

RELATIONSHIP BETWEEN SHARED VALUES WITH TRUST AND COLLABORATIVE COMMUNICATION STRATEGY ON SUPPLIER FARMERS IN WEST AND CENTRAL JAVA

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ABSTRACT

The main actors in agriculture, namely farmers is very concerned. One of the problems is marketing farmers. The marketing of agricultural products not sided with the farmers because the lack of knowledge about farmers market information. In addition, many farmers is still in difficulties in marketing of agricultural products. One effort to helped the farmers in marketing agricultural products is cooperation with farmers in the Agriculture Youth Mart as social enterprise by a youth aims. This study aims to analyze shared value with the trust of supplier farmers and analyze the relationship of shared value with the trust between supplier farmers and AYM. Samples were collected with census method. Quantitative (questionnaire) and qualitative (question guides) approach was used. The research subjects were 20 supplier farmers who interact with AYM. Data were collected in October 2018. Data analysis was done using IBM SPSS 24 for descriptive and inferential rank Spearman. The result of the study showed that integrity, punctuality and quality product have significant and positive relation with trust. The results of the analysis obtained internal analysis training 2.649 the weighted average score, while the traffic from the results of the analysis a score was obtained for 1,070 external.

Keywords: Collaborative Communication Strategy, Farmer Suppliers, Shared Value, Trust

Introduction

The agricultural sector has an important role in supporting the national economy. On the contrary, the condition of the main actors in agriculture, namely farmers, is very concerned. One of the problems is marketing farmers. The marketing of agricultural products not sided with the

farmers because the lack of knowledge about farmers market information between producer and the consumer. In addition many farmers is still in difficulties in marketing of agricultural products.

This matter in line with the progress and development of information technology, where marketing of agricultural products conducted by using online media. Olivya&Ilham (2017) explained recently describing how people with low information technology and computers made in the form of a web as a marketing information system in Enrekang district that reference by the community to collected information about the price of agriculture and plantation. The e-commerce applications can be used in marketing their agricultural products directly to consumers. Transaction security through the application of e-commerce purchases is better because it does not only involved buyers and sellers but also by marketplace (Apriadi&Saputra 2017). The marketplace can tell us about agricultural products and make farmers to sell agricultural products Nugroho et al. (2018).

The behaviour of farmers is still very concerned. It was because from the results of a number of studies said related behavior e-commerce farmers the lack of access technology, not enough understanding to the development of e-commerce agricultural, lack of awareness of these needs adoption e-commerce to supported agricultural, farmers have not implemented e-agriculture because it is still lacking information, and there are education programs about the internet but farmers not presented. Joshi (2009) explained that the relationship producers and suppliers increased knowledge and increasing the communication sustained with a collaborative. One effort to helped the farmers in marketing agricultural products is cooperation with farmers in the Agriculture Youth Mart as social enterprise new agriculture managed by a youth aims to helped farmers in marketing agricultural products to consumers. According to Morgan and Hunt (1994), trust are the keys to the success of a marketing relationship. Trust in relationship based on result research Shergilddan Li (2005) Indicated that trust is also influenced by aggregate value, communication, and control behavior opportunist. Shared value gived contribution to developing, confidence, and commitment Dwyer et al. (1987).

Based on the background, communication was important by researchers. Collaboration related to the communications strategy can build cooperation long term and what is the relationship shared value on supplier farmers in the central and west java.

Methodology

This research is correlational descriptive by combining two methods the quantitative and qualitative methods. The mix in research is merged of two methods the quantitative and qualitative that are used together in a study (Bungin2011).The purpose of research is a method

analyze shared value with trust and the communications strategy between supplier farmers and collaborative AYM. The research was conducted in the Central and West Java, Indonesia. Sampling areas were determined with purposive which are Bogor, Subang, Yogyakarta, Klaten, Ambarawa, and Pati. Data was collected in October 2018. Research subject of the study determined using the census method as many as 20 people.

Table 1 Distribution of Supplier farmers on location

Location	n
Jawa Barat	10
Jawa Tengah	10
Total	20

Sumber: AYM, 2018

Data collected from respondents by questionnaires and question guides. The data from the questionnaires grouped by variables appointed using scoring. Categorization and data processing using program Statistical Product and Service Solution (SPSS) 24. This is looked relationship between, variables and statistical analysis by test inferential rank spearman.

