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"Small and Medium-sized
Enterprises Competitiveness"

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AGRIBUSINESS
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*“Small and Medium-sized
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“*AGRIBUSINESS DEVELOPMENT FOR HUMAN WELFARE*”

Yogyakarta, 14 Mei 2016

Assalamu'alaikum Wr. Wb.

Salam sejahtera untuk kita semua.

Yang Saya hormati :

- Rektor Universitas Muhammadiyah Yogyakarta;
- Para Narasumber;
- Hadirin dan Para Peserta yang berbahagia,

Puji dan syukur marilah kita panjatkan kehadirat Allah SWT karena hanya atas limpahan rahmat serta karunia-Nya, kita dapat hadir pada kesempatan acara **Konferensi Internasional “*Agribusiness Development For Human Welfare*”** ini dalam keadaan sehat wal’afiat.

Pada kesempatan kali ini, secara ringkas Saya akan menyampaikan mengenai industri kecil menengah nasional yang menjadi tema pada pembukaan Seminar Internasional “*Agribusiness Development For Human Welfare*” ini.

Hadirin dan Saudara-saudara sekalian yang Saya hormati,

Berdasarkan data BPS, pertumbuhan industri pengolahan nonmigas pada tahun 2015 secara kumulatif sebesar 5,04%; lebih tinggi dari pertumbuhan ekonomi (PDB) pada periode yang sama sebesar 4,79%. Pada periode Januari-Desember 2015, nilai ekspor produk industri pengolahan nonmigas mencapai USD 106,63 Milyar, dan nilai impor mencapai USD 108,95 milyar, sehingga neraca perdagangan industri pengolahan nonmigas pada periode yang sama sebesar USD 2,32 milyar (neraca defisit).

Usaha pemerintah untuk memperkecil defisit di atas, salah satunya dengan cara memberdayakan Industri Kecil dan Menengah (IKM) yang merupakan bagian penting dalam perkembangan industri nasional. Sampai saat ini, Industri Kecil dan Menengah

telah berkontribusi sebesar 34,82% terhadap pertumbuhan industri pengolahan nonmigas secara keseluruhan.

Angka ini dapat tercapai karena dukungan lebih kurang 3,6 juta unit usaha, yang merupakan 90 persen dari total unit usaha insutri nasional. Jumlah unit usaha tersebut telah mampu menyerap tenaga kerja sebesar 8,7 juta orang, yang tentunya berdampak pada meningkatnya ekonomi nasional serta mengurangi kemiskinan.

Industri Kecil dan Menengah (IKM) memiliki peran yang strategis dalam perekonomian nasional. Hal ini sejalan dengan Visi Pemerintah dalam Rencana Pembangunan Nasional Jangka Menengah (RPJMN) 2015-2019 yaitu *“Terwujudnya Indonesia yang berdaulat, mandiri, dan berkepribadian berlandaskan gotong royong”*.

Untuk lebih meningkatkan peran tersebut, Penumbuhan dan Pengembangan Industri Kecil dan Menengah diarahkan untuk memiliki tujuan jangka menengah guna mewujudkan industri kecil dan industri menengah yang berdaya saing, berperan signifikan dalam penguatan struktur industri nasional, pengentasan kemiskinan dan perluasan kesempatan kerja, serta menghasilkan barang dan/atau jasa Industri untuk keperluan ekspor.

Hadirin dan Saudara-saudara sekalian,

Awal tahun ini, kita telah memasuki era Masyarakat Ekonomi ASEAN (MEA). Dengan demikian, perekonomian nasional akan langsung bersaing dengan para pelaku pasar di kawasan ASEAN. Produk dan jasa termasuk investasi negara-negara anggota telas bebas memasuki pasar di kawasan ASEAN.

Dalam rangka menghadapi hal tersebut, Pemerintah mengambil langkah-langkah strategis berupa peningkatan daya saing industri dan mendorong investasi di sektor industri; di mana peningkatan daya saing industri itu sendiri dilakukan melalui penguatan struktur industri dengan melengkapi struktur industri yang masih kosong serta menyiapkan strategi ofensif dan defensif dalam akses pasar.

