

## **COLLABORATIVE COMMUNICATION WITH TRUST AND ON SUPPLIER FARMERS IN WEST AND CENTRAL JAVA**

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### **ABSTRACT**

The main actors of agriculture are very apprehensive, who's the average age is old. It is worsened with the decline in interest of youth in agriculture. However, agricultural sector has an important role in supporting the national economy. The success of agricultural sector is certainly not all borne by farmers, but for all relevant stakeholders such as the government, the private sector and the community including youth. The form of youth activities can be done in group collaborating with farmers. This study aims to analyze collaborative communication with the trust of supplier farmers and analyze the relationship of collaborative communication with the trust between supplier farmers and AYM. Samples were collected with census method. Quantitative (questionnaire) and qualitative (in-depth interviews) approach was used. The research subjects were 20 supplier farmers who interact with AYM. Data were collected in October 2018. Data analysis was done using IBM SPSS 24 for descriptive and inferential rank Spearman. The result of the study showed that frequency, direction, message, and communication climate has significant and positive relation with trust.

**Keywords:** Collaborative Communication, E-agriculture, Farmer Supplier, Trust

### **INTRODUCTION**

The agricultural sector has an important role in supporting the national economy. The strategic role of the agricultural sector is illustrated in the agricultural sector as the provider foodstuff and industrial raw materials industry, GDP contributors, foreign exchange producer, labor absorber, a principal source of rural household income, material fodder providers and bioenergy, and taking role in decreasing greenhouse emission (Kementan 2015). During the period 2010-2014 the agricultural sector contributed 10.26% to its Gross Domestic Product (GDP) to the growth of around 3.90% in the span of the 2010-2014 (Kementan 2015).

Most of the Indonesian people still depend on the agricultural sector. The opposite is the condition of the main actors of agriculture is in a serious condition. Agricultural census results 2013 shows that Indonesian farmers are on average old (BPS 2013). At this time, most of them only have narrow land and low knowledge in the use of information technology. Furthermore, marketing problems are the factor that are often put farmers as the party that depends on outsiders, so farmers will obtain any selling price. Therefore, effort is needed to make the farmers in a better condition.

The success of all agricultural sectors is not charged to farmers, but to all stakeholders, such as the government, the private sector, and the community including the youth. According to the Indonesian Youth Statistics in 2014, youth is basically having the role and function of a strategic way to the process of life the nation and the country, because of their role as development actors.

Seeing these conditions, Agriculture Youth Mart (AYM) as a new socio enterprise in agriculture managed by a youth aims to help farmers trade their agricultural products. Activities in the form of the agricultural businesses interact and cooperate with farmers. The relationship between supplier farmers and AYM is called relationship marketing.

The results of research done by Maulidah et al. (2017) showed that the marketing relationship between organic rice work well because they have to trust each other, have the commitment that is exceptionally tough for long-term cooperation framework, satisfied with the performance of a business associate and strongly depend to their business associated. The results of the study of Silva et al. (2011) showed that the use of trust is increasingly widespread as a determinant of successful relationships.

The trust takes an important role in a relationship. Individuals have a tendency to judging others and decide whether or not to trust people when interacting. The research findings showed that collaborative communication between supplier farmers and AYM have a positive influence on trust. Before deciding to collaborate and supplier farmers do better in interpersonal communication either by face to face or by communication media, to build trust. Research conducted by Mulyana and Sari (2009) revealed a significant impact between collaborative communication and customers trust. High trust from customers has a significant influence on satisfaction.

Based on the description, research objectives are: (1) analyze collaborative communication and supplier farmers trust; (2) analyze the relationship between collaborative communication and supplier farmers trust.

## **METHODOLOGY**

The research was conducted in the Central and West Java, Indonesia. Sampling areas were determine with purposive which are Bogor, Subang, Yogyakarta, Klaten, Ambarawa, and Pati. Data collection was conducted in October 2018. Research subject of the study determined using the census method as many as 20 people.

The primary data obtained from the supplier farmers using questionnaires and question guide, while secondary data obtained from AYM, Statistics Indonesia, research journals, theses and scientific writings related to research. Data analysis was descriptively described by average scores. In addition, to analyze inferential statistical using Spearman rank correlation was calculated to see the relationship between variables that IBM SPSS 24.

