

Design of Agricultural Motivation Media and Agricultural Industry in the Covid-19 Pandemic Period



I Nyoman Anom Fajaraditya Setiawan¹, I Nyoman Widhi Adnyana², Putu Wirayudi Aditama³

STMIK STIKOM Indonesia^{1,2,3}

e-mail: anomkojar@stiki-indonesia.ac.id, manwidhi@stiki-indonesia.ac.id,
wirayudi.aditama@stiki-indonesia.co.id

Author Notification
02 May 2020
Final Revised
09 July 2020
Published
14 July 2020

To cite this document :

Setiawan, I. N., Adnyana, I. N., & Aditama, P. (2020). Design of Agricultural Motivation Media and Agricultural Industry in the Covid-19 Pandemic Period. *ADI Journal on Recent Innovation (AJRI)*, 2(2 Maret), 376-387.

DOI :

<https://doi.org/https://doi.org/10.34306/ajri.v2i2%20Maret.75>

Hash :

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Abstract

The agricultural sector is not only for the discourse of food sovereignty, but one of the foundations of the economic strategy. The erosion of agriculture by the opportunities of other sectors, refers to the focus of research in Bali's Celuk Buruan Village, by uncovering phenomena that occur in this region. The existence of regional development, the availability of access and public facilities, is a problem in the agricultural sector in this region. Changes in perspective or land-use change are inevitable, impacting agriculture and small businesses that have long worked with farmers to drive the village economy. Based on the phenomenon, an idea arose to revive the agricultural and industrial sectors in Celuk Buruan. During the Covid-19 pandemic crisis, the decline of Bali's tourism, with a qualitative approach, attempted to design, which could provide positive input to the situation. The design of media about agriculture is a preventive action, carried out in a structured, processed manner in the design of visual communication. In the end, communication media can be used to answer the problem and widely disseminated on the internet media.

Keywords: agricultural, pandemic, Covid-19, media, Bali.

I. INTRODUCTION

Agriculture is a part of community life in Indonesia and has led to various developments in agrarian cultural life. Agriculture is not only an agricultural business but also provides an extraordinary input to local wisdom with a variety of moral and life messages in it. The development of agrarian culture triggers a variety of activities and unites them in communal cultural activities. The cultural diversity is an invaluable part of the cultural wealth of the Indonesian nation and even becomes an unlimited source of research data for domestic or even foreign researchers. The cultural wealth that we have is what gives such a significant impact on the nation's economic circulation. Cultural roots that trigger various strategic sub-sectors that may not be visible with the times that are so aggressively affecting multiple lines of the life of society, including the mainstay sector of Bali, namely the industrial sector and tourism business.

Development as part of a strategy to improve the welfare of the community indeed has a positive impact, one of which is the development of infrastructure, procurement of strategic accesses, or public facilities. Infrastructure development is an action in the provision of facilities for the public interest and is undeniably very helpful in the community's economic circulation. But the effects of development without careful planning and consideration, of course, all have risks that lie ahead. The risk aspect also affects the agricultural sector in various regions with the massive development around it. Changes in perspective are inevitable when productive agricultural land is touched by the development of strategic access in the area. The phenomenon between the progress of growth and the development of the agricultural sector seems somewhat ambiguous and dilemmatic, the existence of regulations on land protection is, in fact, less of a priority. This might be due to an indication of an increase in the value of areas that have strategic infrastructure access to areas with high commercial value. It is this view which then shakes the hearts of farmers to change their lives by switching professions to other sectors or selling their productive land.

In the research discussion, it will discuss in the discourse that focused on the Buruan Village, Blahbatuh District, Gianyar Regency, Bali Province. In this area, community life in the agricultural sector is still carried out together with the traditional agricultural organization in Bali, namely Subak. Over the past two decades, agriculture in the Buruan Village area has experienced many changes, namely the decline of productive agricultural land into residential land that continues to grow increasingly massive. The rise of land conversion has taken place since the construction of infrastructure for the public, namely the construction of the Captain I Wayan Dipta Stadium and the By-Pass Dharma Giri access road in this area. Reviewing the data from the statistical issue of the Central Statistics Agency of Gianyar Regency from 2016 to 2019 does not show a change in the number of agricultural land areas. But in reality, over the function of productive agricultural lands has occurred a lot and turned into settlements, offices, and so on.

