

The Communication Pattern of Female Headed Household in the Empowerment Program of Serikat Pekka in Kecamatan Gerung, Kabupaten Lombok Barat, NTB

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Abstract

In the interaction of empowerment program for female headed household, these women have of course the communication process. The observation conducted by the researcher describe that the communication process carried out by the female headed household occurred in the time of personal interaction or in group. The research aims to show the communication process going on in the empowerment program in Serikat Pekka Kecamatan Gerung, Kabupaten Lombok Barat, NTB. The researcher used the in dept interview and participant observation to collect the data. From the observation done, it was found out that the communication process in the empowerment program happened in (1) the initiation process when the woman having the status of female headed household firstly joint in the program, (2) the process when the women became the members of Serikat Pekka and participated in the programs offered, and took part regularly, and (3) the communication process when they interacted with the community out of Pekka. Based on the interpretation of data obtained, it can be figured out about the communication pattern of the female headed household in the empowerment program In Serikat Pekka, as follows; (a) The initiation process of Pekka group forming created a model of communication process that can be called Interactive Persuasive Model. (b) Whereas the communication process occurred in the routine activity of the empowerment program done in Serikat Pekka where all the female headed household had become the members and had participated in all the programs can be named All Channel Pattern (Star Model Communication). (3) Finally, the communication process occurred in the process of interaction with the community out of Pekka created the Communication Partnership Model.

Keywords: interaction, communication process, participation, communication model

1. Introduction

Badudu-Zein in the Dictionary of The Indonesian Language state that a pattern is meant as an example, way, result or a process. In this research a pattern is defined as a continously repeated process. The process itself is a continuous change or action, and likewise the communication process. The communication process done by the Female Headed household is of course an action carried out by the female headed household in communication the messages in the empowerment prgram in Serikat Pekka, West Lombok that is continously done.

In the communication process, a human being creates meaning to one another. The verbal or non-verbal behaviour is not merely the neutral expresion of the thought, yet it implies values and jugdments, which means how we express ourselves will influence on how we and others fell what we communicate, therefore we can say that

communication is a symbolic activity implicating that communication needs reflection and that meaning is more constructive and variative, rather than inherent within the symbol itself. In the interaction in the empowerment program of female headed household in Serikat Pekka Kecamatan Gerung, thpse women conduct the communication process. The obersevation conducted by the researcher describes that the communication process conducted by those female headed household occurred in the time of both their personal and grouped interaction.

In this research, the researcher observed the communication process in the empowerment program for the female headed household in Kabupaten Lombok Barat, that is when they interact among themselves in the activities given by Serikat Pekka. To see the communication process heppened in the empowerment program in Serikat Pekka, the researcher used the in-depth interview and participant observation. Fron the interview and observation conducted, it was found that the

communication process in the empowerment program for the female headed household in Serikat Pekka Kecamatan Gerung Kabupaten Lombok Barat can be distinguished in three stages, those are:

1. The process where the female headed household started joining the Serikat Pekka
2. The process when the female headed household have become the members of Serikat Pekka and participated in the programs given as the routine activities.
3. The process when the female headed household interact with other communities.

In this research, the researcher studied how the communication pattern or process conducted by the female headed household in the empowerment program in Serikat Pekka, Kecamatan Gerung, Kabupaten Lombok Barat, Nusa Tenggara Barat.

The research is aimed to find out the descriptions about :

1. The process where the female headed household started joining the Serikat Pekka.
2. The process when the female headed household have become the members of Serikat Pekka and participated in the programs given as the routine activities.
3. The process when the female headed household interact with other communities.

2. Theoretical background

2.1. Social action theory

Weber said that the behaviour performed by an individual in the empowerment program is a conscious action based on a particular consideration (motive and interest) that what as social action. Further, Weber (2006:268) stated that a social action is a subjective behaviour of a person conducting it. Hence, The social action conducted by the female headed household in the empowerment program in Serikat Pekka is an intentional action meaning that it has certain intention and meaning viewed from their own perception.

Cuff and Payne stated that Social action is "Action which 'takes account of the behaviour of others and is thereby oriented in its course'. Social action, then is subjectively meaningful behaviour which is influenced by or oriented toward the behaviour of other." (Cuff & Payne, 1981:122). The female in the study of social action theory will

perform a meaningful subjective behaviour oriented to other persons' behavior and based on certain consideration. The involvement or participation of an individual in a community empowerment are basically based on the interpretation involving perception and thinking. In turn, the participation shown is the intentional behavior as the result of other people consideration.