Based on the results of the tryouts conducted on 10 respondents, the validity range between 0.642 to 0.947. This means that the items in research instrument built are valid because the value of  $r$  count more than the value of  $r$  table (0.632). As for the Cronbachs alpha coefficient, so questionnaire is reliable for use with the value of collaborative communication variable (0.770) and trust variable (0.722).

## **RESULTS AND DISCUSSION**

### **Collaborative Communication**

Based on Mohr and Nevin (1990); Mohr et al. (1996) said that collaborative communication included four elements: (1) the frequency of communication, measured how often you contact each other; (2) direction, communication is carried out in two directions; (3) message, information exchanged among the parties, physical supplies, promotional activities, a product characteristics, product the structure of prices, and market conditions; (4) communication climate, it is how they adjust to other parties. The collaborative communication variables included: frequency, direction, message, and communication climate. In Table 1 showed that low frequency (1.81), directions and messages are included in the medium category (2.61) and (2.64), communication climate is in the high category (3).

**Table 1: Average distribution of supplier farmer scores based on collaborative communication in Central and West Java, 2018**

Collaborative communication	Score average*
Frequency	1.81
Direction	2.61
Message	2.64
Communication climate	3.00

Score range: \*1-1.99= low; 2-2.99= medium; 3-4= high

The frequency of collaborative communication in the research is the intensity of sending messages by a medium of communication, making a promise to hold a meeting to meet, and marketing for discussion. Message delivery through communication media uses social media namely WhatsApp and for direct meetings conducted by interpersonal communication. According to Mohr et al (1996), a definition of the frequency of collaborative communication is often made contact each other through the communication media or directly meet.

Based on the results of the research according to Table 1, the majority of supplier farmers have a lower frequency of communication than the four elements of collaborative communication. The frequency of communication is in the low category with an average score (1.81). This is because farmer suppliers with AYM already have high trust so that the frequency of communication is conducted according to what is needed. This is in accordance with the statement of the following supplier farmers:

HD "Yes, communication using whatapps only. If the business is yes, if you find it better, but nowadays, just using whatapps is enough. if it's Jatu's most whatapps, if you find it best to go to Jakarta hang out while drinking coffee "

The delivery of messages source is both AYM and supplier farmers. Communication direction is delivered by AYM in two directions by giving information regarding of quality products is based on the rules of the Indonesian Fresh Partner and supplier farmers can freely agree to the opinion of the AYM. Table 1 shows that the average score (2.61) is in the medium category. It was found in reasearch that information source was on both parties, namely supplier farmers and AYM. Collaborative information delivery is two-way.

According to Wirawan (2005), two-way communication is interactive communication both leaders and followers send and receive messages. Communication direction is delivered by AYM with two-way supplier farmers is because no one feels more powerful or not based on position. This is in accordance with the supplier farmer's statement as follows:

AS "Yeah just chatting already like a friend isn't awkward too. We also often have discussions or stories about agricultural technology now or how do I get this product to be good"

Climate communication for a relationship is very important because it is believed to be able to bridge relationships with trust. According to (Pace & Faules 2006), communication climate was a combination of perceptions of a macro evaluation, on the communication events, human behavior, other employees response, expectations, conflicts between individuals and opportunities for growth within the organization.

The research results showed that the total amount of climate communication average a score of the conflict between the huge suppliers of farmers with AYM was (3.0) included in the high category. The aspects that are seen in the research is mutual trust, high trust related to founder credibility, high commitment, and a pleasure to interact with AYM. The trust in question is the trust of the farmer supplier with AYM in the relationship to product sales, the credibility of the founder, and supplier farmer trust in what is said and done. Besides, supplier farmers are feeling happy to interact with AYM without any pressure and are free to express their opinions, and respect each other.

### **Trust**

According to Morgan and Hunt (1994), trust are the keys to the success of a marketing relationship. This is because they make marketers to: (1) maintaining good relations and in cooperation because it is already invested with its business partners; (2) rejecting various short-term alternatives to support long-term benefits with existing business partners; (3) acting cautiously because of the belief that their parties will not act opportunistically with their business partners.