The rise of land-use change is also triggered by the status of land or agricultural land with the state of land consolidation area, affecting the existence of agriculture that has existed for a long time as a livelihood. The impact of land conversion, of course, reduces yields on agricultural land in the village of Buruan and also affects the agricultural industry, which has long been cooperating with farmers in processing crop yields. The agriculture industry is an effort to mill grain in the Celuk sub-village in the village of Buruan. The Sriwedari grain milling business is a small business that helps farmers in terms of milling the grain into ready-to-sell rice, and interestingly, there is a transaction system that is unique to the relationship. However, small businesses or people's businesses are now experiencing a

significant decrease in yields caused by problems that occur in agriculture. The entire speech of the agricultural actors and the phenomena that have occurred have been summarized in a documentary that tells about the existence of agriculture and the agricultural industry in Celuk Buruan.

Summarizing the problems arising from the phenomena that occur, it felt necessary to create a social media campaign to convey a message and reflection so that it is time to reconsider the roots of the economy, especially in Bali. The economy in the agricultural sector needs to be raised again as the necessary foundation of other sectors of the economy. The preservation of the subak system, agricultural land, and widespread industry needs to be done and should not be ruled out or instead drowned out with unilateral policies. This is also due to the uncertain circumstances, especially the deterioration of the Bali economy in the tourism sector and the global problems caused by the Covid-19 pandemic. The need for security and personal health and food needs consider being the essential factor in difficult times now. It hopes that the campaign media designed will provide a motivational contribution to action and reflection to rethink the importance of the agricultural sector in dealing with various problems of life and to survive, including in dealing with a pandemic.

II. LITERATURE REVIEW

Celuk Buruan, Agriculture, Subak, and the Agricultural Industry

Administratively, Buruan Village is an official village that houses seven traditional villages, and one of them is the village of Celuk. This village is a sample data of finding solutions to problems on the phenomenon. Celuk Village is a village in the official administration of the Buruan Village and traditionally referred to as the Adat Celuk Village. Dinas Buruan Village also shaded by Ketandan Village, Kutri (north of Celuk Village), Buruan (west of Celuk Village), Bangunliman, Getas Kangin (south of Celuk Village), and Getas Kawan [1]. In this village area, part of the community's profession is earning a living as a farmer managing fertile, productive agricultural land for generations.



Figure 1. The Celuk Village area is in the official administration of the Buruan Village.
[Source: google map].

With agriculture and land management, in general, agriculture in Bali uses a system in a

traditional organization called Subak, and the farmers who own the land are members of the Subak in their respective Subak areas. Subak is a conventional socio-agrarian religious institution or traditional community organization in the religious order of the community [2]. Subak divides into two categories, namely Subak Yeh (for agriculture and wetland plantations) and Subak Abian (for agricultural systems or dryland plantations). In general, the traditional organization of Subak is a farming system with land management that is carried out jointly by members of the Subak. The management system includes nurseries, planting time, irrigation, harvesting, local traditional ceremonies, and other matters related to agriculture. Because Subak's activities are so noble towards the environment and agricultural land and have lived on for generations, now Subak has been designated as part of world cultural heritage by UNESCO since 2012 [3].

Back to the focus of Celuk Buruan Village, agricultural land uses the Subak Yeh system or the processing of wetlands with most commodities in the form of rice. Before the massive land conversion, agriculture in Celuk Buruan was very abundant in yields until land use functions in this area triggered the changes. Also followed by the rural agricultural industry, one of which was the oldest grain grinding business, namely Sri Wedhari's grain grinding in all Blahbatuh Districts located in Celuk Buruan. This business has been going on for a long time. As a witness of the village economic turnover in the agricultural sector, the transaction was not even with real money but with the exchange of services and goods. Grain milling is the process of separating the layers of testa, aleuron, and pericarp from the grain of the skin to obtain rice grains, and bran [4].

Tourism, Agriculture, and Covid-19

The strength of the Bali economy is brought to life by tourism and the interaction of its people which directly interacts with the tourism sector [5]. The strength of the tourism sector as a long-running economic driver has driven the development of Bali with all progress towards the tourism sector, which certainly has an impact on agricultural land. Still, there is little thought in considering its relationship to the real foundation. On the regulatory side, it has published in the Law of the Republic of Indonesia No.41/2007 concerning the protection of sustainable food agriculture land, one of the paragraphs in the article says Sustainable Food Agricultural Land is a field of agricultural land that is determined to be protected and developed consistently to produce staple food for independence, national security, and food sovereignty [6]. In reality, the existence of legal instruments as legal protection does not fully function as expected.