Pemerintah telah melakukan Penguatan Sektor IKM dengan strategi ofensif dan defensifnya melalui beberapa program pelaksanaan, diantaranya antara lain: Penumbuhan Wirausaha Baru; Pengembangan IKM melalui Pengembangan Produk IKM serta Peningkatan Kemampuan Sentra dan UPT; Pemberian Bantuan Mesin dan Peralatan Produksi; Perluasan Akses Pasar melalui Promosi dan Pameran; Fasilitasi Pendaftaran Hak Kekayaan Intelektual; Fasilitasi Sertifikasi Mutu Produk dan Kemasan; serta Fasilitasi Pembiayaan melalui Skema Kredit Usaha Rakyat (KUR).

Saya berharap agar berbagai program-program pemerintah tersebut dapat didukung secara sinergis oleh seluruh komponen masyarakat. Untuk itu, Saya berpesan kepada Saudara-saudara sekalian agar semua program pemerintah dalam bidang

Industri, khususnya dalam program pemberdayaan Industri Kecil dan Menengah, didukung dengan sepenuh hati, agar dapat lebih bermanfaat bagi masyarakat dalam rangka pengembangan industri kecil menengah.

Hadirin dan Saudara-saudara sekalian yang Saya hormati,

Demikian beberapa hal yang dapat Saya sampaikan. Akhirnya dengan memohon ridho Allah Subhanahu Wata'ala, seraya mengucap "*Bismilahirrahmanirrahim*", **Konferensi Internasional "Agribusiness Development For Human Welfare"** dengan ini secara resmi Saya nyatakan dibuka. Semoga Allah SWT memberikan petunjuk, bimbingan, perlindungan dan kemudahan dalam setiap langkah dan upaya kita. Amien.

Sekian dan terima kasih.

Wassalamu'alaikum Wr. Wb.

Yogyakarta, 14 Mei 2016

GUBERNUR

DAERAH ISTIMEWA YOGYAKARTA



HAMENGKU BUWONO X

WORDS OF WELCOME

Assalamu'alaikum warahmatullahi wabarakatuh

Alhamdulillah, all praise be to Allah SWT, who has given us His blessings so that this International Seminar of Agribusiness Development for Human Welfare (ADHW) 2016 entitled "Small and Medium-sized Enterprises Competitiveness" can be conducted. This International Conference is held in cooperation among Agribusiness Study Program of Muhammadiyah University of Yogyakarta with Putra University of Malaysia (UPM), Kasetsart University (KU), Association of Indonesian Agricultural Economy (PERHEPI), and Agribusiness Association of Indonesia (AAI), Universitas Gadjah Mada (UGM) and Universitas Brawijaya (UB).

Countries of ASEAN members like Indonesia, Malaysia, and Thailand have more than 90% Small and Medium-sized Enterprises (SMEs). In general, SMEs play important role in economic developments such as in terms of employment, added value, improve foreign exchange, and economic growth. For Indonesia, the role of SMEs is limited to employment and added value, while the foreign exchange from SMEs is still low. According to the General Director of SMEs of Industrial Ministry, in 2013 the total SMEs being able to pass through export market is just under 5 percent. For that required many breakthrough and innovation so that the role of SMEs becomes real economic development, especially in Indonesia, and generally in ASEAN countries.

On behalf of Agribusiness Department of Universitas Muhammadiyah Yogyakarta, we would like to express our gratitude Putra University of Malaysia (UPM), Kasetsart University (KU), Association of Indonesian Agricultural Economy (PERHEPI), Agribusiness Association of Indonesia (AAI), Universitas Gadjah Mada (UGM) and Universitas Brawijaya (UB) for all supports, sponsors, and all committee members having worked so hard that this International Conference can be conducted.

Hopefully, these synergies coming from various parties can provide contribution for developing SMEs in Indonesia and other ASEAN countries as well.