When trust is good it will increase efficiency, productivity and effectiveness for immediate action focuses on cooperative behavior that supports the marketing success. The concept of trust built by five dimensions: integrity, competence, loyalty, consistency, and openness (Robbins 2003). The percentage of each element of trust can be seen in Table 2.

**Table 2: Average distribution of supplier farmer scores based on trust in Central and West Java, 2018**

Trust	Score average*
Integrity	3.27
Competency	2.40
Loyalty	2.60
Consistency	2.27
Openness	2.88

Score range: \*1-1.99= low; 2-2.99= medium; 3-4= high

Integrity is the belief of the supplier farmers for interaction or cooperation with AYM. The results showed that the average score of the score (3.27) was included in the high category. On the integrity section, it was seen that trust in selling products, believed in the words of AYM, believed in the actions of AYM, and the relations between the two took place well. Integrity is

included in the high category because the influence of social organizations is informal which makes farmers supplier easy to interact with and cooperate with AYM.

Based on the results of the field observation that this condition is for business relationships that informal showing trust in based as friendship. This is in accordance with the results of Susanto (2017), explaining that friendship role did not support the performance of their business because there were more negative impacts. The role of friendship to supports by facilitating communication between members because of openness, increasing trust, the presence of initiatives to be more productive.

Competence is the belief of a person or group of people in a person or organization related to the credibility of AYM. Based on the average score the score is (2.4) included in the medium category. This showed that supplier farmers are brave enough to give the idea and ask for an opinion about agriculture to AYM because they believe that AYM is able to help themselves. As for suppliers farmers, there also are included in the category in a low where farmers are able to own suppliers in completing business obstacles agriculture without informing to AYM.

Loyalty is perception farmer suppliers on their involvement in loyalty to AYM. The aspects that were observed the loyalty is easy to predict the prices offered, recommending other farmers to sell to AYM, willing loyalty, and loyalty to AYM. The results of the research in Table 2 show the average score of the score (2.6) is included in the medium category.

This showed that the loyalty of supplier farmers to AYM is not optimal. From the results of in-depth interviews, it was stated that this was because there was no certainty from AYM to always buy products owned by supplier farmers so that they sold many of their products to other distributors. However, when asked by a willingness of loyalty, overall the farmer supplier is willing to loyalty to AYM with the product marketing. This is in accordance with the supplier farmer's statement as follows:

AS "Yes, I really want, we are just farmers, just obey consumers. When consumers ask for organic dragon fruit products, we try to make organic dragon fruit or for example, there are other products to provide, yes, I am also ready "

Openness is the transparency of the supplier farmer or AYM and the organization of all activities or in marketing relationships. Transparency is very important in line with the stronger relationship with trust. Table 2 shows that the average score for the indicator of openness is (2.88) included in the medium category. This shows that farmer suppliers and AYM are open to each other in marketing relationships.

This research looks at a number of things are: was giving opinions, sharing ideas or marketing information, and receiving messages about price developments, and product promotions. Openness associated with a craving to divide the idea and the information free (Robbins 2003). A component on this platform as such suggest that you are aware of who you are and feel comfortably share a and open with others.

### **Collaborative Communication Relations with Trust**

Collaborative communication is a matter that needs attention in business relationships to build trust. Assessment of collaborative communication from Mohr et. al (1996) also used by Mulyana and Sari (2009). The research results show that there is significant influence between collaborative communication and customer trust. According to Joshi (2009), communication between exchange partners is said to be collaborative when characterized: (1) high frequency, when there is a lot of information sharing; (2) high formalities, when there are routine interactions; (3) high reciprocal feedback, and (4) the use of rationality as a means to influence. When good trust, it will increase efficiency, productivity, and effectiveness because directly these actions lead to cooperative behavior which means supporting the success of relationship marketing.

In the research, the indicators measured for collaborative communication are frequency, direction, message, and communication climate. The indicators measured for trust variables are integrity, competence, loyalty, consistency, and openness. The first hypothesis in research is that there is a relationship between collaborative communication and trust.

