

## **The Gender Marginalization and Communication Model Women Farmers In Agriculture Empowerment Policy**

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### **ABSTRACT**

The aim of this research was to know the gender marginalization and communication model women farmers in agriculture empowerment policy at Pesawaran. This research method is descriptive qualitative. The study was conducted in the District of Gedung Tataan, Pesawaran. Based on the result of research, to know the role of farm woman in agropolitan area at Pesawaran, the first thing we should do is to know the empowerment strategy of woman role. This can be done by some ways, improving the role of society to be more active that started by planning, implementing and evaluating. The planning were arranged participatively and the result used as master plan or improvement program at agropolitan area by collaborating with society. It made them feel that they have programs which could be improved in agropolitan area. The farm woman empowerment communication model in agropolitan area at Pesawaran is the empowerment communication model with democratic leadership and the empowerment communication with professional companion; both of these empowerment models were giving the large space for farm woman to give contribution in their farmer groups and in the society.

**Keywords** : Gender, Communication Model, empowerment, women farmers, democratic leadership

### **1. Introduction**

The Government Regulation No.15 of 2010 referring to the Government Regulation No.26 of 2007 about settle the same thing. According to the Government Regulation No.15 of 2010 the agropolitan area is an area that consisted of one or more activities center at the rural region as agriculture production system and management of specific natural resources which shown by availability of functional relation and hierarchy in some habitation and agribusiness systems. The development of agribusiness is important thing because it has plus value from the other agriculture production systems on cultivation subsystem, marketing, and processing or rural agro industry. It became the phase of transition for the structural transformation of agriculture to the real agriculture production.

The management and utilization that had done exactly would increase the farmer prosperity in agropolitan area. In the development of commodity territory must be based on the local comparative primacy, so that agriculture products that have specific characteristic must be better in case of improvement and must use the right management in order to gain maximal efficiency (Panggabean., 2000). The economy improvement in agriculture agrobusiness area is settled and implemented by synergizing some available potentials to push the improvement system and agrobusiness that can be competitive. It based on populist, sustainable and decentralization that moved by society (Cehreli, Karasoy, & Kokat, 2010) and facilitated by government. Through agriculture sector, it is hoped that could improve the income and standard living of farmer, intensify the nutrition and tenacity of household food, also solve the poverty problem in rural. Even though, the agriculture sector and primary job field indicated (Odysseos, 2015) the limitation to take the woman employee.

Moreover, the entry of agriculture technology and emergence of some new institutions that manage the relation among field owner, tenant, and farm laborer made it become worst, which means the farm woman position is getting more pressured (Cehreli, Karasoy, & Kokat, 2010). The revision and improvement of Human Resources quality has multiple dimensions (Yeganehfar & et.al, 2018), it can be in case of education, skill (Connel, 2005), job chance and undertaking, also nutrition and health. These factors must be developed to strengthen the action of gender mainstreaming in agriculture establishment policy.

This thing is also for implementing the Government Regulation No.19 of 2013 about farmer empowerment. Based on this Law, the farmer protection and empowerment aims at: a. to embody the sovereignty (Ponzanesi, 2007) and independence of farm in case of improving the standard of living, quality, and better life includes to increase the farmer ability and capacity and also farmer institutional to make the farming become productive, progressive, and sustainable (Mal, 2018). The government of Pesawaran district through the Government Regulation No.22 of 2011 about the main planning of improvement in agropolitan area has been organized to some things related to the utilization of agropolitan area. This regulation uses as guidelines to make the cohesiveness (Jean, 2016), linkages, and stability between territory and the suitability of agrobusiness sector (Hoover, 2015).

