "maintain food security" and "realize food sovereignty", the speakers present a positive image of the government. With the support of phrases such as "change the mindset of farmers" and "urge UNS students", the speakers attempt to influence the community to return to the agricultural sector by stating the fact that the government is joining hands with numerous parties to develop the field of agriculture.

The speakers also establish a positive image by utilizing the term "modern farmers and agriculture". The speakers internalize the idea of modernization, which is the goal of world development, to become a context of agricultural discourse. By using terms such as "smart farm", "agripreneur", "millennial farmers", "smart greenhouse", and "agricultural mechanization", the speakers try to draw the interest of the community towards the agricultural sector. The speakers shape the perception that modern agriculture is on a level with other occupations that are not synonymous with physical labor and poverty because modern farmers can employ modern tools and modern cultivation methods.

The context of a social "consultant", which has always been synonymous with the effort to provide a professional farmer service, is also used by one of the speakers to create a positive image of agriculture. By using the term "agricultural consultant", the speaker encourages the community to learn how to develop agriculture so that it is on an equal level with other sectors, including the industrial sector. The phrases "optimize agricultural land" and "increase quality, supervision, and harmonization of regulations" are used to establish the expectation that people can improve their own economic situation through the agricultural sector.

Based on the results of the analysis, it can be seen that in addition to using linguistic strategies, the speakers also make use of social contexts to influence their speech partners. In the agricultural discourse, a modern context is emphasized to shape the mindset of farmers so that they are willing to play an active role in developing the agricultural sector to make Indonesia a food sovereign nation. As a result, Indonesia will be able to stop importing food.

In this global era, information has become an economic, social, and political commodity that people are always searching for. Technology plays an extremely important role in accessing or obtaining information. As stated by (Sumadiria, 2016), sociological discourse is related to all the events that take place in the world. This is because a balance has already been reached between media technology development and the dissemination of information in the social life of the community.

At the present time, the community needs rapid access to information to make changes in their lives, and discourse serves as a media for individual and group motivation. Therefore, numerous parties utilize the mass media to convey information or news. The mass media plays an important role in constructing social reality through the arrangement of language. The mass media always presents itself with the use of language so it is impossible to separate the two. Whether consciously or not, the media



needs language as a medium to communicate with the community, and language needs the media as a place to disseminate information. As explained by (Kridalaksana, 2011), language is used as a sound symbol by certain communities to collaborate and communicate.

Nevertheless, many people are unaware that the messages conveyed by the mass media are often different from the reality that is actually taking place. People are led to believe the reality that is constructed by the mass media through the use of words. The understanding of reality depends on the reality of the mass media model. Discourse is not only a series of facts that are arranged in sentences and paragraphs but rather it is an expression of the thoughts, attitudes, and even editorial policies of the writers, assistant editors, and editors, encased in the news discourse. As stated by Jorgensen and Philips (2010), discourse is the general ideas of the speaker which is arranged based on the social cognition of the speaker and shaped by the social context where the speaker interacts.

## CONCLUSION

Based on the research results and discussion, the following conclusions can be made:

1. The text structures used to increase agrarian literacy are semantic and syntactic structures. Through these semantic and syntactic structures, a reconstruction is carried out of the ideology of the community to encourage a return to the agrarian sector.
2. Social cognition is used by the speakers to establish discourse with person schemes, role schemes, and event schemes. By using a mental structure that is shaped by the cultural, social, and educational background of the speaker, the agricultural information is selected and processed.
3. The social contexts that influence the speakers in carrying out their encoding are food security and sovereignty, agricultural consultants, millennial farmers, and modern agriculture. The social contexts shape the speakers' support for the achievement of the vision and mission of the Ministry of Agriculture in developing Indonesian agriculture to become more progressive, independent, and modern.

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