2.2. Phenomenology theory

The interpretation of the female headed household about the empowerment in Serikat Pekka is basically the result of subjective interpretation through their awareness. This is in line with the understanding of phenomenology. About the human behavior Little John (2005:38) explained that "people actively interpret their experience and come to understand the world by personal experience with it". Phenomenology is a study developed by Alfred Schutz having the main idea about meaning and how meaning formed the social structure.

According to Schutz a society is the daily world, while the basic meaning to human understanding is common sense (common sense world). Phenomenology understands that social actors (human) interprets the nature of reality that are relevant to their interests. Schutz considers that humans are naturally social animals, which as a consequence awareness of everyday life is a social consciousness. Women thus become social beings who will construct the empowerment of communities based meaning to social reality meets. Social awareness is what ultimately became the foundation's involvement or participation of women in development programs shown person to achieve its purposes

The theory of social action and theory phenomenological researchers used as a way to think of researchers in analyzing the research are theories that are related to each other, as to which was described above that the theory of social action looking at the meaning as a reflection of some human behavior in terms of social facts, theories phenomenology also try to uncover the latent functions that are hidden in every social action. Phenomenology looked at every social phenomenon is the result of interaction between subjects, as well as with the theory of social action that saw action in Weber meaningful social duties were significant anecdotal evidence provided by the individual, and subjective meaning desired is a component of the cause of the human action or behavior.

2.3. Social construction of reality theory

Basically an individual creates a society and society creates an individual. The dialectical relationship between individuals and society is stated by Berger and Luckman as externalization, objectivation, and internalization. Externalization refers to creative activity of a human being. Objectivation deals with the process in which the results of those creative activities confront individuals as the objective reality, whereas the internalization refers to the process where those external realities become parts of intersubjective awareness of an individual.

The understanding of Berger and Luckman towards society is divided into two, those are: "a society as the objective reality" and "society as the subjective reality". A society as the objective reality (Berger, 1991:66-68) indicated an institution inside. The process of institution (institutionalization) started with externalization done repeatedly, so the pattern can be clearly seen and can be well understood together which intrinsically can create a habituation. The habituation going on emerged a precipitation and tradition. The precipitation and tradition are then generated to the next generation through a language. Here, there is a role in institution order including its connection to traditionalize experiences and inheriting the experiences. Hence, the role to present the institution order or the implementation of the role is the self presentation.

A society as the subjective reality (Berger, 1991:185) indicated that the objective reality is interpreted subjectively by individuals. In the process of interpretation, the internalization occurred. Internalization is the process experienced by a human being to take over the world occupied by others. The internalization goes on during the lifetime that involves socialization both primary and secondary. Internalization is the process of accepting definition of situation conveyed by other person about the institutional world. By accepting the definitions, individuals try to construct the definition together. In this construction process, individuals' activity takes roles as the creator, keeper, and agent of change for the society.

3. Method

The research subject or informant chosen in this research was 12 women who actively participated in the empowerment program for the

female headed household in Serikat Pekka. Informants are the persons directly observed in the activities of the empowerment programs organized by Serikat Pekka Kecamatan Gerung, Kabupaten Lombok Barat, NTB.

The research method used to figure out the communication pattern of the female headed household in the empowerment program of Serikat Pekka was the phenomenology. Phenomenology tries to describe realities experienced by individuals based on their awareness or perception (Creswell, 1998:51). Besides, phenomenology tries to find out the deep meaning that constructs the reality of individual behaviour such as the interpretation comprehended by the female headed household on the empowerment in Serikat Pekka.

The source of data in this research was taken from both the verbal statements both oral and written as well as the non verbal language (action) conveyed by the women in their involvement in the empowerment programs in Serikat Pekka Kecamatan Gerung Kabupaten Lombok Barat in interpreting every program they followed, so that they gained the awareness completely about the empowerment concepts. The data taken were also about the communication process occurred in the empowerment programs for the female headed household in Serikat Pekka.

To collect the data needed the researcher used these following techniques. First, participant observation. Participant observation was used to observe the communication behaviour of the female headed household as in the empowerment programs in Serikat Pekka Kecamatan Gerung Kabupaten Lombok Barat, NTB. Second, in depth interview. In depth interview was done to gain main data. The interview conducted was the unstructured one that did not use the systematically arranged guidance, yet the researcher used the outline guidance of the problems to be asked. The interview was done to 12 informants. The researcher recorded all the conversations using tape recorder.