Another discourse said that the threat from the impact of tourism that is so massive could not be avoided because the continuous development of tourism harms nature and socio-cultural society, the effect is slowly affecting all elements in it [7]. Although tourism is a mainstay, it should also be supported by its essential foundation, which is agriculture, which has provided space opportunities in the tourism sector and not for eradication. This then led to a polemic when productive land turned into a home for the tourism industry and was affected by the unpredictable Covid-19 pandemic that made Bali's tourism collapse. Regarding the tourism situation, it is said that there is almost no income for hotels due to government policies in the face of a pandemic [8]. Circumstances and impacts caused must be re-evaluated and with a response as soon as possible to rebalance the deteriorating economy to get better. Rapid response to fix the situation globally may be started with preventive measures because it is not possible to turn hotels back into agricultural land in a short time.

Motivation on Social Campaign Media

Even the smallest preventive actions in uncertain conditions like now must be done together,

and this relates to the motivational approach in the next review. Motivation derived from the word "movere" which means encouragement or driving force [9]. According to Marslow, humans have a number of needs namely 1) physiological needs, 2) security needs, 3) social needs, 4) needs reflecting self-esteem, and 5) self-actualization needs [10]. The motivations mentioned above will be summarized into a concept in the media as a means of delivering messages so that they become a basis for thinking to revive the agricultural sector that is still marginalized. Physiological needs for food, a sense of security in survival, movement of socio-economic change, as a form of agricultural, cultural sovereignty, and eliciting positive responses to various lines and strategic sectors. Relevance to the media is the concept of motivation embedded in elements of social campaigns and the form of visual communication media.

Social Media Campaigns in Visual Communication Design

Social campaigns in the form of visual communication media have widely carried out. Still, the difference is the content of the message or even the quality of the delivery of the message. Visual communication is communication with visual or visual language as the leading force in the delivery of messages, in other discourse is everything that can be seen and used to convey meaning, or message [11]. The media of delivering messages at this time is very dynamic with the support of technology that is so developing, and one of the focuses of the design in the review is the poster media. A poster is one part of graphic art with its own style, flow, or trend that is supported by the mastery of technology and lifestyle of an era [11]. Conventionally, posters are published by post (to post), but with the presence of media in the network, the poster becomes more flexible. Submission of posters now not only by sticking to real walls but also posted in cyberspace (on the social media homepage/wall page) with the impact of message publications that are increasingly widespread and global. The design of these small actions is carried out as an innovative action reawakening the agrarian spirit to face the pandemic.

III. METHOD

Design Structure

The media campaign to motivate agriculture and the agricultural industry in this study uses a qualitative approach and compared with studies of sources and theoretical foundations that are considered to be related. Based on the structure of the research model, the data are collected collectively from primary and secondary data collection, from interviews with informants, observations at the research location, and observations of sources that support research in design activities. The structure of figure 2 is a pattern that can explain that the beginning of the movement starts from pre-design by collecting all the data needed along with visual references, determination of concepts, and preparation of idea execution. The design process is the stage of unifying the previous method following the idea that has planned to intend to support tools needed. In the post-design step, the final design results are obtained based on the integration of visual elements in the form of posters and the draft implementation of publication media.

