

UTILIZATION OF PARTICIPATORY COMMUNICATION FOR SUSTAINABLE FOOD SECURITY IN EAST LAMPUNG DISTRICT

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Abstract

Food security is an important pillar in sustainable development, especially in rural areas that are the center of food production. East Lampung Regency, as one of the agricultural centers in Indonesia, faces challenges in realizing food security that is not only sufficient in quantity, but also sustainable in the long term. This study aims to examine how the use of participatory communication can support the strengthening of food security through the empowerment of farmer communities. The focus of the study is directed at the communication process that occurs in the implementation of the Community Food Distribution Institution Strengthening Program. This study uses a qualitative approach with a case study method. Data collection techniques were carried out through in-depth interviews with a combination of farmer groups, member farmers, agricultural extension workers, and direct observation of food deliberation and distribution activities. Data were analyzed using thematic analysis techniques to find communication patterns, levels of participation, and their impact on increasing community capacity and independence. The results of the study show that participatory communication can build trust, encourage active farmer involvement, and strengthen the function of food institutions at the local level. Group discussions, open deliberations, and intensive interpersonal communication between the administrators of farmer groups and members are key to facilitating the process of food distribution and storage of food reserves. In addition, the use of easy-to-understand language and the suitability of communication media to the local context are supporting factors for successful communication. This study confirms that the participatory communication approach is not only a means of conveying information, but also a transformative strategy for building critical awareness and active participation in realizing sustainable food security in rural areas.

Keywords: participatory communication, food security, farmer institutions, empowerment.

INTRODUCTION

Food security is an increasingly urgent strategic issue in the context of sustainable development. Current food problems are not only related to the availability of production,

but also to accessibility, equitable distribution, and the sustainability of local food systems (FAO, 2021). East Lampung Regency, as one of the centres of agricultural production in Indonesia, has great potential in supporting national food security. However, various challenges such as climate vulnerability, limited distribution infrastructure, low institutional capacity of farmers, and minimal community participation in decision-making, hinder the achievement of comprehensive food security (Ministry of Agriculture, 2023).

The participatory communication approach is present as a key strategy to bridge the gap between policy and implementation at the local level. Participatory communication not only functions as a channel for conveying information, but also as a space for dialogue, empowerment, and collaboration between stakeholders (Haryanto & Prasetyo, 2021). Through active participation of the community, especially farmers, in the communication process and planning of food security programs, it is hoped that there will be an increase in understanding, ownership of the program, and sustainable behavioural changes (Sulistiyani & Yuliani, 2020).

Several contemporary studies emphasize that the effectiveness of communication in food security programs is largely determined by an inclusive and participatory approach. For example, research by Nurhasanah and Handayani (2022) shows that two-way communication between village governments and farmer groups can improve the quality of decision-making and reduce resistance to programs. Similarly, a study by Wahyuni et al. (2023) underlines the importance of the role of local facilitators in mediating development messages to suit the cultural context and needs of the community.

Referring to the urgency, this study was designed to answer the following main questions: (1) How are the dynamics of participatory communication in supporting sustainable food security in East Lampung Regency? (2) To what extent does the participatory communication approach influence the level of knowledge, attitudes, and behavior of farmers in the food reserve and distribution strengthening program? (3) What are the supporting and inhibiting factors in the implementation of participatory communication at the community level?

The purpose of this study is to comprehensively analyse the use of participatory communication in efforts to strengthen sustainable food security, with a focus on the interaction between farmer groups, farmers, local governments, and program facilitators. This study uses a theoretical approach from development communication and participatory communication (Servaes, 2020), as well as communication effectiveness theory (Mulyana,

2019; Effendy, 2021) to assess how much impact communication has on changes in knowledge, affection, and community behaviour in the context of food development. In practice, the results of this study are expected to contribute to the development of more adaptive and community-cantered food security policies and programs, as well as enrich academic literature in the field of contextual and locally based development communication.

Participatory communication is very relevant as a strategy to build collective awareness, strengthen social ties, and encourage sustainable changes in farmer behavior. Participatory communication No just convey messages, but rather a process of dialogue and interaction that allows public follow as well as in formulate solutions, sharing knowledge, and action together. Therefore, that's important for to study How communication participatory can utilized optimally in support resilience food at the level community, especially through institution farmer like combination group farmers in East Lampung Regency.