Wassalamu'alaikum warahmatullahi wabarakatuh

Head of Agribusiness Department
Universitas Muhammadiyah Yogyakarta



Ir. Eni Istiyanti, MP.

PREFACE

Assalaamualaikum, Warahmatullaahi., Wabarakaatuh.
Dear Honorable Governor of Yogyakarta Special Province
Dear respectable Prof. Dr. Zainal Abidin Mohamed
Dear respectable Asist. Prof. Pornthipa Ongkunaruk
Dear respectable Rector of UMY Prof. Dr. Bambang Cipto, MA.
Dear all invited Guests, Speakers, and Participants of International seminar of ADHW 2016.

Alhamdulillah, all praise be to the Almighty God, so that we can be gathering here today at Muhammadiyah University of Yogyakarta in order to attend the Conference on Agribusiness Development for Human Welfare (ADHW) 2016.

Ladies and Gentlemen,

On behalf of the committee, I would like to say welcome to this International Conference on ADHW 2016 and thank you for attending our invitation.

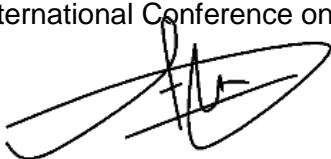
Especially, we are grateful to invited speakers, Prof. Zainal Abidin Mohamed and Asist. Prof. Pornthipa Ongkunaruk, for their willingness to share information and thoughts in this conference. As a bit report, that this conference has been attended by 85 speakers coming from five countries.

This conference entitled "Small and Medium-sized Enterprise Competitiveness". ASEAN Economic Community is the largest economic integration that is going to be implemented at the beginning of 2016 (December 31, 2015). Through this integration, SMEs will have opportunity to expand access to markets, technology, and capital. But at the same time SMEs are required to improve their competitiveness in order to survive in the market. We expect that this seminar is capable of producing thoughts building SMEs within ASEAN, especially Indonesia, to face the free trade.

This event can be done by support and efforts from all sides. Therefore, I would like to say thank you to all committee members having worked hard to conduct this event. We, as the organizer committee, do apologize when there is a shortage in conducting this event.

Wassalamualaikum, Warahmatullaahi., Wabarakaatuh.

Chairman
International Conference on ADHW 2016


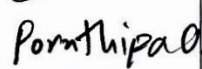

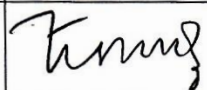



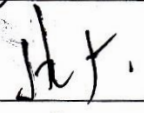
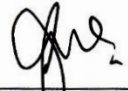




Dr. Aris Slamet Widodo, SP., MSc.

LIST OF REVIEWERS

1. Prof. Dr. Mad Nasir Shamsudin (Universiti Putra Malaysia)
2. Prof. Dr. Zaenal Abidin Mohamed (Universiti Putra Malaysia)
3. Dr. Ismail Abd. Latif (Universiti Putra Malaysia)
4. Dr. Juwaidah Sharifudin (Universiti Putra Malaysia)
5. Assist. Prof. Dr. Amin Mahir Abdullah (Universiti Putra Malaysia)
6. Assist. Prof. Dr. Nitty Hirawaty K. (Universiti Putra Malaysia)
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3	Prof. Dr. Ir. Irham, M.Sc	UGM	
4	Dr. Jangkung HM, SP. M.Ec	UGM	
5	Dr. Ir. Lestari Rahayu Waluyati, MP	UGM	
6	Ir.Edy Dwi Cahyono, M.Sc., PhD	UNIBRAW	
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8	Hery Toiba, S.P.,M.P.,Ph.D	UNIBRAW	
9	Yuniar Khasanah, M.Sc	LIPI	
10	Lusty Istiqamah, M.Biotech	LIPI	
11	Ir. M. Kismuntono	LIPI	

EDITOR FOREWORD

The economic integrations by ASEAN certainly have given a major influence on Small and Medium-sized Enterprises (SMEs). Beside economic integration in the form of free trade area (FTA) that has been going on since the early 2000s, economic integration in the form of ASEAN Economic Community (AEC) has been ongoing since the beginning of 2016. Through this integration, SMEs have opportunity to expand access to markets, technology, and capital. But at the same time SMEs are required to improve their competitiveness in order to survive in the market.