Barbara B. Watson said that the key to empowering women is their role and position. A role is a set of actions and behavior determined by norms, law and power (Abadi, Nunung, & Budi, 2014). Position is a position provided by the environment and has influence and effect (Dellavigna, List, Malmender, & Rao, 2013) on individuals or groups. A woman will be oppressed if she is not given a role in a program then affirmative action must be fulfilled. The Government Regulation no. 22 of 2009 and the Government Regulation no. 6 of 2014 constitute one of the government's goodwill to provide access to the community in managing development (Monica, 2017). This shows that women as part of a society are given and protected by their right to participate in the development of their regions according to their abilities and capacities.

All of these have relationship to the role, duty, function, and also to the woman level in agriculture improvement strategy through empowerment of farm woman at rural region. The level of technology innovation towards woman was still low, it needed a model and right empowerment communication strategy, so that woman could adopt this technology (Dellavigna, List, Malmender, & Rao, 2013). The aim of this research was to know the the gender marginalization and communication model women farmers in agriculture empowerment policy at Pesawaran.

## **2. The Method of Research**

The method used in this research was the qualitative descriptive method. According to (Zainal & et.al, 2019), the method that often uses to solve the current problem is taking steps to collect the data, classifying the data and analyzing the data, also making picture from the descriptive objective situation. The informan that had been chosen in this research was taken as purposive sampling (taking person who had been chosen carefully by the researcher). The informan had been chosen based on the subject who have the data and want to give the data of research.

The primary data was gotten from the key informan who have relation to the study of this research, they were: the leaders of farm women that active in agri business activities in agropolitan area at Tanggamus. As the secondary data, there was the collection of documents that had relation to the research substance. The data collecting technique was done by interview with the key informan, documentation study and observation field. The interview was done by interviewing the leader of farm woman in two districts of Pesawaran.

## **3. Result**

### **The Gender Marginalization of Woman In Agriculture Empowerment Policy**

Government's commitment to women's empowerment is done by providing APDB/APBN allocation the greater towards women. More and more women are expected involved in the agricultural sector. Girl too has the right to get social opportunity, as explained in the Government Regulation No.11 of 2009, manifested in opportunity education and training as part of human Resource Development. Basic problems are minimal human resources, especially women and weak farmer organizations facing the modernization of agriculture. Women Farmers Group (KWT) is container that provides opportunities for women to participate in advance the agricultural sector (Syarif, 2018). Was formed because of the existence of a type of farming that the same they wrestle, location of residence that are close together, and the similarity strong perception and motivation for improve the economy.

The agriculture improvement in agropolitan area has been caused some modern effects, urbanisasi, and some social economy changing in society (Susilo, 2010). There are some changing in the system of social value, norm, and behavior, also in the interaction between woman and man. It is ironic how the situation can caused desintegrate phenomenon and discrimination of "work division" between man and woman in some aspects. This thing can be seen as real on the situation of woman employee in some aspects. This condition defined as a

problem and obstacle in the process of development, because it could disappeared the role function of women in their activities, or it could have effect to the woman role marginalization. Some researches had been conducted and some reports had been declared, but the benefit cannot be enjoyed by the woman fairly. Although, this thing tends to harmful(Siwi & et.al, 2000). Some variation researches involves allocation, time distribution, and farm woman employee in the agriculture activity, the level to decide the decision, market result, income generating, activities, etc. In the agriculture sector, the woman who works as farmer does not define as someone who called “a farmer”, but she is a wife (family member) of a farmer who has responsibility to help all of husband’s duties (a farmer).

The man and woman in village are working together in their field as a farmer, but the gap of farm woman is still available, especially in case of digging self-potential and abilities(Baker, 2015). This caused some maginalization for farm woman, where they will always be on the behind of their husband. Long ago, the improvement plan of agriculture was not possible to ignore the farm woman role purposely(Elizabeth, 2007). The negligence caused the level of farm woman is more under pressured and bridled in the dimension limitation. Externally, the negligence of woman caused by low education, ability, self-confidence to prove self-potential. Externally, the negligence is caused by low access to receive some chances.