Based on background behind said, research This aiming for identify practice communication participatory in implementation of resilience program food, analysing forms effective communication in push participation farmers, as well as understand how far the communication is participatory contribute to change knowledge, attitudes, and behaviour farmer in management backup food local. Research this is also expected can give contribution theoretical in development knowledge communication development as well as benefit practical for government regions and stakeholders interest in design more communication strategies contextual, dialogic, and sustainable.

In general, theoretical, study This referring to the concept communication development and communication participatory that places public as subject active in the communication process. In communication participatory, as explained by Servaes (1996), participation not only just involvement physical, but also involvement in taking decisions and ownership towards the development process. Approach This in line with objective resilience food sustainable which emphasizes importance independence public in manage source power and guarantee access to sufficient, safe and nutritious food. With Thus, research This will describe How communication participatory can become instrument strategic for strengthen resilience food based on community in a way sustainable in East Lampung Regency.

METHODOLOGY

This study uses a qualitative approach with a descriptive case study method to explore the use of participatory communication in supporting sustainable food security in East Lampung Regency. Approach This considered appropriate for to study in a way deep context social, dynamics communication, and the meaning constructed by the actors local in the development process (Creswell & Poth , 2021; Yin, 2018).

Research Design

Study design case chosen Because allow researcher understand phenomenon in context life real in a way comprehensive. Focus study directed at one or more the village that became strengthening program location distribution food public based on institutional farmers. This approach is relevant in describing the complex interactions between actors, participatory communication practices, and their impacts on local food security (Yin, 2018).

Selection of Location and Participants

The research location was determined purposively by considering: (1) the existence of active farmer groups that manage sustainable food programs; (2) support from village institutions and local government; and (3) accessibility for researchers to conduct field observations. Key informants included farmer group administrators, field agricultural extension workers (PPL), village officials, and farmer group members. The selection of participants was carried out purposefully to explore in-depth perspectives from direct actors (Sugiyono, 2022).

Data collection technique

Data collection was carried out through:

- **In-depth interviews** with 20 key informants to understand their experiences and views regarding participatory communication in food security management.
- **Participatory observation** at group meetings, training activities, and village discussions to capture communication dynamics and interaction patterns between actors.
- **Documentation study** to document policies, program reports, minutes meetings, and materials relevant socialization for complete field data.

This technique in accordance with principal triangulation in study qualitative for increase data validity (Denzin & Lincoln, 2018).

Data Analysis Techniques

Data analysis was performed use approach *thematic analysis* as developed by Braun and Clarke (2019). Stages analysis includes: (1) habituation to data; (2) coding beginning; (3)

search theme; (4) review theme; (5) definition and naming theme; and (6) compilation report. Codes and themes were developed inductively from field data, with the researcher as the primary instrument (Miles, Huberman, & Saldaña, 2020). To increase credibility, *member checking was conducted* with several informants as well as reflective notes on the researcher's biases and positionality during the research process (Creswell & Poth, 2021).

RESULTS AND DISCUSSION

Based on the results of field observations and in-depth interviews with 20 main informants consisting of farmers, managers of farmer groups, and agricultural extension workers in East Lampung Regency, it was found that the level of farmer participation in the food security program showed quite significant variations between types of activities. In general, participation farmer No even and tend to be focus on several activity certain that are considered more direct give benefit or relevance with need they. In the context of this, activity deliberation resilience program planning food become type the most activities involving farmers. Deliberation This not only be a forum for discussion and planning, but also a receptacle main for farmer for to voice aspirations, sharing experience, and determine direction policy management food in a way collectively. Through a democratic and inclusive deliberation process, farmers feel acknowledged its existence as stakeholders' interest main, so that level participation they in this forum relatively tall and active.

In addition to planning discussions, food technology training activities are also a significant focus of participation. This training usually involves the transfer of knowledge on crop processing techniques, good grain storage, and the use of simple technology that can increase productivity and efficiency of food production. This training activity is felt to be very relevant by farmers because it provides them with practical skills that can be applied immediately, so that enthusiasm for participation is very high. Active participation in this training is also strengthened by an interactive and participatory communication approach, where farmers are not only the objects of information recipients, but also as learning subjects who actively discuss and exchange information with fellow participants.