In order to explore ideas, concept, and innovations related to the competitiveness of SMEs, International Conference on Agribusiness Development for Human Welfare (ADHW 2016) was held in Yogyakarta on May 14, 2016. The conference organized by Department of Agribusiness Universitas Muhammadiyah Yogyakarta, in collaboration with Department of Agribusiness and Information System Universiti Putra Malaysia, Department of Agro-Industrial Technology Kasetsart University, Department of Agriculture Socio-Economics Universitas Gadjah Mada, Department of Agriculture Socio-Economics of Universitas Brawijaya, Indonesian Society of Agriculture Economics, Agribusiness Association of Indonesia. Hopefully proceedings of ADHW 2016 provide stimulus for increasing competitiveness of SMEs in ASEAN, especially in Indonesia.

Furthermore, we are grateful to Allah, the Sustainer of all word, who always makes it easy for our affairs. We would like to acknowledge with thanks to all the institution and individual who joined with resources and efforts in organizing the conference that resulted in the papers which are published in this proceeding. Special thanks to all authors and discussants who contributed with their intellectual capital and responded to our call papers. Thanks and acknowledgment are also due to all reviewers of the conference who helped in evaluating submitted papers; and to the members of the Organization Committee, who ensured smooth execution of the event.

Editor

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EFFECTIVENESS AND GROUP COMMUNICATION NETWORK (Case Studies in Merang Mushroom Farmers Group in the Village of Argorejo, Sedayu District, Bantul Regency)

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ABSTRACT

Study on Effectiveness and Group Communication Networks aims to understand the interrelationships effectiveness of communication with the communication network that is formed in the empowerment of farmer communities in the Lestari Makmur mushroom farmer groups in Argorejo Village, Sedayu District, Bantul Regency. This study use a qualitative-interpretive approach the case study method. The case study is a comprehensive description and explanation of the various aspects of an individual, a group, an organization (community), a program or a social situation (Mulyana, 2001: 201). The case studies are used when the phenomenon to be studied concerning the question how or why. Yin (2005: 9) illustrates the use of each of the research questions in the different studies. The case studies are used if little opportunity to control events were investigated and focused his research on contemporary phenomena. The results showed that, in particular a group communication for decision making in a mushroom farmer groups could form a communication network star, Y, triangle or a chain, with a tendency to farmer groups as a decision maker. Effective communication related to the communication network that is formed in the communication process. Each the problems solving in the group, has its own communications network so that the communication process runs effectively.

Keywords: effective communication, communication network, empowerment of farmer communities

INTRODUCTION

Community participation is be required in development activities in the era of regional autonomy. Disclosure of the organizers of the development is the key to obtaining the active participation of people in development. Rogers and Shoemaker (1971: 286) says that participation is the level of involvement of members of the social system in the "decision- making process". Community participation is even greater if they are more involved in decision making from planning to final development activities. The definition of participation generally include planning, implementation, decision-making, evaluation, and finally use the results of the development itself (Levis, 1996). Rogers (1983) also said that innovation can be adopted or rejected

by the individual members of the social system. That means putting community participation not only as objects of development, the more important it is to put people as the subject of development.

In the era of reform and regional autonomy, the government has put as a community empowerment approach to development, including in the agricultural sector. Empowerment approach gives a great opportunity for all the farming communities to participate actively in development (Kartasmita, 1996). Especially decision-making in each of the activities in the community. Furthermore, in this era of information, the communication aspect is one of the important factors for the success of development, especially in empowering the farmers. Empowerment emphasizes

the participation of farmers, active participation means improving the process of interaction and communication between them. The accuracy of attitude, choose, and act performed by the farmer community in the development activities, will determine whether the communication they establish effective or not. A farmer group communications effectiveness also has a relationship with the communication network is formed. Related to the above, this study actually want to understand what kind of communication network is formed, to do with the effectiveness of the communication that occurs in the community empowerment mushroom farmer groups in the Argorejo village.