Some limitations that reflect to the woman maginalization can be seen on the access of education, the chance to work and trying technology inovation, the discrimination of salary, type and value of work (working as laborer who work in the basic level), a work that intergated by the gender, the limitation of laborer woman access or a businessman compared to a man, the social working status of woman (“forgetting the nature” that woman does not responsible to work and make money in household), making differentiate between man and woman to decide the decision, to take a decision, and the other dimensions. Although, in this globalization era the competitiveness of economy is getting complicated, the difficulties to find job, the limitation to get and try a job, it is also happens in family (the manipulation impact and the innovation dessemination of a contraception). The gender in agriculture and village cannot be separated from the classic perspective about how to see farm women who struggle and discriminated by their responsibility that pressure and trap them inside.

The agriculture improvement policy has some gender dimensions, they are: the gender marginalization model for women farmers in Pesawaran carried out by implementing agricultural development policies with a gender dimension, including (1) the legitimacy of the role of women farmers in various aspects; (2) a better understanding of the roles of women and men in production activities; (3) identification of the needs of rural women in agricultural development; 4) providing access to various agricultural resources (credit facilities, information, science, and technology) for women; (5) avoid discrimination in employment opportunities and wage rates of women and men.

Besides the high potential and chance of woman to work(BPS, 2018), the big expectation for farm woman role is also reflecting on the complication and

economy difficulties of farmer in agropolitan area because it is lack of plant field. The limitation of productive plant farm field is the impact of increasing the productive farm field convergency in the use of non-agriculture, as consequence the people are frisking and economy value improvement as effect of the field demand for industrial infrastructure, trading and settlement. In other aspect, the sectoral economy friction is faster than the friction of an employment; where the economy activity in Indonesia is early to achieve rather than the use of a labor itself (labor turning point)(Manning, 2000).

The empowerment concept from Servaes said that the study of participative communication theory focuses on the ability aspect of society to recognize, repeat, and intergare the culture differences in improvement(Servaes, 2007). The result of empowerment is indicated by the level of culture authority in increasing the mind to change or to make desicision, the ability to access resources, and the authority to work together (acts together) as mentioned by Mayouk(Marliyah, Heri, & Sayekti, 2013). The main approach in empowerment concept is the society is not as the object from some improvement projects, but they are a subject from the effort of an improvement itself.

While Mardikanto defined the process of society empowerment is the effort to facilitate the local society to make plan, decision, and manage local resource that gained from collective action and networking so that in the end, they could have ability and could be independent in economy, ecology and social(Mardikanto, 2010). Conceptually, the society empowerment is an effort to improve the value and dignity. As we can seen nowadays they are not able to escape from the poverty and backwardness. In other words, to empower the society is about how to make them independent. The concept of human empowerment is the subject of themselves. The process of empowerment emphasizes on the process of giving the ability to the society in order to become empower, push, and motivate the individual, so that they could have skills and strength to decide their own life.

The essence from empowerment conceptualization of human and humanity, in other words the human and humanity are the indicators of normative, structural, and substantial. So that the process of empowerment defined as the effort to build personal existance,family, society, nation, government, country, and the system of world in the human actualization process fairly and civilized. The society empowerment is an improvement economy concept that resulting the social values. This concept reflects on new pradigm improvement, that has character “people-centered”, participatory, empowering, and sustainable”(Narayanasamy, 2005).

Atleast, there are three aspects that involve on the meaning of woman empowerment, they are: (1) to create the condusive condition that able to improve the woman potential; (2) to strengthen the social potential (capital) of woman in order to improve the value of life; (3) to prevent and protect woman, also to alleviate the oppressed and marginalization in all aspects o their life. The effort to create the situation/condusive climate is possible to be improved and to strengthen through some ways: (1) to push, motivate, and resurect the mind about self-potential; (2) to create the accessibility of some chances to make it become more

empowering; and (3) it needs an action to protect the evidence potential which uses to preven, limit the unbalanced rivalry and tend to exploite the weak excute by the strong. The woman empowerment is an effort to strengthen the helplessness for them, so that they will be able to help themselves, independent, and improve their *self-reliance*.