As known that in a qualitative research using the inductive abstractive logic that starts from the specific to the general, a conceptualization, categorization and description are developed based on the events obtained in the field activities going on. As stated by Huberman and Miles (in Bungin 2003: 69), the activities of data collecting and analysis are not able to be separated one another, both are going on simultaneously. The process is in the form of a cycle as shown in this picture below".

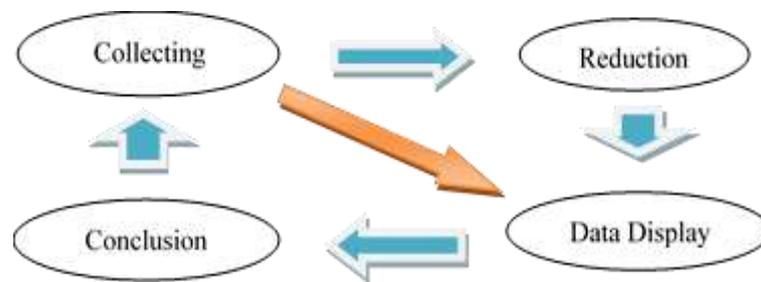


Figure 1. The component of data analysis in interactive model
Source: elaborasi dari Huberman dan Miles dalam Bungin 2003

4. Discussion

The communication process occurred in the empowerment program of the female headed household in Serikat Pekka Kecamatan Gerung Kabupaten Lombok Barat, NTB can be distinguished in three stages, those are:

1. The process when the women as the female headed household started joining the Serikat Pekka.
2. The process when the female headed household have become the members of Serikat Pekka and have participated in the programs organized in the group in the routine activities.
3. The process when the female headed household interacted with the communities outside their group

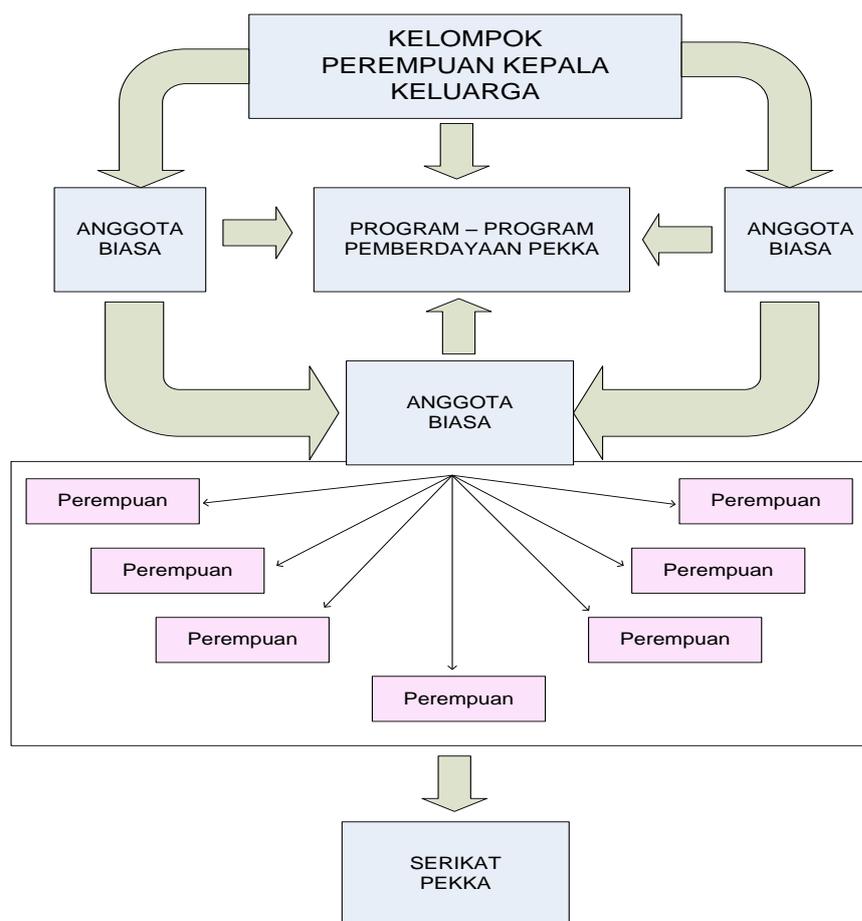
Those three stages of communication process were obtained based on the data interpretation which were the utterances or statements of the female headed household about the process when they joined Serikat Pekka and when they involved in the programs and activities and the process after they became more confident, solid, stronger and became self-standing persons, they interacted with other communities.

