

**SITUATIONAL THEORY OF PROBLEM SOLVING (STOPS)
AND RADIO (RIPS) AS JOINT CONCEPT ON FARMERS
RESPONSE TOWARDS INSUFFICIENT INFORMATION
DELIVERY**

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UNIVERSITI SAINS ISLAM MALAYSIA

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AUTHOR DECLARATION

I hereby declare that the work in this thesis is my own except for quotations and summaries which have been duly acknowledged

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ABSTRACT

Insufficient information delivery has been identified as an Agricultural Extension Services (AES) situational problem. As this problem continues to bother farmers within the AES situation persistently, many developing countries are still found struggling with this situational problem. Although research have been conducted to address this problem. However, were still particularly to close the gap in the diffusion of information and technology acceptance focusing on production. It is clear that efforts to report on farmers' actual perception and reaction in terms of how they accept and react towards the problem have not been sufficiently investigated. Taking a communication perspective, the Situational Theory of Problem Solving (STOPS) anchored the argument on Malaysian farmers' response towards insufficient information delivery. This study aims to identify the segmentation of farmers on the problem, understand the farmers' perceptual situation, motivation and communicative action towards solving this problem, and whether Radio in Problem Solving (RIPS) influences the farmers' response towards insufficient information delivery. A predominantly quantitative, explanatory research design was assigned. A total of 400 farmers within the AES "Rice Bowl" area of Northern Malaysia had participated in the questionnaire and seven individual interviews were subsequently conducted. The quantitative data were analysed using Structural Equation Modelling (SEM), while content analysis was used to analyse the interview data. The quantitative findings revealed that all the nine hypothesised relationships proposed in the research's conceptual model were significant and supported. Additionally, results from the qualitative analysis were consistent and supported the quantitative findings. Four types of public were found with the active public being the dominant group in this study. While the original proposition of STOPS provided good information on the farmers' response towards insufficient information delivery, RIPS was also able to influence farmers perceived situation as problematic and thus efforts are needed to solve it. RIPS seems to have an influence on the farmers' problem recognition and involvement recognition, apart from reducing their constraint as well as motivated them in solving the problem. Understanding the farmers' perception, motivation and communicative action bring a positive approach to the field of public relations, particularly through STOPS and RIPS as newly introduced concepts which contribute to solve the insufficient information delivery problem in AES. Thus, enabling AES to reinforce farmers' upward behavioural approach that allows them to invest their ability on the problem which could be made routine and as part of the AES' information delivery strategy.

ABSTRAK

Penyampaian maklumat yang tidak mencukupi dikenalpasti sebagai situasi masalah dalam Pekhidmatan Pengembangan Pertanian (AES). Ketika, kebanyakan negara membangun masih bergelut untuk menangani masalah ini, ianya berterusan memburu petani yang berada dalam situasi AES. Walaupun, kajian telah dijalankan untuk menangani masalah ini, namun ternyata masih tertumpu untuk menutup jurang berkaitan penyebaran maklumat dan penerimaan teknologi yang fokus kepada pengeluaran. Justeru, jelaslah usaha untuk melaporkan persepsi dan reaksi tentang bagaimana petani menerima dan bertindak balas terhadap masalah ini masih kurang dikaji. Mengambil perspektif komunikasi, Teori Situasi Penyelesaian Masalah (STOPS) mendukung hujah mengenai tindak balas petani Malaysia terhadap penyampaian maklumat yang tidak mencukupi. Kajian ini bertujuan untuk mengenal pasti segmentasi petani dalam masalah ini, memahami persepsi situasi petani, motivasi dan tindakan komunikatif untuk menyelesaikan masalah ini dan sama ada Radio dalam Penyelesaian Masalah (RIPS) mempengaruhi tindakbalas petani terhadap penyampaian maklumat yang tidak mencukupi. Reka bentuk penyelidikan “explanatory” dengan dominasi kuantitatif digunakan. Seramai 400 orang petani di kawasan AES, Jelapang Padi Negara, Utara, Malaysia mengambil bahagian dalam soal selidik di ikuti tujuh temubual. Analisis kuantitatif dijalankan dengan Model Persamaan Struktur (SEM) analisis kandungan untuk temuduga. Penemuan kuantitatif mendapati kesemua sembilan hubungan hipotesis yang dicadangkan dalam model konseptual penyelidikan adalah signifikan dan disokong. Selain itu, hasil daripada analisis kualitatif juga konsisten dan menyokong penemuan kuantitatif. Empat jenis publik dikenalpasti dalam kajian ini, dimana didominasi oleh publik aktif. Selain mengukuhkan model asas teori STOPS yang memberikan maklumat tentang persepsi dan tindak balas petani terhadap penyampaian maklumat yang tidak mencukupi, RIPS juga di dapati mempengaruhi petani dengan mengekalkan persepsi terhadap masalah ini dan usaha diperlu ambil untuk menyelesaikannya. RIPS didapati mempengaruhi pengenalpastian masalah, dan pengenalpastian penglibatan selain mengurangkan kekangan petani serta memotivasikan petani dalam menyelesaikan masalah. Memahami persepsi situasi petani, motivasi dan tindakan komunikatif membawa pendekatan positif dalam bidang perhubungan awam khususnya STOPS dan RIPS sebagai konsep yang baru diperkenalkan sebagai menyumbang kepada usaha untuk menyelesaikan masalah penyampaian maklumat yang tidak mencukupi di AES. Oleh itu, ia membolehkan AES memperkukuhkan pendekatan tingkahlaku dari peringkat bawah dimana petani diberi peluang untuk menggunakan kemampuan sendiri dalam menyelesaikan situasi ini yang kemudian boleh dijadikan rutin dan sebahagian daripada strategi penyampaian maklumat AES.