Reffering to the woman empowerment, the role and woman potential are needed. They have strategic level which means there is precious value of woman to manage and handle the family, expecially to take care of kids, and the other material resources. The children is main factor of Human Resources, they are the further generation. Women as mother in household is reflecting on the effort to maximalize their ability to take care of their children, prepare them for the future, and could get better job. It can be run by giving education and specific skill, eventhough there must be also a guiding of behavior and dignity for them.

In this condition, giving the best education of woman is the best way, so that the successful of household could be gained (especially children's future/further generation). It depends on the ability and potential of woman as a wife and mother in household. In other words, it has relation to the existance and availability of Human Resources (further generation) who have good quality and could be competitive in the future; so that the strategy of gender mainstreaming is so logic and worth to dialination and diactualization, also positioned in the main place of each improvements policy strategy. This thing could be gained by some ways, one of them is by empowering them in all sectors. So that, it needs an innovation and adoption of technology that has relation to the effort of ability improvement and woman potential in order to make the strategy run well (Abadi, Nunung, & Budi, 2014).

The empowerment of woman becomes an important strategy to improve the role and chance of woman in agriculture group. In the development of agriculture, the farm woman empowerment is a transformation process that is more applicative to catch some allocations changing of economy sources, advantage of distribution, and accumulation in way of improving the production, household income, also the adoption and technology deployment. Woman empowerment is also an effort of improving and actualization self-potential, so that they will be able to be independent and make a creation, solve the lack of education and their abilities, also solve their problem in case of oppressed which caused by discriminative from some people and social culture.

The empowerment can be done by improving the training and the effectiveness of woman, both as the member of family and also as an independent entrepreneur, the protection to woman laborer, improving the effectiveness of counseling and training, repairing the regulation, facility, and the level of wage, training and guiding ability in household, also the opportunity to work will be well-balanced between gender and participating them in some improvement activities. The woman empowerment in all aspects is need to collaborate with *gender mainstreaming* strategy of woman in the agriculture improvement policy.

### Communication Model for Women Farmers

In essence, women are human resources that have potential which can be utilized in a variety of ways in national development sector and sector. Indonesian female population which tends to increase steadily, on the side certain problems are often seen as population problems (Foilyani, 2009). But on the other hand it is look at the female population this as a development asset. Based on the research results of the communication model of empowering women peasants in the vicinity of the agropolitan area Pesawaran still partially not integrated in every activity, this is related to some of the activities of each woman farmer group leader who communicates in accordance with their group members. This causes the institutions of the farmer groups to still work independently. According to Marliyah this condition can cause the level of accessibility of women in the agribusiness sector also to be low (Marliyah, Heri, & Sayekti, 2013). Meanwhile Gholipour increasing the level of education and organizational experience in groups for women farmers, will increase the level of empowerment of women farmers (Gholipour, Rahimian, & Mirzamani, 2010). In this study there are several important aspects that need attention in empowering women, including:

- a). The organization/group development in society which had been developed and it works out in productive society activity, for example the function of HKTI and the other local organizations.
- b). The development of network strategies between the group/organization of farmer that had been built and has function in case of developing society agriculture association from farmer, moreover in national scale, the region, and in local area.
- c). The ability of farmer small group to access the sources from outside that could support their development, among in market information, capital, and technology management, including in the economy ability. In this case, it needs the economy network. Economy network is an economy system that do by economic people, among from the producer, the consumer, *service provider*, *equipment provider*, *cargo*, etc in the network that connected well as electronic, it also can be from some active and dynamic forum. This economy network must supported by telecommunication, the network of paying, the network of business and the trading, the network of advocacy business, the network among learning, and the other networks as the research findings and the new technology/innovation, the network of market, the information of policy and the other supports which can be accessed by all people and do not monopolized by the other specific groups.
- d). The technical abilities development and groups management of farmer, so that some technical problems and organization could be solved. In this case, there are extension agents/companion except the society (farmer). The empowerment of farmer must be increased in self-competence as the agent who could empower another people because there are still many farmers who have lack of ability to do something with their group.