4.1. Communication process in first stage

The early stage to build Serikat Pekka was the stage of initiating, introducing, and socializing Pekka programs. The field companion pointed by Serikat Pekka Nasional and was given the trainings to be the companion must be able to persuade the widows or single parents to be the members of Serikat Pekka. The aim was to empower them through business briefing or giving the business capital. Ibu Wardiah, the field companion, went door to door to visit the female headed household

to explain and socialize the programs she was mandated. With her patience and persistence in persuading those female headed households to join Serikat Pekka and become the members. The personal communication that was persuasively conducted by Ibu Wardiah gave her significant results, since through the direct interaction the widows and female single parents were convinced to join Serikat Pekka.

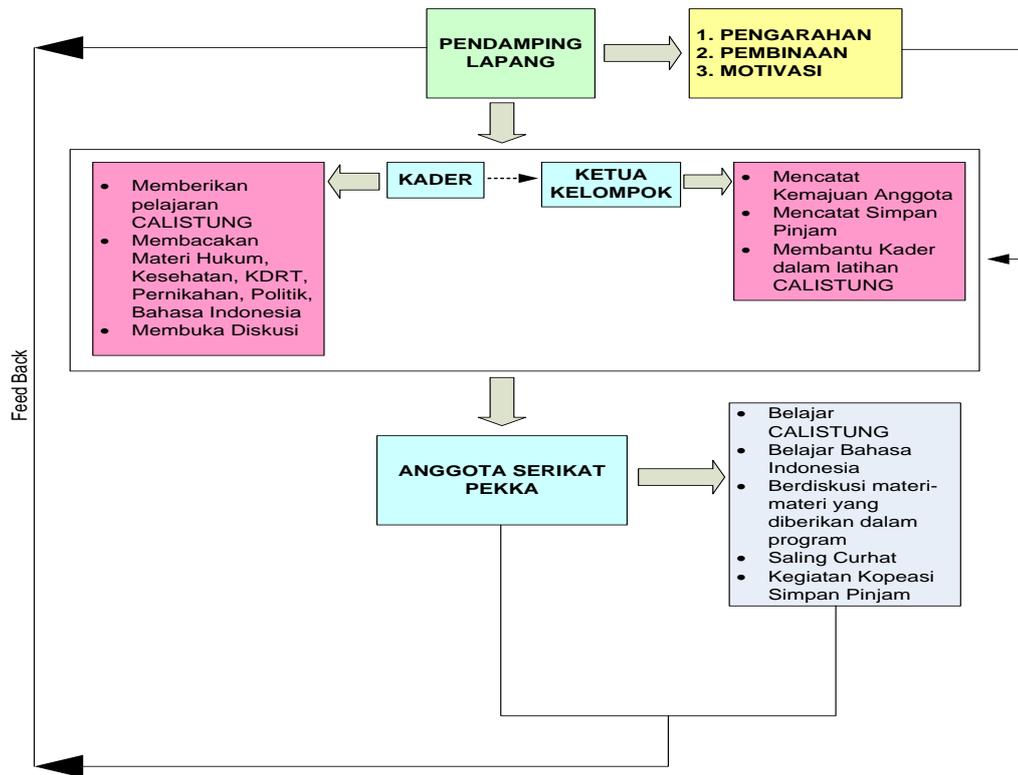
The next stage was the socialization of Serikat Pekka programs as well as the recruitment for the females having widows status to join Serikat Pekka. The communication process conducted by the field companion was the combination between the linear and interactive communication. The next communication process in recruiting the female headed household in Kabupaten Lombok Barat was done by themselves. The female headed household who have become the members of Serikat Pekka and have participated in all programs managed by Serikat Pekka were aware to ask other women who are in the same boat. Through the persuasion conducted by the peers having the same life background, a lot of widows then gathered and joined in Serikat Pekka. This process produced The Model of Communication Process which was named Persuasive Interactive Model consisting of: a) Debriefing Stage Model (I) for the field companion, b. Second Stage Model (II), The Pekka Socialization Model, c. The Third Stage Model (III) The Recruitment Process of the Serikat Pekka candidates. After the persuasively interactive process, the Pekka group which initially consisted of the female headed households as the ordinary members, became more developed by the existence of the extra-ordinary members, that is the non-female headed households, and the name of the group became Serikat Pekka. This produced the Model of Serikat Pekka Transformation.