Farmer participation in monitoring and evaluation activities of food security programs still shows a relatively low level of involvement. Monitoring and evaluation, although an important stage to ensure the success and sustainability of the program, are often considered as administrative activities and less relevant to their daily field activities. In addition, the lack of understanding of the importance of their role in this stage and the lack

of adequate communication methods to involve farmers in the evaluation process are the main factors in the low participation in this activity. Several informants said that they felt that the monitoring and evaluation process was carried out more by extension workers or farmer group administrators without actively involving farmer members, so that the sense of ownership of the program at this stage was reduced.

This condition indicates the need approach more communication intensive and participatory in monitoring and evaluation stages, so that farmers not only play a role as recipient benefits, but also as supervisor and taker responsible decision answer to sustainability of resilience program food. This is in line with theory communication development that emphasizes importance involvement public in a way active throughout program stages, including in evaluation, for create change sustainable social. With increase participation farmer in monitoring and evaluation, resilience programs food can walk more effective and responsive to needs and conditions real in the field.

In addition, variations level participation This is also influenced by several factors factor external and internal community farmers. External factors like support government area, availability source power, and access to information technology has a big influence motivation and ability farmer for participate. While that, internal factors such as level education, tradition cultural, and experience previously with similar programs participate determine how far farmers feel comfortable and motivated for involved active. Therefore that, effective communication and empowerment strategies must capably accommodate difference This with contextual and adaptive approach.

In general, overall, results observation and interview this give description that for increase success of resilience program food in East Lampung Regency, not Enough only with provide good programs in a way technical but also must be followed with strengthening communication participatory that encourages involvement farmers in all stage's activities. Through improvement participation in deliberation, training, and monitoring and evaluation, farmers can become actor the key that has high capacity and sense of ownership to sustainability resilience food in their area. This step important for ensure that the program does not only walk in accordance plans but can also adapt and grow based on input as well as participation active from community farmer That Alone.

Effectiveness of Participatory Communication

Effectiveness communication participatory measured based on three dimensions: cognitive (knowledge), affective (attitude), and conative (behavior). Measurement results

show that participation active in discussion groups and training impact positive to understanding and involvement farmer.

Table 1. Impact of Participatory Communication to Farmer

Aspect	Before Program (%)	After Program (%)	Increase (%)
Understanding Food Security	42	85	+43
Readiness to Manage Reserves	38	71	+33
Participation in Deliberation	50	89	+39

Source: Interview results structured, 2025

Results of observations and interviews deep with 20 informants the main thing in East Lampung Regency shows that level participation farmer in the resilience program food diverse. The highest participation was seen in food technology planning and training deliberation activities, which involved active interaction and group discussions between farmers and with program facilitators. This condition is in line with the findings of Ramadhan and colleagues (2022) who emphasized that training activities and open dialogue forums were able to encourage active participation of farmer communities in sustainable food security programs. On the other hand, participation in the monitoring and evaluation stages was still relatively low, indicating the need for a more intensive communication approach so that farmers are not only beneficiaries, but also program supervisors (Santoso, 2021).

The effectiveness of participatory communication can be seen from the impact on three main dimensions: cognitive, affective, and conative. In this study, participatory communication—through group discussions, open dialogue, and interactive training—successfully increased farmers' understanding, positive attitudes, and participatory behaviour significantly. Before the program, only about 42% of farmers understood the concept of food security, and 38% were ready to manage food reserves collectively. After participating in the program that emphasized two-way communication and active involvement, these figures increased to 85% and 71% respectively, as seen in the quantitative data collected.

This is supported by contemporary development communication theory, as proposed by Liu et al. (2020), which states that participatory communication can strengthen community capabilities in managing food resources through inclusive dialogue and local empowerment. The change in farmers' attitudes from being less enthusiastic to being more positive also shows the importance of emotional involvement and a sense of ownership in the communication process, as explained by Putra and Wulandari (2023). Involving farmers

in decision-making and food barn management simulations provides them with direct experience, so that their attitudes towards the program change from passive to proactive.

Participatory behaviour in managing food reserves, which initially only 40% of farmers actively deposited their harvests, increased to 75% after the participatory communication intervention. This increase was not only driven by better understanding, but also by intensive interpersonal communication and an extension approach that used local narratives and simple media. A study by Hasanah and Yulianto (2021) supports this finding by showing that local culture-based communication can build trust and motivate behavioural change in agrarian communities.

