

The 8th International Conference on Family Business and Entrepreneurship
**THE ROLE OF COMMUNICATION IN INFLUENCING THE
ENTREPRENEURIAL INTENTION OF SMALLHOLDER SHEEP
FARMING IN WEST JAVA**

Riyanto Adji ¹, Dindin Dimiyati ²

¹ President University, riyanto.adji@president.ac.id

²Telkom University, rakeanwastu@telkomuniversity.ac.id

ABSTRACT

The traditional sheep farming process is carried out by smallholder sheep farmers in West Java based on the inheritance passed down from their parents. A more detailed examination of the process of cultivating people's sheep reveals significant economic potential, encompassing the upstream sub-sector, the on-farm sub-sector, and the downstream sub-sector. This lucrative business opportunity is challenging for smallholder sheep farming to attain, partly due to difficulties in communication. The objective of this study is to gain insight into the communication factors that influence the entrepreneurial spirit of smallholder sheep farming in West Java. This study employs three variables: communication frequency, communication quality, and information sources. This research employs a quantitative analytical method of the causal-comparative research type. The analysis yielded findings indicating that communication techniques play a pivotal role in influencing the entrepreneurial spirit of smallholder sheep farming

Keywords: *Communication, entrepreneurial interests, Smallholder Sheep Farming, West Java*

1. Introduction

The primary motivation for engaging in business activities is the pursuit of financial gain. In order to obtain the greatest possible profits, it is essential to have a clear understanding of the potential risks and to have a well-defined plan of action before embarking on a business venture. Similarly, rural communities in the West Java region have opted to engage in sheep rearing. The results of the survey and the findings of the literature studies indicated that the majority of village communities select sheep farming as a source of supplementary income, with the opportunity to harvest the animals during Islamic holidays each year. The decision of village communities in West Java to keep sheep is predicated on the fact that the region's natural environment is conducive to the provision of green fodder for livestock, given the prevalence of mountainous terrain.

The availability of natural resources provides a source of animal feed, which contributes to an increase in the number of ruminant breeders. The 2022 BPS data indicates that the province of West Java has the largest livestock population in Indonesia, with beef production accounting for 14.49% of the country's total production, buffalo meat accounting for 2.15%, horse meat accounting for 0.029%, goat meat accounting for 10%, sheep meat accounting for 63.702%, and pork accounting for 0.422% of the total national production (Badan Pusat Statistik, 2022).

According to BPS data, West Java has tremendous potential for increased livestock output, particularly in the sheep industry. Denie Heriyadi, a lecturer at Padjadjaran University's Faculty of Animal Husbandry in Bandung, claims that Indonesia possesses the best genetic source of livestock, the Garut sheep. This sheep

species is native to Indonesia and is differentiated by its distinct shape and other advantages when compared to other sheep species in Indonesia and around the world (Maulana, 2021)

Sheep farming can be defined as an agri-food system, which is itself part of an agri-business system. The latter comprises a series of interdependent systems between various components in the agricultural and food value chain. These systems are responsible for the production, manufacturing, distribution and sale of products in the form of agricultural goods and services, with the aim of meeting consumer needs. Human food (Boehlje, 1999; Cook & Fabio R. Chaddad, 2000) is a key component of this system. As stated in Law Number 18 of 2012 concerning Food, food management activities are carried out with the objective of meeting the basic needs of the Indonesian people. This is to be achieved by providing benefits in a fair, equitable, and sustainable manner, in accordance with the principles of food sovereignty, food independence, and food security (Undang-Undang Nomor 18 Tahun 2012 Tentang Pangan, 2012). The 2019 Law Number 22 concerning Sustainable Agricultural Cultivation Systems prioritises an agricultural management paradigm that integrates four main elements: environmental, social, cultural, and economic aspects. This approach is designed to ensure that the long-term benefits of agriculture can be sustained (Undang-Undang Nomor 22 Tahun 2019 Mengenai Sistem Budidaya Pertanian Berkelanjutan, 2019)

The interrelationships between the components of the agribusiness system, starting from the upstream subsystem, on the farm (sheep production), through post-harvest processing, distribution and retailing, to the consumer, are intertwined and offer enormous entrepreneurial opportunities. If we refer to the concept of agribusiness put forward by Davis and Golberg (1957), scientists from Harvard University, America, who stated that agribusiness is a whole business related to production in agriculture, storage processes, processing processes and distribution of processed products from agricultural products themselves. The whole range of agricultural activities contains business content that is very profitable for the perpetrators. If we study further, the business opportunities that exist in the agribusiness system from upstream, on-farm, to downstream are very large, the problem is that most of the people's sheep farmers in West Java do not understand the concept of these business opportunities. This lack of understanding of the people's sheep farmers is due to the lack of effective communication techniques with related parties, because based on the results of data collection, it turns out that various extension and training by related agencies are often conducted, but there are minimal participants, so the transfer of information is very minimal. This fact makes the authors want to try to unravel the problems that are obstacles in the sheep farming business in West Java, which stem from the lack of communication between people's sheep farmers and related parties such as the village government and/or related agencies.