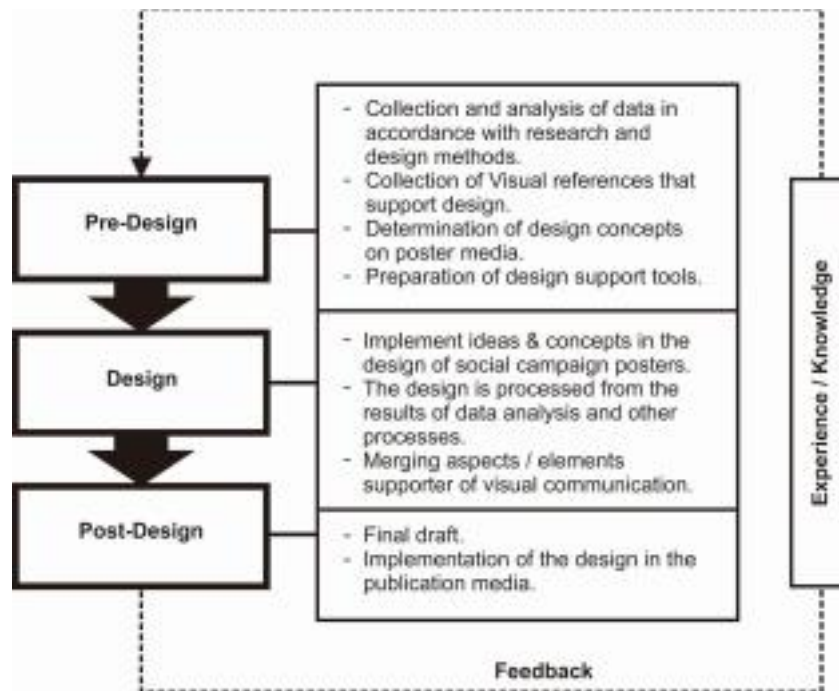


Figure 2. Design structure.

- Pre-design is the act of collecting data obtained from primary and secondary data collection, including informant interviews and observation of research sites. In the interview, some farmers still owned and cultivated their productive land, and now, because of the massive transfer of functions, various agricultural problems have arisen. According to farmers, some productive land areas are affected by irrigation, which is disturbed because the land has become a settlement, increasingly high fertilizer prices, and reduced fertilizer subsidies due to reduced agricultural land. Farmers began to worry about the sustainability of their land further because of crop yields and uneven grain prices. The actors of Subak members, community leaders, and small businesses, more or less, provide the same narrative plus the impact of regional development on the access roads and public facilities. This becomes a source of searching for visual reference that is in harmony with the design.
- Design is the act of executing ideas that start processing concepts in the design space with consideration of visual communication theories and the elements involved in them, such as illustrations, typography, and color. The design process also refers to visual references that consider having a representative or iconic nuance to the problem area. Besides, the need for supporting tools is beneficial in the design process, especially in comparing visual elements that are part of the idea and finalization of the media as a social media campaign.
- Post-design is the determination of the form of media, including the placement or publication of media that has been made. The place of publication certainly needs to consider the ease of access to the review and have broad dissemination of information, so that the media that have to create expected to have an impact as expected.

Data collection

During the primary data, collection interviews were conducted with informants, including

farmers, industry players, community leaders, Subak members, and Subak leaders. The informants were scattered in several places in the Buruan Village area by chance, domiciled in the same direction as the irrigation path from the area of Subak Buruan to Subak Celuk and ended at Subak Getas. The public figure involved as an informant is an agricultural activist and is very mastering the development of agriculture in a modern and traditional way. The informants of business actors refer to business owners who have gradually become family businesses. The farmers, as well as informants, are members of Subak, and two of them are the Chairperson of the Subak Village of Celuk Village and Getas Village. The location of the informant's distribution and the area that is the focus of data collection can see in Figure 3.



Figure 3. Mapping the distribution of data mining locations.
[Source: Google Map and research data].

In the visual reference, in addition to conducting primary data collection procedures, one of the most critical data in secondary data is a documentary film compiled with field research based on facts that are in line with the study conducted. However, the differences that will be obtained are undoubtedly different; namely, the design discussed has poster media communication output to motivate all considerations to change the perspective of agriculture and socio-economic preservation in the agricultural sector and people's businesses. The documentary is a non-fiction genre that focuses on documenting aspects of reality in the storyline [12]. The documentary in question has been released premiere on YouTube with the full movie link <https://www.youtube.com/watch?v=raxZ7QMI4Eg&t=54s> and the movie trailer link on <https://www.youtube.com/watch?v=xvQxaQgR7Iq>. Following the purpose of collecting research data so that it can see that a design for the creation of visual communication media, in this case, is a poster, it should go through the same research process. In the end, the media, which published to the public, can be justified. Next in figure 4 is a documentary storyboard excerpt that raises the facts of agriculture in Celuk Buruan Village with a total duration of 45 minutes and 8.13 seconds.



Figure 4. A documentary story at a glance about the existence of Celuk Buruan agriculture. [Source: youtube.com].

Design Mindset

In the design mindset, it can explain that the problem arises with the need, namely the need for social media campaigns that respond to the issues that occur in the agricultural sector during the pandemic. Although the action taken is spontaneous in motivating the strategic area in agriculture, this action must prioritize applicable research methods such as information needs, rules, and norms that apply. Information needs and standards as design input, then become material in the process of executing ideas against designers and also become input in the strategy of delivering messages. The designer then processes the media according to the design structure (figure 2) and inserts messages in the media, which ultimately creates communication media in the form of posters addressed to the communicant or audience. The communication media created still use theories and considerations in the design of visual communication and its elements. That is why the research method must be carried out to produce analysis as the basis for a message strategy to be conveyed to the communication media.