Effective communication. A basic understanding of effective communication is a process of communication in which a meaning understood the message sent by the receiver of the message exactly the same as what is the message sender. Stewart L. Tubb and Sylvia Moss (2008) made a mathematical formula as follows:

$$EC: \frac{RM}{SM} = 1$$

EC : effective communication
 RM : receiver's meaning
 SM : sourcer's meaning

However, understanding of communication will have a contextual meaning, it is closely related to the purpose of communication. The purpose of communication is sometimes not only so that the message can be understood by the audience, it could be expected after understanding the audience held its support or even be expected to change their behavior. If the message is agricultural technology, communications purposes can be oriented so that farmers adopt it.

Communication network. The farmer group consisting of composition number of people who each sitting position or a particular role. The exchange of messages between them by a certain road, called the communication network. The communications network is the

pattern of the communication channel between the group members or between the various positions within the group structure.

The communications network is divided into five forms, namely: circles, stars, chains, Y, and the network to all channels (Goldberg and Larson, 1985). The fifth form of the network differs significantly above the level of centralized or decentralized structure. For example, a circular shape is a decentralized structure is high, since each position can communicate directly with the other two positions. Decentralized structure, the longest in organizing and longest in solving the problem, as well as having the most potential for errors. Star shape is a centralized structure is high. The communications network is superior in speed and accuracy of solving the problem. This structure is very efficient, just need a little message to solve the problem and tell the solution to all members of the group.

The middle position as a leader who gather information, determine solutions and notify all members of the group. According to Wellman (Eriyanto, 2014) research network focused on individuals in certain structures within a group.

METHODS

Creswell (2002: 3) says the second paradigm, is the paradigm of quantitative and qualitative. According to Salim (2006: 96-97) paradigm is a major confidence or metaphysics of systems thinking basis of ontology, epistemology and methodology. In view of philosophy said that the paradigm contains the early views that differentiate, clarify and sharpen the thinking person's orientation. Paradigm refers to a set of mutual trust institution of accompanying methods (Alwasilah, 2003). This study is a qualitative research paradigm - interpretive using the case study method, in order to understand the effectiveness of communications and communication networks are formed which occurred in the empowerment of farming communities

in the mushroom farmer groups in the village Argorejo. The case study is a comprehensive description and explanation of the various aspects of an individual, a group, an organization (community), a program or a social situation (Mulyana, 2001). The use of case studies are used when the phenomenon to be studied concerning the question how or why. Yin (2005) illustrates the use of each of the research questions in the different studies. The case studies are used if little opportunity to control events were investigated and focused his research on contemporary phenomena.

RESULTS AND DISCUSSION

The process of communication that occurs in community empowerment group Lestari Makmur mushroom farmer in the village of Argorejo the context of small group communication. The results showed that, the communication group especially for decision-making is in the mushroom farmer groups may be in the form of star communication network, Y, triangle or a chain, with a tendency the group leader as a decision maker.

Communications groups in the mushroom farmer groups in Argorejo, generally a group communication process to form a star-shaped communication network, which became the center of the network is the group's leader. The star shape network communication occurs because the head of a group is a central position as decision makers on a variety activity of mushroom cultivation is in the Argorejo farmer group. Although the production process of mushroom in full has been delegated to the cluster coordinator and the operations assisted by other members of farmers on the bottom. In it was very possible for the group leader can directly give instructions or guidance will also be followed / implemented by the cluster coordinator or farmer members. When the production process in the field there is something to be done, and in the view of the leader of the group is less true, he also could directly lead to the farmer, and the farmer follows the direction of the group leader.

Instead the farmer members are also allowed to give ideas to the group leader. Besides, at the same time, the group leader can also provide referrals to the coordinator of the cluster that must be executed as directed by the group leader. The cluster coordinator also often provide input to the group leader. The communication process occurs in the field of discussion forums.