Transferring knowledge on entrepreneurship to smallholder sheep farmers in West Java can be accomplished through face-to-face communication, digital media such as social media, mass communication services such as television and radio, or discussions at farmer group meetings. This is significant since the entrepreneurial burden in the sheep farming business is extremely high.

2. Literature Review

Effective communication is crucial for getting messages across to audiences at all levels of education. The need for effective communication is even greater for the less educated, given the potential problems they may have in receiving and digesting complex information. In this context, communication competence is defined as the ability of the sender to convey information to the target audience in a clear, accurate and understandable way. This section examines why communication literacy is essential when disseminating information to audiences with low levels of education (Berger, 2022; Fernandez & Meyers, 2023; Rogers & Richards, 2022; Rosenberg & Peters, 2023; Schwartz & Collins, 2023; Thompson, 2023; Williams, 2022).

This study looks at communication practices, highlighting the importance of aspects of communication practices in shaping audience perceptions or understanding. This framework is built on modern communications research, with an emphasis on audience perception or understanding, message delivery, and the impact of communications approaches on that understanding (DeVito, 2020). The communication

techniques used greatly influence the extent to which smallholder sheep farmers understand the knowledge and information conveyed. After the type of communication technique used, the factor that influences the depth of understanding of the village community as sheep breeders is the frequency of communication. Message repetition is a fundamental communication method, where the message is reinforced, so as to increase audience understanding. Research shows that repeating information across multiple channels improves comprehension and retention (McQuail, 2010). The act of speaking frequently provides knowledge reinforcement, which helps the audience to understand and recall key elements of the subject matter. However, Dillard and Shen (2013) emphasise that the quality of communication is also crucial in preventing audience fatigue or desensitisation; repeated messages must be clear, relevant and accurate (Dillard & Shen, 2013). These characteristics define the regularity with which the various actors in the agribusiness system communicate, including farmers, extension workers, village governments and related agencies.

The following factor is the level of communication supplied to rural areas by sheep producers. Communication quality, particularly message clarity and simplicity, has a direct impact on audience comprehension (Cutlip et al., 2012). The utilisation of uncomplicated terminology, coherent reasoning and pertinent illustrations will facilitate comprehension. Conversely, the use of jargon, unclear language, or overly complicated narratives may impede comprehension, even with repeated exposure (E. Griffin, 2011). In terms of communication quality, the primary issues are the clarity of the information provided, the language used for delivery, the applicability of the material to the needs of farmers, and the effectiveness of communication between smallholder sheep breeders and the information source. The fourth factor is the source of the information. In the field of public speaking, the credibility of the source is of paramount importance in fostering the audience's confidence in the message (DeVito, 2022).

The source of information is of great consequence, as the preservation of a village community's distinctive character is contingent upon the accuracy and reliability of the information they receive. Consequently, figures such as agricultural extension workers, village leaders, and related agencies are assuming an increasingly pivotal role as information providers. Conversely, mainstream media, particularly online media, is seldom accessed due to a dearth of expertise and technological illiteracy (Rosenberg & Peters, 2023).

The authenticity of information gained from fellow farmers remains uncertain, as the dependability of the information source is determined by the farmer's character. According to DeVito (DeVito, 2020), the demographic profile of smallholder farmers, notably their age and degree of education, is an equally important aspect. This is because the level of education has a considerable impact on the effectiveness with which information is communicated. According to Thompson (2023), in order to create rapport and trust with less-educated audiences, communicators must interact with them at a level that is appropriate for their experience and knowledge base (Thompson, 2023).

The results of field surveys indicate that the majority of smallholder farmers are above the age of 45, with the highest level of education being junior high. The age and educational background of these farmers have a significant impact on their capacity to learn new technologies. In the context of the advent of AI, farmers are encountering difficulties in identifying the most appropriate methods for acquiring knowledge about sheep husbandry and strategies for enhancing family income.

This limitation in receiving access and information has an impact on the ignorance of smallholder farmers in receiving information on livestock service activities to support success in livestock farming. Even if there is information regarding activities such as counseling or training or free inspections for livestock, the response is less well and enthusiastically. This happens because the understanding of the information received by smallholder breeders is still very limited, so that various perceptions from smallholder breeders are the obstacle.

Given the aforementioned constraints, the authors wanted to conduct firsthand research into the critical function of communication in aiding success in sheep farming entrepreneurship. The goal is to identify the underlying elements that lead to the various levels of success seen in sheep farming among smallholder

farmers in West Java. As a result, the goal of this study is to determine the communication tactics that have the most influence on forming entrepreneurial aspirations among sheep producers in West Java, in order to facilitate the achievement of predicted financial return targets.