SWOT research has focused on analyzing organizations for recommended strategic actions. Rangkuti (2015) Explained systematic to formulate a strategy grounded in logic to maximize the power possessed and opportunities and simultaneously capable of minimizing weaknesses and threats arising from internal and external company. Matching device SWOT matrix is important help develop four strategy: Strategy SO (Strengths-Opportunities), Strategy WO (Weaknesses-Opportunities), Strategy ST (Strengths-Threats), dan Strategy WT (Weaknesses-Threats).

Result and Conclusion

Shared Value

Shared value is the concept of and guidelines from the organization. Shared value was appeared in the form of individuals idea which are received and manifested. Shared value which have built and developed in organization to reach vision, mission, and organizational goals. An organization that has shared value given to trust and confidence as an adhesive to unite organization.

In research looked shared value done by observing: integrity, punctuality and product quality. Total value included in a category with a total value of good 2.78. Score average more detailed explanation in table 2.

Table 2 Average distribution of supplier farmer scores based on shared value in Central and West Java, 2018

Shared value	Score Average
Integrity	3,23
Punctuality	2,43
Product quality	2,85
Total	2,78

Score range:1-1,99= low; 2-2,99= medium; 3-4= High

Integrity is perception supplier farmers about integrity and sincerity hearts in marketing relationship with AYM. Average score in table 2 is 3.23 about integrity included in a category very high. Integrity that referred to in research is about perception farmer suppliers stating what is really going on and what inside the mind of each farmer suppliers. This is because absence of trust in previously been formed between farmer supplier and AYM.

Punctuality is the ability to send suppliers on time. This can be viewed from a distance the, suppliers and the ability of historical production capacity in sending them on time (Pujawan 2005).The results of research in table 2 score average showed that the scores for the punctuality of 2.34 is included in a category either.

Product quality is the ability of a goods to give the performance to match or exceed what is wanted and consumer KotlerAmstrong (2009).Important for maintain quality products to get a trust by giving good qualities. Research showed that value in table 2 score average of 2.85 included in a category medium. This implied that the majority farmer suppliers send agricultural products in accordance with standards of AYM based on Fresh Partner Indonesia.

Trust

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

Trust is good it will increase efficiency, productivity and effectiveness for immediate action focuses on cooperative behavior that supports the marketing success. The concept of trust built by five dimensions: integrity, competency, loyalty, consistency, and openness (Robbins 2003). The percentage of each element of trust can be seen in Table 3.

Table 3 Average distribution of supplier farmers scores based on trust in Central and West Java, 2018

Trust	Score average
Integrity	3.27
Competency	2.40
Loyalty	2.60
Consistency	2.27
Openness	2.88
Total	2.73

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

Integrity is the belief of the supplier farmers for interaction or cooperation with AYM. The results showed that the average score of the score (3.27) was included in the high category. Integrity is the belief of the supplier farmers for interaction or cooperation with AYM. The results showed that the average score of the score (3.27) was included in the high category. Competency is the belief of a person or group of people in a person or organization related to the credibility of AYM. Based on the average score the score is (2.4) included in the medium category. This showed that supplier farmers are brave enough to give the idea and ask for an opinion about agriculture to AYM because they believe that AYM is able to help themselves.

Loyalty is perception farmer suppliers on their involvement in loyalty to AYM. Table 3 showed the average score of the score (2.6) is included in the medium category. Openness is the transparency of the supplier farmer or AYM and the organization of all activities or in marketing relationships. Transparency is very important in line with the stronger relationship with trust. Table 3 showed that the average score for the indicator of openness is (2.88) included in the medium category. This showed that farmer suppliers and AYM are open to each other in marketing relationships.

Correlation between Shared Value with Trust

The results of the spearman rank correlation tested shared value with trust between supplier farmers and AYM. Shared value variables are integrity, punctuality, and product quality and trust variables are integrity, competency, loyalty, consistency and openness. All variables H1 accepted “relationship between shared value with value” was in accordance with the results of the research by Diyah (2013) that showed positive influence with the level of trust in banking customers Muslim mobile users Bank Muamalat Indonesia KCP.

Table 4 Coefficient value (r) shared values with farmer supplier trust in West and Central Java, 2018

Shared value	Coefficient value (r) with trust				
	Integrity	Competency	Loyalty	Consistency	Openness
Integrity	0.803**	0.609**	0.602**	0.629**	0.634**
Punctuality	0.735**	0.927**	0.897**	0.906**	0.852**
Quality product	0.704**	0.886**	0.759**	0.845**	0.800**

Description: ** is very real at the level of alpha 0.01 r Correlation coefficient

The rank the correlation spearman showed that there is a open and positive between by integrity, competency, loyalty, consistency and openness. Value a correlation coefficient by integrity, competency, loyalty, consistency and openness is 0.803**, 0.609**, 0.602**, 0.629**, 0.634** by degrees and the high correlation. This means that the higher integrity, competency, loyalty, consistency, and openness. Based on research result Abdullah 2018 that there is a positive relationship between ethics business with perception users. Integrity is the key to have trust to get more customers.