As mentioned above, there is another function of development for farm woman that has relation to the problem of empowerment itself. That is to build an institutional such as farmer cooperative or the other kind of institutionals which

has function to cover up the dependency of farmer in case of provision fertilizer, the capital access including savings and loan, medicines, also the equipment and agriculture technology. Besides, it needs the formation of mental attitude for woman in the process of growing better attitude by some principles which can be explained as follows (Soetomo, 2015):

- 1) Freedom, means giving tolerance to the other individuals of farmer to build a group as they want and related to their interests. Each individuals have freedom to choose their farmer group as they want and interests. Each individual can be without group or become the member of more than one groups with no judgemental of the gender.
- 2) Open up, means the implementation of counseling that do overtly between the counselor and the businessman.
- 3) Participatory, means all of members are all in and have the same right and obligation to develop and to manage (planning, implementing, and doing *Governance* assessment) of a farmer group.
- 4) The self-sufficiency, means developing the ability of digging the self-potential of all members in case of provision fund and also the resources which aims to get farmer independence group.
- 5) The equality, means a relation among counselor, main roler, and businessman who must have relevant partner and gender equation.
- 6) The partnership, means the implementation of counseling that held based on the principle of knowing each other deeply, profitable, strengthen, and the needed of each other between the main roler and businessman that facilitated by counselor.

The importance of empowerment in the group of farm woman in case of economy development aims to allow farmers have an ability to optimized their agriculture life. The ability that has relation to the empowerment are as follows:

- 1). Creating the condusive climate so that farmers can create and grow up their groups participatively (by, from and for farmer);
- 2) Growing up the creativity and farmers initiative to take advantage of business opportunity, information and availability of capital access;
- 3) Helping the process of identification, the needs, and the problem, also arrange the plan and solve the problem faced in agriculture field;
- 4) Increasing the ability in analyzing the market potential and business opportunity, also analyzing the region potential and resources in order to develop the commodity that developed/endeavored to give bigger business profits;
- 5) Developing the ability to manage the agriculture as commercial, sustainable and creating nice environment;
- 6) Developing the ability in analyzing the business potential of their own members to become one unit that ensure on market demanding seen by quantity, quality and continuity;
- 7) Developing the ability to create specific local technology;
- 8) Pushing and advocating for the farmers and allow them to do the savings and loan activities in order to facilitate the development of capital business.



This is in line three in the Government Regulation No. 19 of 2013 which states the protection and empowerment of farmers aimed at: a. realize the sovereignty and independence of farmers in order to improve the level of welfare, quality, and a better life; b. provide agricultural infrastructure and facilities needed in developing agricultural business; c. provide certainty for farming; d. protect farmers from price fluctuations, high-cost economic practices, and crop failures; e. increase the ability and capacity of farmers and farmer institutions to run productive, advanced, modern and sustainable farming; and f. developing institutional financing for agriculture that serves the interests of farming (Ahdiah, 2013).

Development, especially in rural areas, does not only cover economic and technological processes but also has various dimensions, namely ecological, social and cultural, economic and political that are able to bring social change to rural communities as a whole in carrying out their roles, women dealing with values society has pinned to him, values that are sometimes discriminatory are only due to gender differences with men (Ahdiah, 2013). By this way, it is hoped that the farm woman could increase the standard of life, increase the family quality, and to become the barn production for resistance national food. Beside that, the empowerment farmer society in economy area is hoped that could avoid the poverty problems that all these times become the serious problem of farmers in Indonesia.