الملخص

إن عدم كفاية تقديم المعلومات لخدمات الإرشاد الزراعي مشكلة قائمة اليوم، ومع استمرار هذه المشكلة في إزعاج المزارعين في إطار خدمات الإرشاد الزراعي فإنه لا يزال العديد من البلدان النامية تواجه صعوبات من هذه المشكلة الواقعة. وعلى الرغم أنه قد تم إجراء بحوث لمعالجة هذه المشكلة، غير أنه لا يزال من المهم سد فجوة نشر المعلومات والقبول التكنولوجي مع التركيز على الإنتاج. إنه من الواضح أن الجهود الرامية إلى دراسة الإدراك الفعلي للمزارعين ورد فعلهم فيما يتعلق بكيفية قبولهم ومواجهتهم للمشكلة لم تستقصى بشكل كافٍ بعد. واستناداً إلى المنظور الاتصالي ارتكزت الدراسة على نظرية الحل الموقفي للمشكلة (STOPS) على اجابة المزارعين المالىزيين بعدم كفاية تقديم المعلومات. وتهدف هذه الدراسة إلى تحديد فئات المزارعين فيما يتعلق المشكلة وفهم حالة الإدراك الحسي للمزارعين والدوافع والعمل الاتصالي لحل هذه المشكلة وما إذا كان الراديو يؤثر على استجابة المزارعين لعدم كفاية تقديم المعلومات. تم اعتماد المنهج الكمي التفسيري بشكل أساسي، وشارك في الاستبيان ما مجموعه 400 مزارع داخل منطقة "Rice Bowl" التابعة لشركة "خدمات الإرشاد الزراعي" في شمال ماليزيا، وتم إجراء سبع مقابلات فردية في وقت لاحق. وتم تحليل البيانات الكمية باستخدام نمذجة المعادلات الهيكلية، بينما استخدم تحليل المضمون لتحليل بيانات المقابلات. وأثبتت النتائج الكمية جميع الفرضيات التسع المقترحة في النموذج المفاهيمي للبحث. بالإضافة إلى ذلك فقد أيدت نتائج التحليل النوعي النتائج الكمية. وأربعة أنواع من الجمهور تم العثور عليهم مع الجمهور النشط كونه المجموعة المهيمنة في هذه الدراسة. وبما أن الفرض الأصلي للنظرية قدم معلومات جيدة عن استجابته المزارعين لعدم كفاية المعلومات المقدمة، فإن الراديو قد ساهم في حل المشكلة، وأثر أيضاً على استيعاب المزارعون للمشكلة، ولذلك فإنه لا بد من بذل جهود لحلها. إن فهم إدراك الفلاحين وتحفيزهم والاتصال معهم أحدث نظرة إيجابية في مجال العلاقات العامة، لا سيما من خلال النظرية ومساهمة الراديو كمفاهيم مقدمة حديثاً تساهم في حل مشكلة تقديم المعلومات غير الكافية وبالتالي فإن تمكين خدمات الإرشاد الزراعي من تعزيز النهج السلوكي التصاعدي للمزارعين يسمح لهم باستثمار قدرتهم على هذه المشكلة ويمكن جعلها روتينية وجزء من استراتيجية تقديم خدمات الإرشاد الزراعي.

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LIST OF ABBREVIATION

STOPS	Situational Theory of Problem Solving
STP	Situational Theory of Public
CAPS	Communicant Activeness in Problem Solving
SMIPS	Situational Motivation in Problem Solving
RIPS	Radio in Problem Solving
AES	Agricultural Extension Services
SEM	Structural Equation Modelling
CFA	Confirmatory Factor Analysis
EFA	Exploratory Factor Analysis
ChiSq/df	Chi Square/Degree of Freedom
CFI	Comparative Fit Index
GOF	Goodness of Fit
RMSEA	The Root Mean-Square Error of Approximation
AVE	Average variance extracted
CR	Composite reliability
N	Number of Item
B	Beta
R ²	R-square
MADA	Muda Agriculture Development Authority
PPK	<i>“Pertubahan Peladang Kebangsaan”</i>
NAP	National Agriculture Policy
FAO	Food and Agriculture Organisation
MOA	Ministry of Agriculture
SSL	Self Sufficiency Level
T&V	Training and Visit

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