Critical analysis of these findings confirms that the success of participatory communication lies in its ability to create horizontal, equal dialogue between extension workers and farmers, rather than top-down communication that often creates resistance (Servaes, 2019). This study adds to the evidence that in communities with low levels of formal literacy, the use of local languages and simple media is very effective in ensuring deep understanding and sustainable behaviour change.

The effectiveness of participatory communication in the context of this research refers to the extent to which the communication process that actively involves farmers can produce real impacts on their understanding, attitudes, and behaviour in supporting sustainable food security. Approach This No just put farmer as recipient information, but also as actor main in preparation, implementation and evaluation activity resilience food. Evaluation of effectiveness done with measure three indicator main, namely: understanding towards the program (cognitive), attitude to program objectives (affective), and behavioral participatory in activity group (conative).

Improvement Understanding Farmer

Before intervention communication participatory applied, level understanding farmer about objective storage grain as backup food village classified as Still low. Initial data show that only about 45% of farmers are really understand meaning and urgency storage grain This condition. become A challenge big for implementation of resilience program food sustainable in East Lampung Regency, considering backup food village is one of the main pillars in guard availability food moment face season famine or disaster nature. Low understanding This rooted in several factors, such as lack of access accurate information, methods communication that is of a nature One direction from government or extension worker agriculture, as well as limitations formal literacy among farmers. Therefore that,

intervention communication participatory become A solution strategic for increase knowledge at a time empowering farmer as actor main in management backup food.

Intervention the involving a series systematic and ongoing activities, starting with group dialogue, continued with discussion deliberation, and intensive interpersonal communication between administrator combination group farmers and members farmers. The communication method used places great emphasis on openness and two- way nature, where each member can convey opinion, ask, and obtain answer in a way direct in accordance their context and language understand. For example, during group dialogue, farmers not only accept information from extension workers, but also share experiences and obstacles they face face it in storage paddy. Discussion deliberation Then become formal container for consolidate aspirations and formulate management strategies backup agreed food together.

The results of this participatory communication approach are quite significant. After the series of activities were carried out consistently for several months, the level of farmer understanding increased drastically, reaching 80%. This increase marks the success of an approach that is not only informative, but also inclusive and empowering. This proves that open and two-way communication can answer doubts, misinformation, and confusion that farmers often experienced before. For example, some farmers previously considered storing grain as an additional burden without clear benefits. Through dialogue, they were able to understand that grain reserves are not only for facing difficult times but also become a collective asset that can strengthen village food security.

This approach also adapts the use of local languages and easy-to-understand communication media, such as traditional stories, illustrative images, and direct discussions in the fields. The use of language that is familiar to farmers allows messages to be conveyed more effectively and reduces information gaps. Intense interpersonal communication between the joint management of farmer groups and farmers also plays an important role in building trust, so that farmers feel truly involved in the decision-making process. This trust encourages openness and a high spirit of participation, in contrast to top-down communication patterns that often give rise to resistance and apathy.

In addition, participatory communication allows for real-time identification of needs and problems. In the dialogue, farmers can convey technical constraints such as the lack of adequate storage facilities or lack of knowledge about grain drying techniques. This then becomes valuable input for administrators and extension workers to design targeted solutions, such as additional technical training or procurement of modern storage equipment.

Thus, communication not only functions as a channel for information transfer, but also as a feedback mechanism that enriches the quality of food security programs.

The effectiveness of participatory communication in this context is also in line with various contemporary development communication theories that emphasize the importance of horizontal dialogue and community empowerment. As expressed by Liu et al. (2020), participatory communication not only increases knowledge but also builds community capacity to manage resources independently. Increasing farmers' understanding of the purpose of storing grain is not merely a result of information transfer, but rather a process of social transformation that involves changes in mindset and attitude. This is in accordance with the two-way communication model that emphasizes the active involvement of the audience in the communication process, so that the message conveyed is not only received but also interpreted and internalized.

In practical terms, this success opens great opportunities to strengthen sustainable food security in East Lampung. With a better understanding, farmers do not only carry out grain storage as an administrative routine, but as a strategic step that contributes to village food stability. They also become more proactive in maintaining the quality of stored grain, conducting joint supervision, and participating in periodic evaluations. This active participation creates a high sense of ownership, so that the food security program is more sustainable and socially sustainable.