The study examined the relationship between collaborative communication and trust using the Spearman rank correlation test. The use of the correlation rank Spearman because collaborative communication variables and trust are ordinal data. Table 3 explains that there is a very real relationship between collaborative communication variables and trust. This means line in with the research conducted by Morgan and Hunt (1994); Mulyana and Sari (2009); indicates significant influence between communication and trust.

**Table 3: Coefficient value (r) collaborative communication with farmer suppliers trust in West and Central Java, 2018**

Collaborative communication	Coefficient value (r) with trust				
	Integrity	Competence	Loyalty	Consistency	Openness
Frequency	0.697**	0.735**	0.621**	0.674**	0.689**
Direction	0.733**	0.933**	0.822**	0.862**	0.887**
Message	0.854**	0.942**	0.784**	0.862**	0.880**
Communication climate	0.879**	0.911**	0.774**	0.829**	0,881**

Description:\*\*is very real at the level of alpha 0.01

r Correlation coefficient

In Table 3 explains that overall the significance of frequency and trust is smaller than 0.05 which indicates that H0 is rejected, or in other words, the relationship between the frequency with integrity, competence, loyalty, consistency, and high openness. Spearman's rank correlation value is 0.697 \*\*, 0.735 \*\*, 0.621 \*\*, 0.674 \*\*, 0.689 with a high degree of correlation. That is, the higher the frequency of communication between suppliers farmer and AYM, the higher the integrity, competence, loyalty, consistency, and openness.

In the study, the frequency of supplier farmer communication and AYM was included in the low category with an average score score (1.81). The frequency of communication between supplier farmers and AYM is the opposite of the results of significance. This is because high trust has been formed before by the supplier farmer to the AYM so that the frequency of communication is done either face to face or using communication media that is done only when needed.

The Spearman rank correlation test results show that there is a real and positive relationship between directions with integrity, competence, loyalty, consistency and openness. Overall the significance of direction and trust is smaller than 0.05 which indicates that H0 is rejected, or in other words, the relationship between direction with integrity, competence, loyalty, consistency, and high openness. Spearman's rank correlation value is 0.733 \*\*, 0.933 \*\*, 0.822 \*\*, 0.862 \*\*, 0.887 \*\* with a high and perfect correlation level. This means that the higher the direction between the supplier farmer and the AYM, the higher the integrity, competence, loyalty, consistency and openness.

The Spearman rank correlation test results show that there is a real and positive relationship between message with integrity, competence, loyalty, consistency and openness. Overall the significance of direction and trust is smaller than 0.05 which indicates that H0 is rejected, or in

other words, the relationship between direction with integrity, competence, loyalty, consistency, and high openness.

Spearman's rank correlation value is 0.854\*\*, 0.942\*\*, 0.784\*\*, 0.862\*\* dan 0.880\*\* with a high and perfect correlation level. This means that the higher the message in the form of marketing information such as sales, market conditions, and physical inventory of products between AYM and supplier farmers, the higher the integrity, competence, loyalty, consistency, and openness.

The Spearman rank correlation test results show that there is a real and positive relationship between climate communication with integrity, competence, loyalty, consistency and openness. Overall the significance of direction and trust is smaller than 0.05 which indicates that H0 is rejected, or in other words, the relationship between direction with integrity, competence, loyalty, consistency, and high openness.

Spearman's rank correlation value is 0.879\*\*, 0.911\*\*, 0.774\*\*, 0.829\*\* dan 0.881\*\* with a high and perfect correlation level. This means that the higher climate communication between AYM and supplier farmers, the higher the integrity, competence, loyalty, consistency, and openness. In the research climate communication between farmers and AYM suppliers according to the facts in the field is included in the high category.

## **CONCLUSION**

- (1) Collaborative communication of supplier farmers is in the high and medium categories, except the frequency indicator in the low category. That is, supplier farmers have high trust with AYM.
- (2) Collaborative communication on supplier farmer has a positive and very real relationship with trust. Overall indicators of collaborative communication are frequency, direction, message, and communication climate related to trust. It means the higher the frequency, direction, message, and communication climate, the higher the trust.

## **RECOMMENDATION**

The need the role of AYM to increase the frequency of communication to all farmer suppliers so that optimal collaboration and collaborative communication are effective.

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