The writers of this paper want to find communication approaches that can be utilised as independent variables to establish their impact on fixed variables, such as entrepreneurial ambitions and the achievement of anticipated financial rewards. This is based on the objectives and problem formulation outlined in the article. The fieldwork results show that a variety of technical communication aspects, such as communication frequency, communication quality, and information sources, might influence smallholder sheep farmers' entrepreneurial tendencies. In order to assess the amount to which the aforementioned independent variables influence the dependent variable, the authors created a study hypothesis that includes these three independent variables. There are several hypotheses that are attempted to be created in this research, including:

H₀₁ = There is no significant effect of communication frequency, communication quality, information sources, simultaneously on the entrepreneurial interests of smallholder sheep farmers in West Java.

H_{a1} = There is a significant influence of communication frequency, communication quality, information sources, simultaneously on the entrepreneurial interests of people's sheep farmers in West Java.

H₀₂ = There is no significant influence of communication frequency, simultaneously on the entrepreneurial intention of smallholder sheep farmers in West Java.

H_{a2} = There is a significant influence of communication frequency, simultaneously on the entrepreneurial intention of smallholder sheep farmers in West Java.

H₀₃ = There is no significant influence of communication quality simultaneously on the entrepreneurial interests of people's sheep farmers in West Java.

H_{a3} = There is a significant influence of the quality of communication, simultaneously on the entrepreneurial interests of people's sheep farmers in West Java.

H₀₄ = There is no significant influence of information sources simultaneously on the entrepreneurial interests of people's sheep farmers in West Java.

H_{a4} = There is a significant influence of information sources, simultaneously on the entrepreneurial intention of smallholder sheep farmers in West Java.

3. **Research Method**

To find out the important role of communication techniques in the implementation of the sheep farming agribusiness system in West Java, the approach used is to use a quantitative research method with a causal-comparative type of research because this research method is carried out after the fact or after events that occur in the process of implementing the agribusiness system through communication techniques used. In this study, researchers try to explain the influence of communication techniques that have occurred in the group of people's sheep farmers in Situraja District, Sumedang Regency.

This research aims to find the causes and effects of conditions that are influenced by two or more variables. The purpose of comparative causal research is to determine whether or not there is an influence from the pattern of relationships between variables. Comparative causal research is carried out after correlational research, so comparative causal research must first examine the relationship between two variables, namely the dependent variable and the independent variable. In comparative causal research, the dependent variable is considered as the variable in which you want to study changes or differences caused by the influence of the independent variable, while the independent variable is considered as the variable you want to study (Creswell. J.W, 2011).

This study aims to see the influence of communication techniques as a source of success in increasing the entrepreneurial intention of sheep farmers in West Java. If you look at the livestock farming models that exist among smallholder farmers in West Java, most of them are still on a small scale and with very traditional cultivation methods, namely by relying on gifts from nature and relying on the surrounding environment to provide green fodder for their livestock. This is an important concern, namely that the sheep

farming agribusiness system from upstream to downstream needs to be improved so that it can increase the income of village communities. So that the entrepreneurial spirit can be implemented by smallholder farmers in West Java, it is necessary to improve communication with smallholder breeders. How big is the influence of this communication jointly/simultaneously or partially on the entrepreneurial interests of smallholder farmers in West Java, especially those in Sumedang Regency, and this is what makes the type of causal-comparative research suitable to be chosen in this research.

Research variables and indicators

The variables used in this research consist of the independent variable and the dependent variable. There are 3 (three) independent variables chosen, namely frequency of communication (X1), quality of communication (X2), source of information (X3), and the dependent variable used is the entrepreneurial intention of smallholder farmers in West Java (Y).

Population and Sample/Research Subjects

The population used in this research is West Java people's sheep breeders by taking regional samples in Sumedang Regency by selecting the research area coverage, namely people's breeders in Situraja sub-district with a population of 1,000 breeders. The population is spread across 23 villages in Situraja sub-district. Based on interviews to fill in the questionnaire from the total population, the total research sample was 232 smallholder farmers in the Situraja sub-district, this number was obtained based on the number of breeders who were successfully interviewed. This research used a convenience sampling technique (Daniel & Gates, 2013).

Data Collection Instruments and Techniques

The data collection instrument in this research was to use two questionnaires consisting of first, a questionnaire containing communication techniques that have been used to increase the entrepreneurial interests of people's sheep farmers in Sumedang with a total of 20 questions, and second, a questionnaire regarding the entrepreneurial interests of farmers. people's sheep in Sumedang with 10 questions. Questionnaires were distributed to smallholder sheep farmers using the direct interview method to collect information from respondents (Diasuma, 2018). This questionnaire uses a Likert scale with five answer options, namely: Strongly agree (SS), Agree (S), Neutral (N), Disagree (TS) and Strongly Disagree (STS).