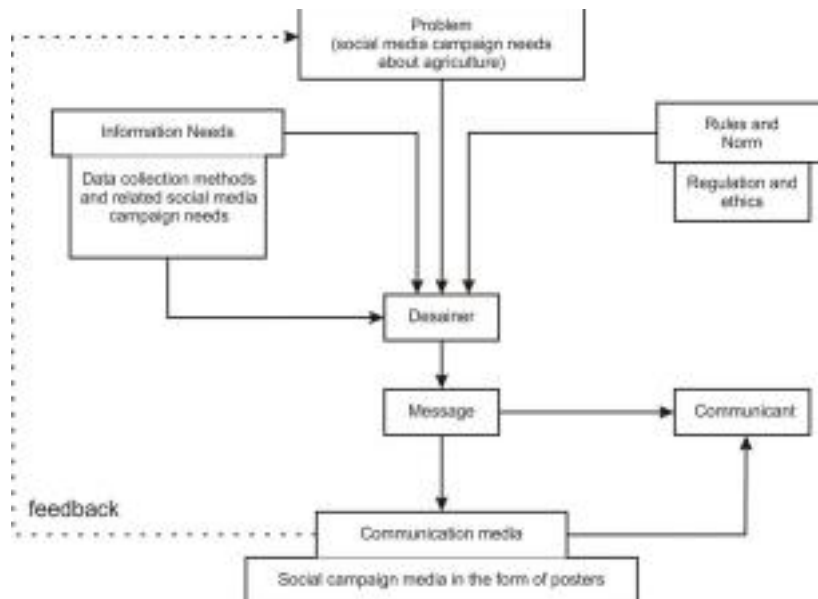


Figure 5. Mindset chart.

IV. RESULT AND DISCUSSION

Pre-Design

In pre-design, as explained in the stages in structure design (figure 2), the process of collecting data is done by interviews and field observations. This has summarized in the method review, but because the direction of research is the creation through the design process, in the pre-design, an exploration of ideas related to the visual elements that influence the design carried out. Exploration of ideas refers to design elements, namely illustration, typography, color, and shape in campaign media. Visual elements in the design are structured on nuances that want to be raised and then become visual reference material, such as objects that lead to icons, indices, and symbols or sign semiotic elements. The visual references that are considered to have nuances from the research location include the iconic statue of Kebo Iwa on the By-Pass Dharma Giri road, Captain I Wayan Dipta Stadium, productive paddy fields, and farmers who stand tall as in figure 6.



Figure 6. Visual reference as a background idea.

Design Process

At the design stage, visual elements that are considered relevant are used as illustration structures in the media and processed in graphic applications for presentations that align with the basic design ideas. Processing illustration elements are changing elements that were initially complicated to be simpler without reducing the meaning of nuances that appear in each aspect. Processing and communicating illustration elements in the media, also considering the unification of other factors, namely typographic elements, and color elements. Whereas the form elements will adapt to the place where the campaign media will be published. The illustrated parts constructed from the visual reference are the simplification of the stadium as a local public facility, the statue as an icon of the area, the farmers who stand tall as the perpetrators, and the expanse of rice fields with a mountainous background as their nature. The composition of each element that has been placed following the perspective of far and near, which has a real purpose according to the point of view of the horizon in technical drawing. While semiotic, the placement of each element is intended as a structure of phenomena, problems, paradigms, and their impacts, such as the structure of the discussion or the design stages in translating research data.

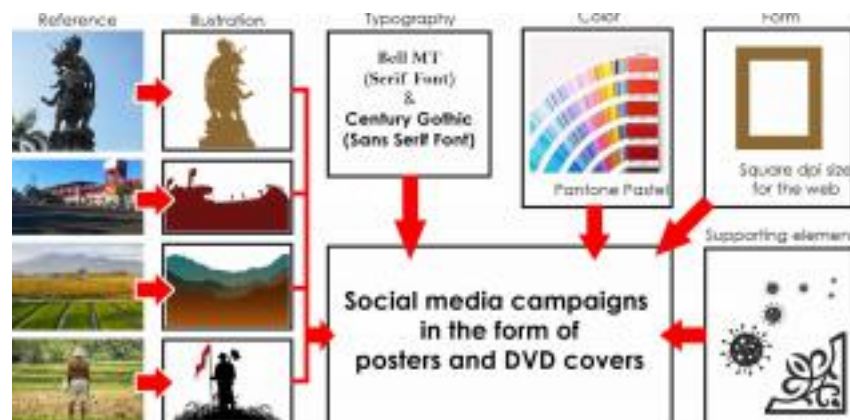


Figure 7. Process structure in the unification of design elements in the media.