The process of communication on the mushroom farmer groups in the form of star communication network, also occurs in the activities of mushroom picking. Besides, there is a process of communication between the head of the group with the cluster coordinator related problems mushroom picking result, also in communication between the head of the group with reap farmer and other members. The content of communication process may be the direction of the leader of group to the cluster coordinator, also the idea of the cluster coordinators, reap farmers or other farmers to the head of group about actions that should be done so that the production of a better future.

Based on participant observation, can also occur leader of the group provides referrals directly to reap farmer in the process of picking a mushroom. Farmer members could also provide input directly to the leader of the group without having to go through the coordinator of the cluster related technical activities picking mushrooms. So here reap farmer that in fact only as a member of the group (not administrators) provide input directly to the leader of groups linked excerpt results were deemed less good, whether it relates to issues of quality and quantity outcomes result of the passage. Even other members can provide input, with or without being asked if deemed necessary.

Various input member (and administrators cluster) to the chairman of the group can also be used as a basis for him to give instructions in reap activity in the other cluster. All the communication process related issues can harvest these mushrooms without the knowledge (cluster coordinator) as a responsible production process, in which the reap activities are part of the production

process as a whole mushroom. More details star communication network for decision making in a variety of group activities and the activities of reap can be seen in Figure 1.1.

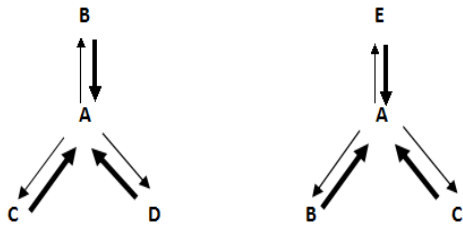


Figure 1. Communication process in Decision Making (star network) Left: in Various Activities

Group Right: in Mushrooms Pick

Activity.

Information:

A : Group Leader

B : The cluster coordinator

C & D : Farmer Members

E : Farmer Reap

→ Decision making, guidance, direction, warning by the group leader

⇌ Ideas, suggestions, inputs, feedback, from the cluster coordinator/ reap farmer/farmer members

Group communications that occur can also form a network of triangles. For example, when there is a problem about violating working hours of one farmer member reprimanded by Kepuhan cluster coordinators, members of the concerned farmers can directly communicate with the leader of the group, which eventually occurred communication process problem solving (problem solving communication) with the network forms a triangle. If expressed in a picture, as presented in Figure 1.2. the following.

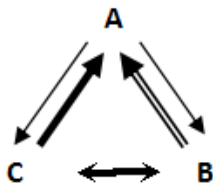


Figure 2. Communication Process in Decision Making Against Abuse Working hours (Forms Network Triangle)

Information:

A : Group Leader

B : The cluster coordinator

C : Farmer members who violate work hours

→ : Direction, Guidance, Warning, Decision making by the group leader

⇌ : Argument, reason, complaints from farmers members who violate work hours

⇌ : Report by the coordinator of the cluster

⇌ : Accusations and rebuttals between cluster coordinator with offenders farmer working hours

Group communication process with the shape of chain links (short) could also be found in communication activities within the group mushroom farm in the village of Argorejo. It can be observed on the issue of wages. When there is one member proposes to obtain pay rises for himself who in a sense are too low compared to peers. The farmers present it to the cluster coordinator (Mr. Suwit) is then conveyed to the farmer groups mushrooms. Furthermore, there is a process of communication between the head of the group to the coordinator of the cluster, which is the end result (decision) be submitted by the coordinator of the cluster to the farmers concerned. More details chain communications network for decision-making on the proposed wage increase members can be seen in Figure 1.3.

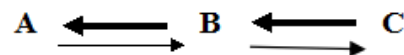


Figure 3. Communication Process in Decision Making Against Proposed Wage Increase

Members Shape Chain Network

Information:

A : Group Leader

B : The cluster coordinator

C : Farmers member who proposes an increase in wages

← : Complaint, members suggestion

→ : The decision from the leader

The process of group communication that occurs is determined by how the various activities of existing groups are arranged. Where it mostly the norm group is determined by the chairman. Only a small part of the norms

of the group appeared unwritten agreement among members. The process of communication mushroom farmer groups are particularly associated with the cultivation of mushroom technical issues only. It is strongly associated with a limited group meetings. In fact it is known that a group meeting who lives only 1 (one) meeting, namely "discussions of the field" as the only meeting in the edible mushroom farmer groups. There are no group meetings regularly to discuss existing problems. Discussions field is the communication media groups to solve various problems in the field, especially related to mushroom cultivation.