Data Processing and Analysis Techniques

A series of test and data analysis techniques used include:

Classic Assumptions Test

To ensure the validity of the regression model used, we need to carry out a classical assumption test. The aim is that the results of the regression analysis provide parameter estimates that are unbiased, consistent and efficient, so that the processed data sample can represent the entire population. Classical assumption tests that are usually carried out in general research include: normality test, heteroscedasticity test, and multicollinearity test using SPSS software.

Hypothesis Testing

This research uses more than one independent variable, therefore the hypothesis test uses multiple regression tests. By using the multiple regression test, it will be possible to find out the influence of the independent variables simultaneously/as a whole whether they are able to influence the dependent variable or not, and an F test will be carried out (Imam Ghazali, 2016). Apart from the F test, it is also necessary to carry out a t test with the aim of seeing the influence of each independent variable partially on its influence on the dependent variable, and the test is carried out using SPSS software.

4. Results and Discussion

Classic Assumptions Test

In the classic assumption test, three tests are carried out, namely the Normality Test, Multicollinearity Test, and Heteroscedasticity Test, with an explanation of each test as follows:

First, the normality test in this study used the Kolmogorov-Smirnov test method with the help of SPSS software. The normality test is carried out in two stages because this study uses a dependent variable,

namely Entrepreneurial Intention (Y), the following is an explanation of the results of the normality test between X_1 , X_2 , X_3 , and Y with Monte Carlo significance.

Table 1. Normality Test Results Using the Kolmogorov-Smirnov Test Method

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		232
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.18451719
Most Extreme Differences	Absolute	.045
	Positive	.028
	Negative	-.045
Test Statistic		.045
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Researcher Processing, 2024

Using the Kolmogorov-Smirnov method and Monte Carlo significance, the normality test significance result was 0.065. This value is greater than the 0.05 significance level, so it can be concluded that the test results from this study are normally distributed.

Second, multicollinearity test, below are the results of the multicollinearity test using data X_1 , X_2 , and X_3 with Y

Table 2. Multicollinearity Test results from X_1 , X_2 , X_3 , against Y

		Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.583	1.960		3.359	.001		
	Frekuensi Komunikasi	.841	.093	.569	9.047	.000	.449	2.225
	Kualitas Komunikasi	.098	.078	.071	1.255	.211	.557	1.796
	Sumber Informasi	.329	.090	.208	3.675	.000	.557	1.796

a. Dependent Variable: Smallholder Sheep Farming Entrepreneurial Intentions

Sumber: Olahan Peneliti, 2024

Source: Researcher Processing, 2024

The results of the multicollinearity test calculations show that the independent variables X_1 , X_2 , and X_3 have VIF values below 10, and this can be interpreted as meaning that all independent variable data are free from multicollinearity symptoms so that they do not influence each other.

Third, heteroscedasticity test, below are the results of the heteroscedasticity test from data X_1 , X_2 , X_3 , and Y. The following are the results;

Table 3. Results of the Heteroscedasticity Test of X₁, X₂, X₃, against Y

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.561	1.186		2.159	.032
	Frekuensi Komunikasi	.009	.056	.017	.168	.867
	Kualitas Komunikasi	-.039	.047	-.074	-.837	.404
	Sumber Informasi	.036	.054	.059	.664	.508

a. Dependent Variable: ABS_RES2

Source: Researcher Processing, 2024

Based on the results of the Heteroscedasticity test carried out by the SPSS software above, a sig value above 0.05 was obtained for all scores X₁, X₂, X₃, so this can be interpreted that all independent variables do not show symptoms of heteroscedasticity.

Test the Hypothesis

The hypothesis proposed from this research is to see whether there is an influence of Communication Frequency (X₁), Communication Quality (X₂), Information Sources (X₃) on Sheep Farmers' Entrepreneurial interests(Y) either simultaneously or partially.

The hypothesis test used is multiple regression to see the influence of all independent variables on the dependent variable, through the F test and t test (t-test). The following are the results of the multiple regression test.

a. F Test Results from X₁, X₂, X₃, on Y

Table 4. F Test Results from X₁, X₂, X₃ on Y

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3429.998	3	1143.333	111.278	.000 ^b
	Residual	2342.606	228	10.275		
	Total	5772.603	231			

a. Dependent Variable: Smallholder Sheep Farming Entrepreneurial Intentions

b. Predictors: (Constant), Communication Frequency, Communication Quality, Information Sources