Punctuality have positive with integrity, competency, loyalty, consistency, and openness. Punctuality of a correlation coefficient with integrity, competency, loyalty, consistency, and openness is 0.735**, 0.927**, 0.897**, 0.906**, and 0.852** high correlation relationship. This means that the higher punctuality of the higher integrity, competency, loyalty, consistency, and openness. The results of the study Aminah et al.(2017) showed that punctuality delivery of goods influential customers of a trust in PT EkaNugraha.

The product quality associated very real and positive with integrity, competency, loyalty, the consistency of, and openness. Product quality have a correlation coefficient with integrity, competency, loyalty, the consistency of, and openness is 0.704**, 0.886 **, 0.759**, 0.45**, and 0.800**. This means that the higher then it would be more high the integrity of the product quality, competency, loyalty, the consistency, and openness. This is in accordance with Kurniawan(2012) the product quality its effect on consumer confidence in choosing a notebook and supported by research Elrado et al.(2014) who showed that the quality of services associated positive with trust.

Matrix Internal and External

The process of developing a variety of development strategy can determine priority strategy. This can established internal and external matrix of collaboration to sell agricultural products supplier. Farmers explained in detail the internal and external strategy in table 5.

Table 5 Internal strategy factors on supplier farmers

Internal Strategy Factors	Weight (a)	Rating (b)	Score (c=a*b)	Rank (d)
Strength				
Farmers have high motivation high supplier for the advancement of agriculture	0.120	3.67	0.439	3
AYM and Supplier farmers have mutual trust	0.146	4.00	0.584	1
Communication climate between AYM and suppliers farmers is great	0.135	4.00	0.542	2
Supplier farmers have agricultural business experience	0.125	3.33	0.416	4
Weakness				
No groups WhatsApp	0.124	1.00	0.124	4
Less involved in AYM activities	0.112	1.67	0.187	2
No meeting for all supplier farmers at least six months	0.117	1.33	0.156	3
AYM and supplier farmers easy decided each other communication	0.121	1.67	0.201	1

Table 6 External strategy factor on supplier farmers

Internal Strategy Factors	Weight (a)	Rating (b)	Score (c=a*b)	Rank (d)
Opportunity				
Collaboration with Sasanti Healthy	0.153	0.153	0.023	3
Hold expo or showed products supplier farmers	0.209	0.209	0.044	2
Government programs who advocated the development agricultural businesses horticulture	0.228	0.228	0.052	1
Threats				
Products addition in market	0.167	2.000	0.335	2
Price fluctuation sales that don't certain	0.231	2.667	0.616	1

Based on the results of that farmers on the internal strategic supplier farmers and AYM have each other trust as a factor that was important in collaborated with the value of a score 0.584. Trust is one of the force used to collaborate with other parties in order to increase marketing of agricultural products. It is also related to the climate a communication between AYM and supplier farmers. In addition, supplier farmers are highly motivated for the advancement of agriculture with the value of a score 0.439, because it was one of a force to be maintained in order to product marketing is to enhance agricultural. Next, supplier farmers had experienced in the business of a farm with a value of a score 0.416.

Agriculture Youth Mart and supplier farmer can decided communication is the main concern for supplier farmers and AYM, to be improved it relates to the lack of involved in activities with the score AYM 0.187 and no meeting for all supplier farmers at least six months with the score I

0.156. This means, collaborated with while the purpose of developing the marketing of agricultural products supplier farmers have to increase the frequency of communication and not easy mutually decided communication.

Based on the results, external strategic that the support of the to the development of agricultural businesses horticulture with scores 0.052 is an opportunity for supplier farmers and AYM to collaborated for marketing agricultural products and the local farmers. In addition, fluctuations in sales uncertainty. This is one of a serious threat to supplier farmers with scores 0.616, so it is also a direct impact the rising other products in the market with 0.335 scores. Collaboration with Sasanti Healthy scores 0.023. This collaboration practiced with a view to hold expo and bazaar by displaying products supplier farmers.