There are many experts that tell about some competences of communication in some point of views, and it has been available in some communication books. Furthermore, some theories about empowerment model and communication model are available on their own essence as the understanding and comparison for the researcher in arranging the communication model of society. The researcher arranges the model of communication in society inductively based on the study result about the activity of empowerment at Pesawaran, with the process of communication inside it. The model of empowerment society communication that had been arranged is determined and cannot be separated from the context of the field. Some categories that have been found, tried to analyze in order to deliver the concept (construct) that matters as the part of things discussed..

Based on the study of this research, it is shown that the farmer group that must be noticed was the group that has significance ability to interact with the other groups. The leader of group has higher economy status and social status than the other members; she has character and strong principle in business; she has her own characteristic than others. The group members' role is only to focus on their mind about local culture; they have lack of future orientation, and easy to "narimoingpandum". The structural of Human Resources in this case caused some problems for their groups, the main problem was the domination of leader in some activities of empowerment society. The result of research is supported by the research which was conducted by Sadono it can be seen that the factor that has effect to the participation level of farmer in the group activity is the circle of empowerment which is not relevant and it is also because of lack characteristic of a farmer (Sadono, 2014).

Based on the results of studies and discussions, both regarding the meaning

of farmers to empower women farmers community, the communication process that occurs in it, as well as how farmers interpret business success and success in life, from the 3 existing empowerment communication models (Zainal & et.al, Community Development Communication Model And Improving The Role Of Agropolitan Institutions, 2019), namely 1) the initial model, which tends to be authoritarian; 2) models with professional assistance; and 3) the model by developing democratic group leadership, it can be revealed that the communication model for empowering the initial model and the professional assistance model is a model that is widely used by women farmers in Pesawaran District.

The meaning of empowerment in the initial empowerment communication model will influence the actions and behavior of farm women in their involvement in farming in the agropolitan area. Are farmers only involved in the physical sense or to be involved in each stage of activities from planning, implementation to evaluation of activities, especially participating in decision making at each stage of the activity. This is very influenced by how farmers interpret the community empowerment. Reality in the field shows that the meaning of farmers to the concept of community empowerment of peasant women is only partially interpreted. Most farmer women only give practical meaning and some other farmers give conceptual meaning to the concept of community empowerment. It turns out that at the government level that has an obligation to guide farmers, so does the situation. The empowerment of peasant women's communities is interpreted partially, which should be comprehensively empowered both conceptual and practical meanings as a unitary thinking of every government official who has the responsibility to guide farmers in community development activities with this empowerment approach to peasant women's communities. The perception of equality must be at the government level, the perception of equality can also be built at the level of farmers as the main actors of development activities with the community empowerment approach.

The definition about farm woman empowerment society partially in real life could give sustainable consequence. It is true that the members who live in agropolitan area are working just as a labor. Especially, the members and caretaker of cluster, they are the ones who run the technician culture in agriculture. For this reason, the process of communication in group that dominated the activity is a technician culture in agriculture itself. It is supported by the situation and condition that shows a leader domination in some activities. The position of a leader as economy social is stronger than the other members. The norms/rules in group is mostly determined by the leader authority, it is not determined by the decision with another members in democracy way, such as consensus and discussion. There are many rules that determined by the leader of group which has effect to the potential of new norms among the members, it makes an assumption that there must be collaboration between a leader and members in order to build a group cohesively.

The process of communication for farm woman in agropolitan area is inducted as the process of communication in the context of technician cultivation agriculture. The network of communication can be in form of star, chain or triangle where the leader of group who plays as the main role. Some types of member communications, they are in the area of *linear* as *top down* that manage by the

leader. Besides, the style of communication that manage by the leader is straightforward with the simple and also careful communication. Atleast, there is a space available for adapting the new norms naturally that can be grown up by among members in group. This thing will bring the new spirit for new members who have responsibility about the continuity for the group in the agropolitan area. Referring to this definition, the farm woman in agropolitan area applied the simple communication and linear top down; so that all the decision will be made by the leader of group rather than taking opinion from another members.