Source: Researcher Processing, 2024

The Anova output results show that the Significance score shows the number 0.000 < 0.05. This means that there is a strong influence of the independent variables (Communication Frequency (X₁), Communication Quality (X₂), Information Source (X₃)) simultaneously on the Entrepreneurial interests of Sheep Farmers. So we can say that H1 is accepted and H0 is rejected.

b. t-Test Results of X₁, X₂, X₃, against Y

Table 5. t-Test Results of X₁, X₂, X₃ against Y

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.583	1.960		3.359	.001

Frekuensi Komunikasi	.841	.093	.569	9.047	.000
Kualitas Komunikasi	.098	.078	.071	1.255	.211
Sumber Informasi	.329	.090	.208	3.675	.000

a. Dependent Variable: Smallholder Sheep Farming Entrepreneurial Intentions
Source: Researcher Processing, 2024

The output result of the t-test obtained a significant value below 0.05. This means that the independent variables (Communication Frequency (X_1), Communication Quality (X_2), Information Source (X_3)) are partially proven to influence the Entrepreneurial interests of Sheep Farmers (Y). The greatest influence on the Entrepreneurial interests of People's Sheep Farmers from the three independent variables examined sequentially is Communication Frequency (0.841), followed by Information Source (0.329), and the smallest influence is Communication Quality (0.098), from the beta score above, it can be established a regression equation with formulas.

$$Y = B_0 + B_1X_1 + B_2X_2 + B_3X_3$$

$$Y = - 6.583 + 0.841 (\text{Communication Frequency}) + 0.329 (\text{Communication Quality}) + 0.098 (\text{Information Source})$$

The interpretation of the linear equation formula is as follows;

1. For every 1% increase in Communication Frequency, the Sheep Farmer's Entrepreneurial Intention will be achieved by 0.549 points.
2. For every 1% increase in Communication Quality, the Entrepreneurial Intention of Sheep Farmers will be achieved by 0.299 points
3. 3. For every 1% increase in Information Sources, the Entrepreneurial Intention of Sheep Farmers will be achieved by 0.496 points

Of the three independent variables above, the one with the largest increase every 1% is Communication Frequency, followed by Information Source, and the smallest is Information Source.

c. Prediction of the effectiveness of the influence of variables X_1 , X_2 , X_3 on Y

Table 6. Prediction of the Effectiveness of the Influence of Variables X_1 , X_2 , X_3 on Y

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771 ^a	.594	.589	3.205

a. Predictors: (Constant), Communication Frequency, Communication Quality, Information Sources
Source: Researcher Processing, 2024

The predicted effectiveness of the Independent Variable in influencing the dependent variable is 0.589 (58.9%), while the other 42.1% is predicted to come from the influence of other factors not examined in this research.

4. Discussion

The agribusiness system is one way of looking at business in agriculture. This system is divided into several sub-sectors in which business activities are carried out. These sub-sectors include the upstream agribusiness sub-sector, primary agricultural sub-sector, downstream agribusiness sub-sector, and supporting sub-sectors. In the upstream sub-sector, economic activities that can be carried out on sheep farms are the business of providing breeding, the industrial business of providing feed, the business of providing livestock medicines and vitamins, and providing equipment for housing and handling sheep milk. In the primary agricultural sub-sector (on-farm agribusiness) it is an economic activity aimed at producing primary commodities, namely sheep. Business activities carried out in the on-farm process are very numerous, such as the provision of green fodder, labor, maintaining the cleanliness of the environment around the pen and

many other economic activities that contain business value. In the downstream sub-sector, economic activities are broader because they involve post-harvest livestock product processing. In this downstream sub-sector, business activities that can be carried out include selling sheep directly, marketing sheep, processed products, both in the form of intermediate products and final products, until the sheep reach the hands of consumers (Rochce, 2020).

The three sheep farming agribusiness sub-sectors mentioned above will run well if they are supported by supporting agribusiness sub-sectors (supporting institutions) which provide services needed by farmers such as capital support from banks, transportation facilities to support post-harvest livestock distribution, implementation research, development, counseling and consultation that can improve the quality of the types of livestock being developed, the last of which is government policy that supports improving the economic level of society (Fleet et al., 2014).

The economic and business activity processes that occur in each agribusiness sub-sector will not run without good communication. In business activities, communication plays a very main and essential role, because when someone decides to do business, the main thing that must be mastered is good communication techniques. Good communication techniques must be mastered by a businessman both verbally and in writing. In business, communication is a process of exchanging ideas, messages or concepts related to the main goal of business, namely gaining profits (Haryanto et al., 2020). The basic forms of communication in business follow a general framework in communication which can be described as follows:

Communication Flow

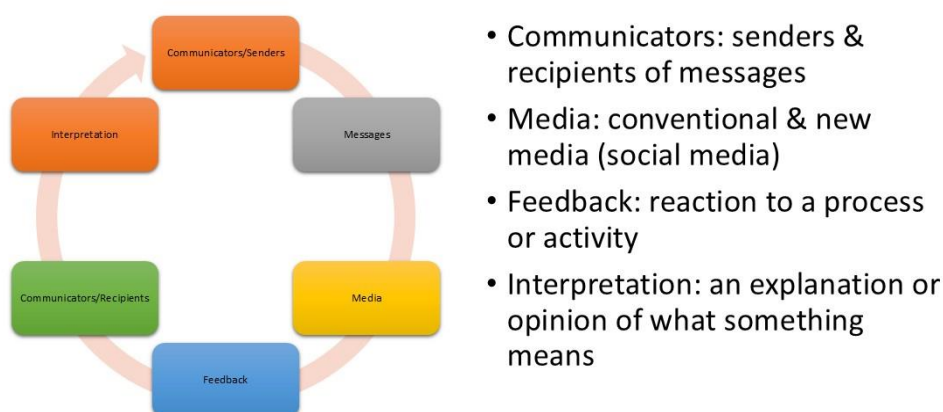


Figure 1. Communication Flow

Source: (Bové & Thill, 2012)

The communication patterns needed to support the entrepreneurial interests of smallholder sheep farmers use two patterns, namely vertical, horizontal and diagonal. This vertical pattern is the delivery of information regarding the importance of implementing agribusiness systems in sheep farming by resource persons from the center to related agencies, to researchers and to breeders. Information received from relevant agencies to village farmers will certainly be used as material for their interpretation, so there needs to be communication between actors within the community sheep farming agribusiness system (horizontal pattern). Meanwhile, diagonal communication patterns can occur if there are things that are not clear about something, so the communicant will ask the communicator who has the required competence (Feriyanto & Triana, 2020). The communication pattern explained above can be illustrated as follows:

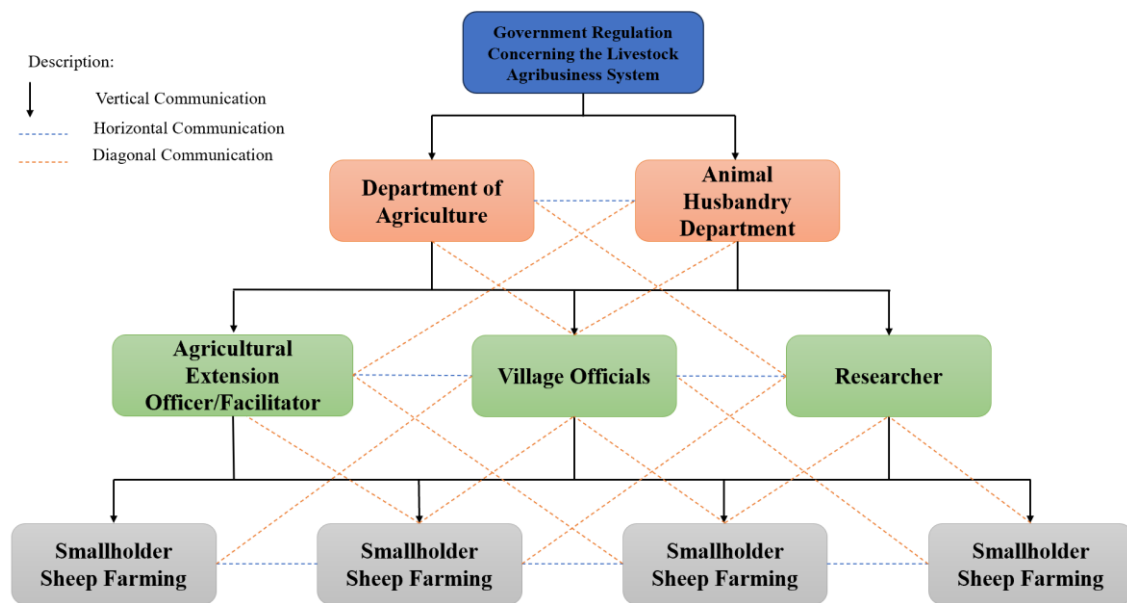


Figure 2. Process of Communication Patterns of Farmers
Source: Researcher Processing, 2024

Based on the chart above, the process of implementing the sheep farming agribusiness system will run as expected if supported by the role and communication in the process from upstream to downstream. The role of communication in business management, if carried out effectively, will benefit various parties because it will provide clarity regarding the economic processes of business that exist on animal husbandry, apart from that, communication will build more mutually beneficial relationships, so that the goal of achieving farmer welfare will be easily achieved. The relationship that is established will form a strong commitment from various parties involved in the implementation of the sheep farming agribusiness system, so that the desired expectations of each actor in the agribusiness system will be easily defined clearly and there are efforts to realize them (Fajar Supanto, 2021).