4.2. The communication process in the time of empowerment programs in Serikat Pekka

As the members of Serikat Pekka, the female headed household must get involved in the routine meetings conducted once or twice in a week. The communication process occurred within the activities of female headed household group were taken repeatedly and continuously that became a pattern. The communication pattern occurred in the routine activities of the empowerment program in Serikat Pekka was in line with the communication situation and condition stated as the All Cahmmel Model. The communication in the routine activities are taken by the field companion, Cadre, and Group Leader. The cadre is a woman with a single status or widow who had previously joined Serikat Pekka. With the competence and

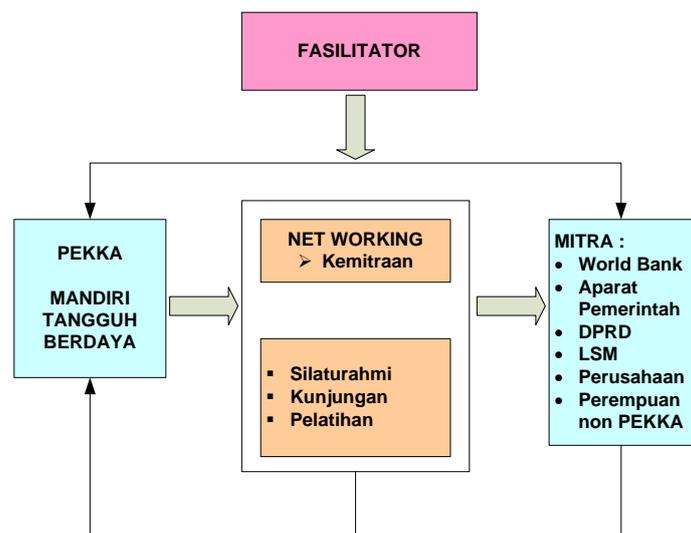
ability which was more than the other members of the group, she was chosen by the field companion to be the cadre. Meanwhile, the group leader was the henchmen of the cadre in the group. She could show the ability better than other members. The routine activities conducted in Serikat Pekka were able to change the social-psychological condition of the female headed households in Kabupaten Lombok Barta. These changes were not inseparable from the communicator roles. The existence of the communicator as the information conveyer, educator, guide, builder, and motivator were expected so much by the female headed household in Kabupaten Lombok Barat. The communication process in the female empowerment in Serikat Pekka produced a model named The Model of Communication Process of Pekka.



4.3. The communication process of female headed household with other communities

After the female headed household have been forged through shared development activities in their daily routine, facilitator initiative to open networking with parties that are expected to contribute to the improvement of female headed household strength. To give a sense of belonging to the Serikat Pekka, then the female headed household who were both regular and extraordinary members were given the opportunity to get to know the community of more female headed household in the district Pekka of other states. This activity was organized on the basis of an agreement with the chaperone field from other districts. The acquaintance or visit activity is very awaited by the women of the family. According to them, the presence of this relationship, made them feel stronger, and not alone.

After the female headed household built confidence, autonomy, compactness in their groups, the those women got communicating with people outside Pekka, such as with :public Society, Member of the Board, and the Government. The communication process conducted by Serikat Pekka with other Communities in Serikat Pekka was conducted continuously to form a specific pattern. In accordance with the communication process done, it can be found out the picture of Communication Patterns of female headed household with people outside Pekka can be described as Partnership Communication, Model as all parties were involved in the activities of the Serikat Pekka. The communication process of the female headed household with parties outside Pekka produced a model named Pekka Partnership Model.



5. Conclusion

Communication patterns presented in this study is intended as a communication process that occurs continuously. The communication process that occurs in women empowerment programs for female headed households in Serikat Pekka, Kecamatan Gerung can be divided into three stages. The first stage is named early stages, which is a process in which the women having no husbands (widows) began to join the group of Pekka. The initial process of Pekka formation produced a model of the communication process that by researchers it was called the Persuasive Interactive Model.

The second stage in the process of communication that occurs on empowerment program of female headed households in Serikat Pekka is the process of the ongoing activities of empowerment at a regular meeting with Pekka. The communication process that occurs when the female headed household group activity occurs repeatedly so as to form a pattern. Communication patterns that occur in group activities of female

headed household in Kabupaten Lombok Barat in their daily routine in accordance with the conditions and the communication situation described above is similar to the all channels pattern, therefore the researchers also named the communication patterns in a group activity Pekka this with Star Pattern term.

Stage three of the communication process on a program to empower the female headed households in the Serikat Pekka is the process of socialization of the female headed household to the outside community that is very important to demonstrate to the outside community about the existence and identity of female headed households in Kecamatan Gerung and to show to the community that they have already been strong, confident, and autonomous. This communication process produced a communication model called the Model Communication Partnership. The parties made partners are: Other Pekka members, Public Organizations, Government (Institute for Government and Parliament), and the World Bank.

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