Figure 7 can explain that the visual reference through a simplification process, typography is chosen two types of letters, namely from the serif typeface to show the seriousness of the action and sans serif to show the storyline message. In the color element, a combination of

pastel color and vector-based Pantone color chosen for the vector image. Pantone color selected to give the impression of a present in the media with smooth color transitions and dark colors in some compositions with an emphasis on the media. The shape element uses a square, aimed to condition the media in its web-based publications. Web pages usually use the composition of the intersection of the page straightforwardly to make use of the space on the page. Supporting elements aim as elements to strengthen visual beauty and strengthen the impression and focus of overall unification. All contents of these elements are combined in social media campaigns about agriculture and the agricultural industry according to the reviews in the research and with the main output as a social poster and supporting production as a DVD cover (alternative media). If illustrated, the process and production, as presented in figure 8, show a farmer wearing a mask with his hoe holding a flag as a symbol of nationalism standing on a paddy field. The gaze looked forward as instincts and attitudes to face the existing problems, including the threat of the corona / Covid-19 virus.



Figure 8. The results of the design process

Post-Design

The entire design process, with the output presented in figure 8, has gone through a design research process, and the two outcomes are a form of preventive action in response to the

situation. Social campaign media in the form of posters and covers to support the films that have released while spreading messages or positive issues in facing a pandemic and all challenges faced by the community, especially farmers. This social media campaign will later upload in the places that should be an example on the homepage of social media so that it can easily be shared in a short time. Sharing messages (media that have to be created), especially posters, has a relatively mild capacity if the vector-based image format is web-based, so it felt that there would be no obstacles if distributed on the web-based veranda. Supporting the dissemination is also needed for hashtags related to the issues raised so that an internet audience can quickly find this social campaign media. Whereas on supporting media that is a DVD cover is an alternative media to accommodate the film if it is produced physically concerning transmission via DVDs or the like. This takes into account that media views other than through web pages on the internet can also reach general audiences or film collectors, even though the cinema presentation can already be enjoyed via the YouTube channel. Following publication considerations, media uploads will be carried out as soon as possible with the aim of flooding web pages with positive news, especially on the homepage of social media. It aims to re-motivate the passion of the agricultural sector and positive actions in facing a pandemic.

IV. CONCLUSION

At the end of the review of the design of agricultural motivation in the media and agricultural industry in the Covid-19 pandemic period, it can conclude that affirmative action when all problems must do. These actions are:

- Provide awareness about the importance of the agricultural sector as a consideration of food sovereignty;
- Consider the issuance of policies related to strategic development even though it used as a benchmark for measuring the success of the strategy;
- Preventive measures to address the massive land-use change to maintain the life of the agricultural sector;
- As a nation that has agrarian cultural roots, we should together be able to protect our agricultural sector so that all the values of local wisdom it contains can remain sustainable;
- The slightest action should be taken to be able to keep thinking positive in difficult times;
- One example of the work as reviewed has been the thought of innovation in visual communication as a media supporting social campaigns;
- Any design always goes through a research process by gathering facts that occur as a reference in the design action;
- The design process always goes through a clear structure with a related theoretical basis so that outcomes are obtained that can answer the problem;
- Publication of outputs needs to be disseminated as soon as possible because it is related to the current problem, the Covid-19 pandemic, to encourage and flood the virtual world with real issues in dealing with an epidemic.

As a suggestion for development, actual actions in the form of concrete measures to deal with the pandemic are not only from the health sector but a variety of other efforts to motivate various sectors to revive. Especially in agriculture as one of the foundations to drive the economy, it can also be developed in other actions as an example of generating creative economic sectors for livelihoods. Another response is to motivate local market movements in any way, so that all levels of society, especially those engaged in agricultural

business, can continue to grow while anticipating the food crisis during the pandemic. Collaborate in action even from various fields or areas of background and stop unnecessary debates from keeping thinking positive and logical. May we all get through this challenging time and quickly rise to a better life.

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