The communication process, whether written, verbal or using electronic media, will not occur without concern for meeting mutual needs, because humans are still social creatures who need each other. The communication process also needs to be processed so that the same understanding emerges (Riyanto Adji, 2023). Based on the results of the analysis carried out in this research, the results obtained are that the factors that are variables in the important role of communication in implementing the sheep farmer agribusiness system have the highest role, namely the frequency of communication, where the intensity of communication carried out between actors in the livestock agribusiness system such as the government, extension workers, researcher and breeder. The results of the analysis show that the more frequent communication is carried out, the more the farmer's understanding of the sheep farmer's entrepreneurial interests will increase.

The next factor that forms the basis for the entrepreneurial interests of sheep farmers in West Java is the source of information. The results of this analysis show that the role of figures in the rural environment in West Java, especially in Sumedang Regency, the role of figures is still very strong because what is still widely heard, paid attention to and wants to be implemented is sources of information that come from people who have competence in their field such as extension workers, agriculture, related departments, village government. For other sources of information such as mass media, social media or electronic media, and sources of information from fellow farmers are not studied further because they have very small points. The final factor is the quality of communication which includes the level of clarity, suitability and effectiveness of the communication that occurs. The results of this analysis show that farmers' understanding of the information provided still needs further understanding so that it can be accepted by

smallholder farmers, so that it can be implemented in daily farming life. This obstacle in understanding is natural because most breeders have education at junior high school and high school level with the age of breeders >45 years. Of course, this is very hampering in providing an understanding of how to implement a sheep farming agribusiness system which has potential economic and business content for village communities, because in village areas natural resources are still quite available.

The three variables that are factors of communication techniques that influence the entrepreneurial interests of smallholder sheep farmers will be easily absorbed and applied if there is encouragement from the smallholder farmers themselves to understand and advance their livestock business, so that smallholder farmers are not the objects of research but rather the subjects/actors of the research itself, so that smallholder farmers' understanding of the smallholder sheep farming agribusiness system will increase, and with increasing understanding, it will certainly have an impact on the efforts of smallholder sheep farmers to absorb innovation and technology (Riyanto Adji, 2024).

With good communication techniques and if the farmer's understanding is good enough, then the creation of entrepreneurship in the livestock sector will create new entrepreneurs who are oriented towards innovation and technology (Adji & Sen, 2023) and this is in accordance with Joseph Schumpeter's opinion, namely about "creative destruction" stated in his book "Capitalism, Socialism, and Democracy" (1942) which states that innovation and technological progress will replace and destroy existing industries, products or business models. This process of innovation and technological change occurs through communication media. So the techniques used in communicating really determine the success of implementing the people's sheep farming agribusiness system in West Java.

5. Conclusion and Implications

The ability to communicate effectively is critical when trying to convey a message to an audience with limited educational levels for a number of reasons. These capabilities can increase understanding and retention, reduce barriers to communication, build trust and credibility, facilitate behavior change, and encourage engagement and participation. Therefore, communicators who possess these skills are better positioned to adapt their messages in a way that is accessible, respectful, and actionable to an audience with limited educational attainment. Therefore, it is essential to develop and hone these competencies to achieve effective communication, especially in contexts where the audience may face additional challenges in understanding the message.

The communication techniques used in this study include three variables, namely communication frequency, communication quality, and proven sources of information simultaneously influencing the entrepreneurial interests of sheep farmers in Sumedang Regency, West Java. This means that communication has a very important role in advancing the economics of the livestock business of people's sheep farmers in West Java. Along with the development and progress of the times and the rapid pace of communication technology, this will support increasingly effective and efficient communication techniques for people's sheep breeders. Progress, innovation and technology will change business patterns in the future, so that businesses that cannot adapt to technology and innovation will certainly lose and be displaced by the times. The important role of communication techniques will become easier if we take advantage of the advances of the times, especially now that the digital era makes it easier for information to be accessed anywhere and at any time. The important thing that must be a joint task is to change the view that the future generation of farmers or breeders will be the generation aged 25 to 50 years so that the absorption of technology and communication will be faster, easier, more effective and efficient, so that efforts to improve the people's economy can be achieved smoothly. easy to realize.