Associated with a variety of things that it is important to begin nurtured their group meetings formally, be it a routine to discuss matters or issues regarding strategic and policy groups. Also keep insidental meetings to discuss issues of urgent / important to be solved at a time. In this forum can discuss important issues such as how it should be managed by a group of community empowerment, how to interpret the participation of members in the context of community empowerment. Participation Is it just physical, or it is also their involvement in decision-making in each phase of activity from the beginning (planning) to the end. Mushroom farmer groups also need to be assisted in making the system of financial reporting and the reporting of the standard (properly).

In these meetings could also be to provide learning for all members on how to profit sharing should be done. If yet using the wage system, how to implement the system of justice and good wages. Also able to learn about group dynamics, how it should be between the members can provide motivation, mutual trust, open in the corridor of mutually agreed rules. In the regular meetings even this group could also discussed about the policies relating to the smooth production process mushroom. For example the strategy supply of raw materials and auxiliary materials, so it is always available sustain in the amount and timing as well as the quality of edible appropriately. Also could be discussed about the strategy of the production process with innovations so

that various efficiency can be done. Assistance can also be done in helping farmer groups in its marketing strategy, or even a variety of possibilities can be marketed through product diversification mushrooms in the form of a wide variety of processed (not sold raw). So that will provide value-added products and increase profits as well as the welfare of members of the group.

Group meeting on a regular basis can also discuss many more things related to the issue of the existing group. As reorganize the patterns of relationships between members of the farmer groups. Should be directed to the relationship between Mr. Marjan, leader of the group with other farmers as a group member. Not the pattern of the relationship between farm workers who work in companies mushroom Mr. Marjan.

Mr. Marjan which has a relatively large capital investment in the beginning, which is on its way also manage the resources of external funding that much more and it belongs to all members of the group, not private Mr. Marjan. The distinction between these farmers as a group member by farmers as workers who work in the production process of edible mushroom in the farmer group. The Farmer Group is jointly owned, not privately owned Mr. Marjan. Provide important assistance to farmer groups with the awareness that their assets are owned by all members. Need to define for the results of privately owned assets invested in a mushroom farmer groups. Need an explanation for the consequences, regarding their rights and obligations. Perhaps it is still much more to be discussed in the forum. It needs the presence of a professional companion. While discussions of the field that has been running very effectively maintained to discuss matters that are highly technical operation.

CONCLUSIONS

Effective communication links to the communication network that is formed in the communication process. Each the problems solving has its own communications network so that the

communication process runs effectively. The effectiveness of the communication that occurs in a mushroom farmer groups are relatively effective, and a variety of communication activities that occur more directly related to mushroom cultivation activities, and tend to be linear. It is important to develop various forms another meeting to discuss various issues groups (not just a problem of the cultivation of mushrooms).

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DISCUSSION FROM PARALLEL SESSION

PAPER TITTLE	Effectiveness and Group Communication Network
AUTHOR	Indardi
DISCUSSION	
QUESTION	<ul style="list-style-type: none"> - What any the effective communication? - What kind of the most effective communication, what the most effective? - Paged on experience is there a problem on communication? - Title, General or specific? - What is the main journal that inspires your papper?
ANSWER	<ul style="list-style-type: none"> - It is enough and very good in any communication with his groups - Communication skill, research - Books, but mainly to my experience
SUGGESTION	<ul style="list-style-type: none"> - The tittle is not accurately the content of papper - Need to write GAP clearly - References need add from journals. It's best test to follow the best journal on reference when write a paper - Abstract should not mention reference - I have the suggestion with his a the effective communication most be added the fields