Preparation of collaborative communication strategy on supplier farmers

Table 7 SWOT matrixes supplier farmers

Factors		Strenght (S)	Weakness (W)
	Internal	S1. Farmers have high motivation high supplier for the advancement of agriculture S2. AYM and Supplier farmers have mutual trust S3. Communication climate between AYM and suppliers farmers is great S4. Supplier farmers have agricultural business experience	W1. No groups WhatsApp W2. Less involved in AYM activities W3. No meeting for all supplier farmers at least six months W4. AYM and supplier farmers easy decided each other communication
	External		
Opportunity (O)		Strategy (S-O)	Strategy (W-O)
O1. Collaboration with Sasanti Healthy		1. Maintaining collaborative communication with Sasanti Healthy (O1, S1, S2, S3)	1. Maked group WhatsApp between AYM and supplier farmers (O2, W1, W4)
O2. Hold expo or showed products supplier farmers		2. Communication marketing by displayed local product supplier farmers (O1, O2, S1, S2, S3, S4)	2. Established group communication between AYM and Supplier farmers (O2, W3, W4)
O3. Government programs who advocated the development agricultural businesses horticulture		3. Communication advocacy against the government in order to encourage the growth of agricultural horticulture (O3, S1, S2, S4)	3. Including supplier farmers in the aym for training of marketing communications products (O3, W2)
Threats (T)		Strategy (S-T)	Strategy (W-T)
T1. Products addition in market		1. Make use of a trust by aym for communication in order to increase agricultural product marketing is a collaborative (T1, S2)	1. Ensure certainty the sale of products agricultural (T1, W2, W4)
T2. Price fluctuation sales that don't certain		2. Maintain the climate communication and trust with AYM market to ensure certainty	2. Communicating cooperation with companies (T2, W4)

(T2, S2, S3, S4)

The preparation of strategic communication is conducted to gather collaborative good collaboration strategy to help farmers market for agricultural products supplier. SWOT analysis is comparing between external factors opportunities and threats by a factor of strengths and weakness.

Strategy (S-O)

Strategies that use strengths that take advantage of existing opportunities. Some strategies that can be used regarding this strategy are as follows:

1. Maintaining collaborative communication with Sasanti Healthy

Collaborative communication with Sasanti Healthy can be maintained in various ways as: have trust in each other build climate communication, very well have high motivation for the agricultural, and maintaining a commitment to cooperation with the aim of sustainable agricultural product promotion local supplier farmers.

2. Communication marketing by displayed local product supplier farmers

Marketing communications is one of the communications strategy to sell agricultural products supplier farmers and introduced local products to the society especially consumers.

3. Communication advocacy against the government in order to encourage the growth of agricultural horticulture

4. Communication advocacy against the government done to ask for support in developing local products supplier farmers.

Strategy (W-O)

1. Make group whatsapp all supplier farmers to collaboration with AYM No group whatsapp with all supplier farmers, so that there is no routine discussion through the medium of communication. This is important increased collaboration with AYM as a forum for discussion.

2. There is communication group to all supplier farmers and made a market with AYM.

3. Including supplier farmers in AYM product marketing communications for training supplier farmers. It can needed to improve product marketing farmers.

Strategy (S-T)

1. Use a trust by AYM for collaborative communication to improve agricultural product marketing, growing other products in the market so supplier farmers are required to address the threat. This means to increase collaboration and commitment in long-term marketing

2. Maintain communication climate and trust with AYM to ensure certainty. The sale price fluctuations uncertainty and increase other products in the market a threat to supplier farmers. This is because supplier farmers could sell for a low price products that have sold out. In addition, maintain communication climate and trust with AYM, so that market can be certainty.

Strategy (W-T)

1. Ensure certainty sales of agricultural products into is important that farmers absence of uncertainty in the marketing of agricultural products.

2. Communicating cooperation with other companies to buy all products supplier farmers. It needs to help farmers in ease for agricultural products.

Conclusion

1. Shared value farmers with aym suppliers are included in a category of very good and timing and the quality of products including. This is because there is no certainty the purchase of all products by AYM. The total value of with associated positive and very tangible with trust

2. The results of the analysis obtained internal analysis training 2.649 the weighted average score, while the traffic from the results of the analysis a score was obtained for 1,070 external. A combination of internal and external they show an object which is being researched is at a quadrant v and xi for a position hold and maintain and harvest or divestiture. A strategy offered is supplier farmers can improve collaboration to the development of marketing agricultural products and maintain and guard a long-term marketing commitment we have achieved.

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