Finally, this thing could affect to the members interesting to give their opinion towards the things that matter to be discussed in the group. The farm woman have lack of self-confidence to decide whether the decision will be succeeded or not. The farm members are not really sure about the succesful of empowerment society. Furthermore, they are getting far away from the expectation to be succeeded in their own life if they hang their life only on the income of agropolitan area.

It needs some efforts, both in the agropolitan area of Pesawaran and also on some business, so that the farmer could more sure about the sucessful of the goal that must be achieved. Based on the figure above, it can be seen that the situation and condition of farm woman empowerment in the area of agropolitan at Pesawaran was dominated by the leader of group rather than the other members. So that in this case, the role of professional companion is very important and needed. A companion from some institutions such as; government, LSM, university, or can be from other institutions. The empowerment of farmer in agropolitan area can be run well until the end of activity if there is a companion from institution who professional enough to handle everything. The implementation of improvement approach in society must be done soon, and the ones who responsible to the competence is expected to give the right comprehension and the same perception among people or the other who are involved in the meaning of farm woman society empowerment. They have responsibility to give the right comprehension and perception to the others.

The members of group, the committee and also the leader must be careful to receive the knowledge about how to be fair in the field. They must be received the same knowledge and the same theory about this situation. The socialization comprehension of farm woman empowerment society must be done comprehensively and carefully, especially in case of leadership improvement. The relation and harmony between leader and members must be good, both in internal and external condition. The companion must be protected. The outside intervention must be managed by the companion, she has responsibility to make the condition become balance and could give the members new knowledge about how to balancing the situation among members, committee and the leader of group in agropolitan area.

The role of professional companion in some activities is needed for gaining the goal of this model. This ones must be able to make the communication of group could happen in some objects of activities. The group communication not only focuses on the improvement of vegetable, but also focuses on the other object balancing such as in case of making decision, planning of communication, implementation and evaluating, the communication in procurement material, the

financial communication, the good administration communication, the communication to report the activity, etc.

It processed by some projects that often accompanied by the implementation clue (juklak) or technician clue (juknis), so these two things are directed to the real objects of some activities in group. By this way, the norms and rules of the new group are more directed. The farmer group activity in agropolitan area follows this rules. Lately, the new rules is easier to receive by the farmer and their groups, especially for the leader of group who tend to dominate the activity and authoritarian. The emphasize of professional companion model is about how to competence in right situation and it must be discipline to escort some activities from the beginning until the end based on the provisions and rules (juklak and juklis) (Susilo, 2010). The most important thing that must be done by professional companion is how to implementing the concept of empowerment. It held by some trainings, especially in farmer agropolitan area that managed as groups. It must be relevant with the substance from the concept of farmer empowerment. The professional companion must be able to take a role as escort, so that the topic and the concept of field training could be united

If the role of professional companion is good as it is expected, then the successful of farm woman empowerment could be achieved and directed. The professional companion is also needed to maintenance and to direct the individual values (positively). So, the emphasize of this model is about regulation or the creature of rules that relevant to the demands and purpose of project empowerment. It resulting the sustainable succeeded, that is all of members are successful in their agriculture business and their life more directed and their goal could be achieved. This model is oriented to solve the problem that nowadays the leader often dominated and authoritarian in some group activities.

So the third model is aim to develop the democratic leadership which more oriented to the sustainable companion for the empowerment society. Both models above had been chosen based on the alternative to make the style of leadership become nicer, from the authoritarian style changed became democratic style. Moreover, it often happens if the leader of a group has much abilities rather than the members. Besides, the strength and ability of a leader to manage all of the things such as from economy aspects, social, cosmopolitan, the access of some informations, the access of some finance source, having better business network, etc. It makes the leader become authoritarian. But still, we cannot blame the leader at all. This problem is not only caused by the leader, but it also happens because the members have lack of skill.