References

- Adji, R., & Sen, T. W. (2023). Pendampingan Masyarakat Kota Dalam Memanfaatkan Lahan Tidur Di Kawasan Industri Jababeka Ditinjau Dari Aspek Teknologi dan Agrobisnis. *Academics in Action: Journal of Community Empowerment*, 5(1), 29–40. <https://doi.org/10.33021/aia.v5i1.4517>

- Badan Pusat Statistik. (2022). *Produksi Daging Ternak Menurut Provinsi dan Jenis Ternak (kg)*, 2022. <https://www.bps.go.id/id/statistics-table/3/TkZZNEt6UINVakF4TUdadVRrdFVaMmRHYjNKcFp6MDkjMw==/produksi-daging-ternak-menurut-provinsi-dan-jenis-ternak--kg---2022.html?year=2022>
- Berger, J. (2022). *Communication Challenges in Diverse Educational Contexts*. Oxford University Press.
- Bovée, C. L., & Thill, J. V. (2012). *Business Communication Today*. Pearson Education.
- Cook, M. L., & Fabio R. Chaddad. (2000). Agroindustrialization of The Global Agrifood Economy: Bridging Development Economics and Agribusiness Research. *Agricultural Economics*, 23(3), 207–218. [https://doi.org/https://doi.org/10.1016/S0169-5150\(00\)00093-1](https://doi.org/https://doi.org/10.1016/S0169-5150(00)00093-1)
- Creswell. J.W. (2011). *Educational Research. Planning, conducting, and evaluating quantitative and qualitative research* (Fourth Edi). London : Pearson.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2012). *Effective Public Relations (11th ed.)*. Pearson Education.
- Daniel, M., & Gates, R. H. (2013). *Marketing Research Essentials*. John Wiley & Sons Limited.
- DeVito, J. A. (2020). *Essential Elements of Public Speaking*. Pearson Education.
- DeVito, J. A. (2022). *The Interpersonal Communication Book*. Pearson Education.
- Diasuma, A. (2018). *The influence of Motivate on Satisfaction in Watching “Ini Talk Show” on NET TV Case Studies: Survey on Resident in North Cikarang Sub District, Bekasi District*.
- Dillard, J. P., & Shen, L. (2013). *The Persuasion Handbook: Developments in Theory and Practice*. SAGE Publications.
- E. Griffin. (2011). *A First Look at Communication Theory (8th ed.)*. McGraw-Hill.
- Fajar Supanto. (2021). *Manajemen Komunikasi Bisnis* (Kamilia Sukmawati (ed.); 1st ed.). Empat Dua Media (Kelompok Intrans Publishing).
- Feriyanto, A., & Triana, E. S. (2020). *Komunikasi Bisnis: Strategi Komunikasi Dalam Mengelola Bisnis* (A. TOhir & Y. R (eds.)). Pustaka Baru Press.
- Fernandez, L., & Meyers, J. (2023). *Public Health Communication: Strategies for Behavioral Change*. Harvard University Press.
- Fleet, D. D. Van, Fleet, E. W. Van, & Seperich, G. J. (2014). *Agribusiness Prinsiples of Management*. Delmar New York, USA.
- Haryanto, T., Hidayah, A., & ALfalisyanto. (2020). *Komunikasi Bisnis Metode dan Implementasi* (T. Haryanto (ed.); 1st ed.). UM Purwokerto Press.
- Imam Ghozali. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23* (8th ed.). Badan Penerbit Universitas Diponegoro.
- Maulana, A. (2021). *Domba Garut, Sumber Daya Genetik Unggulan Asli Indonesia*. Universitas Padjadjaran. <https://www.unpad.ac.id/2021/07/domba-garut-sumber-daya-genetik-unggulan-asli-indonesia/>
- McQuail, D. (2010). *McQuail’s Mass Communication Theory (6th ed.)*. SAGE Publications.
- Riyanto Adji. (2023). *Pembelajaran Soft Skill Untuk Petani Milenial* (Yuseva Alfitri Praningtyas (ed.)). President University Press.
- Riyanto Adji. (2024). Agricultural Entrepreneurship: Sebuah Upaya Mendorong Pertumbuhan Ekonomi Petani Indonesia. In Burhanuddin (Ed.), *Menggerakkan Ekonomi Berbasis Inovasi* (1st ed., pp. 225–264). PT Idemedia Pustaka Utama.
- Rochce, J. (2020). *Agribusiness An International Prospective*. Routledge.
- Rogers, C., & Richards, T. (2022). *Cultural Competence in Communication: A Multidimensional Approach*. Routledge.
- Rosenberg, M., & Peters, K. (2023). *Engagement in Communication: The Role of Interaction and Feedback*. Princeton University Press.
- Schwartz, R., & Collins, H. (2023). *Health Literacy and Communication: Bridging the Gap for Low-Educated Populations*. Cambridge University Press.
- Thompson, D. (2023). *Trust and Credibility in Communication: Principles and Practice*. Wiley.
- Undang-Undang Nomor 18 Tahun 2012 Tentang Pangan, Pub. L. No. UU No. 18 Tahun 2012 (2012).
- Undang-Undang Nomor 22 Tahun 2019 Mengenai Sistem Budidaya Pertanian Berkelanjutan, Pub. L. No. UU No. 22 tahun 2019 (2019).
- Williams, P. (2022). *Barriers to Communication: Addressing Educational Inequities in Information Delivery*. Sage Publications.