Some powers and abilities of the leader in group is not having by the members of group in agropolitan area of Pesawaran. Also the condition of a members resource have lack of limitation in thinking about how to be independent. This thing happens because of finance, so they chose to get little income but routine rather than taking step and thinking how to make further big plan in order to get big income. It may also caused of *entrepreneurship* character that is not having by the members. This things must be noticed by a companion, so that the members could train and develop their *entrepreneurship* characters and could work as *teamwork* for their group in agropolitan area.

The relation between committee and members must be based on the principle of “A dwarf is on a giant’s shoulder can see of the two”. A companion must be able to embed the importance of all elements in group; as a working partner. All of members have important roles to gain the goal, so that all of them should be collaborated among others. It could create a good teamwork. The difference of a group (leader, committee and members) is not the reason why someone could dominated the activity. All of people must be aware and open up, because they all have abilities, strength/power that needs to be optimized. It can be in form of good participation to give an idea about things matters (the involvement to decide the decision) even the technician ability can be run cooperatively.

At the beginning, it is the same as the second model (professional companion model). It is important to know the meaning of empowerment society through the same perception. It started by a guider or a companion and ends by all of farmer groups, including the leader and all commttee. The comprehension about empowerment comprehensive needs to be understood by all of the people, includes a companion or a farmer. It is the same as the second model, that is a companion must be able to guide farmer effectively. A companion also gives a solution to some object activities of farmer group in agropolitan area with an approach of empowerment. A competence person must be accompanied the members in the process of group learning, learning to make plan until evaluation, thinking together about the materials, learning how to manage the group finance, learning how to delegate the duty, discussing the result fairly, etc. Through this way, the group communication can be involves to some object activities in the group. The rules and norms of group are helping them to run some activities and also the communication process is developed automatically. It discusses democratically by the leader of a farmer group in agropolitan area.

By heldding the discussion about how to solve the problems in some groups, it is hoped that all of members could feel more responsible for what being decided. The cohesively in group could be better. By the time, the development in some object activities is getting more important through the process of communication in group. It more valuable than before, so it is possible for a farmer group in agropolitan area will gain the success for what they have worked. The successful of empowerment will be more enthusiast and optimistic to be achieved.

A companion is also has a role to develop the positive values in each members of group. A companion is involved to help the group to communicate the individual values such as work hard, helping each other, family responsibility, etc in the form of group discussion. So that it could become a symbol of the convergency process. In the end, it will become the collective values. It can be said that the farmer group in agropolitan area is having more collective values which could help all members to become succeeded in society empowerment.

In the professional companion model, the role of companion is involved on the way of directing and ensuring the regulation (main role) can be run as it is expected. It can be seen by the trend limit that dominated by the leader in group. In the third model, the direction and rules (regulation) are more showed in order to make the system run well. Not only that, the companion is also follows and escort the farmer group in some training process, problem solving, and some field guides.



Once again, in the third model the succesful of empowerment in agopolitan area is more optimize to be achieved. Finally the succesful of future life could also be achieved.

Ofcourse the model of leadership democratic development is not only for the leadership of farmer group in agropolitan area. But also, it is possible to be apply for the current leadership. If a companion could help the group to do the cohesive approach for the group leader (who dominated the activity), so the process of improvement in agropolitan area at Pesawaran could be increase fastly. It succeeded through this third model.

#### **4. Conclusion**

Based on the result of research, it can be concluded as follows: The Gender Marginalization Model for women farmers in Pesawaran carried out by implementing agricultural development policies with a gender dimension, including (1) the legitimacy of the role of women farmers in various aspects; (2) a better understanding of the roles of women and men in production activities; (3) identification of the needs of rural women in agricultural development; 4) providing access to various agricultural resources (credit facilities, information, science, and technology) for women; (5) avoid discrimination in employment opportunities and wage rates of women and men.

The communication model of farm woman empowerment in agropolitan area at Pesawaran is a communication model society empowerment with democratic leadership and the communication model empowerment with professional companion; these two models of empowerment are giving the large space for farm woman to give contribution for their farmer group and for the society.

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