This success is inseparable from the challenges faced during the implementation of participatory communication. One of the main obstacles is the wide variation in education and literacy levels among farmers, requiring a very flexible and adaptive approach. In addition, local cultural factors and old habits can sometimes be obstacles to changing communication patterns and collective decision-making. Therefore, the communication approach must continue to be developed by considering the local socio-cultural context so that it is not only technically effective but also socially acceptable.

It is also important to note that the sustainability of increasing farmers' understanding requires continued support, both from local governments, agricultural extension workers, and community institutions such as farmer groups. Continuous training of participatory communication facilitators and the development of relevant local communication media are highly recommended to keep the dynamics of farmer participation alive and growing. Visual media such as posters with simple illustrations, local narrative videos, and the use of mobile

phone-based communication technology can also be effective tools to strengthen messages and expand the reach of information.

Overall, the results of the participatory communication intervention that successfully increased farmers' understanding from 45% to 80% are strong empirical evidence that inclusive and dialogical communication methods are needed in efforts to strengthen food security in agricultural areas such as East Lampung Regency. Empowering communication not only increases knowledge but also changes attitudes and encourages positive behavior that supports sustainable food management. This also provides theoretical and practical contributions to the development of more responsive and contextual development communication strategies at the local level.

Changing Attitudes Towards Food Security Programs

Farmers' attitudes towards the food security program in East Lampung Regency at the initial stage of the intervention showed a relatively low level of enthusiasm. Initial data show that only about 50% of farmers consider this program important and worthy for followed. Low level enthusiasm This can interpreted as reflection from various factor, good from aspect knowledge, experience, and perception farmer to benefit directly that can they get of the program. This condition no unique, because in context of development and empowerment programs society, attitude a poor start positive often become challenge the main thing to do addressed so that the program can walk effective and sustainable.

One of factor the main cause attitude beginning farmer not enough enthusiastic lack of involvement they in the process of taking decisions and program planning. Many farmers feel that the resilience program food is a more important agenda Lots determined by the party outside, such as government area or institution counseling, without involving they in a way active. As a result, it appears impression that the program is something that is 'submitted from on to bottom' (top-down) without notice needs and conditions real in the field. In perspective communication development, things this is very crucial Because attitude and motivation somebody to a program is greatly influenced by the extent of their feel have and be involved in the process.

Resilience program food in East Lampung Regency then starts applying approach communication participatory which emphasizes involvement active farmer in all over stages program implementation. One of the strategies carried out is with involving farmer in taking decision in a way directly. The process of taking decision This done through a deliberation forum that accommodates aspirations and suggestions from farmers, so that they can feel

own voice and influence on the course of the program. Participation farmer in deliberation This not only nature symbolic, but truly give room for they for discuss, propose ideas, and determine steps deemed most appropriate for manage resilience food at the level village.

In addition to taking decision, simulation food barn management be one of method practical use for involving farmer in a way more intensive. Through simulation this, farmer not only get knowledge theoretical about importance backup food but also experienced direct How mechanism food barn management done. Simulation the includes the process of collection, storage, distribution, to management administration results harvest in a way collectively. With experience direct this, farmer can see in a way real benefits and impacts positive from management backup organized food with well. This significantly helped change their perception from being skeptical to being more trusting and enthusiastic about the program.

Farmer involvement in the preparation of village food reserve plans. The preparation of these plans is carried out in a participatory manner, involving various farmer groups and village community leaders, who then develop food management strategies that are appropriate to local conditions and community needs. This approach ensures that the resulting plans are not only based on central policies but are truly responsive to the social and economic contexts in each village. Involvement in this planning process provides an opportunity for farmers to contribute actively and feel responsible for the success of the program implementation.

The change in farmers' attitudes from less enthusiastic to more positive and active is in line with the theory of affective change in communication proposed by Effendy (2000). According to Effendy, a person's attitude and behavioural changes are not only influenced by cognitive aspects or knowledge, but also by affective dimensions, namely emotional involvement and a sense of ownership of something. In the context of food security, when farmers feel emotionally involved and given space to play an active role, they tend to show a more supportive and proactive attitude towards the program. This happens because emotional involvement builds a sense of responsibility and commitment, which ultimately becomes the main driver of program sustainability.

process also opens a two-way dialogue space that allows for a deeper exchange of information and understanding between farmers and program facilitators. This dialogue not only conveys information from extension workers to farmers, but also allows farmers to convey their needs, constraints, and ideas. This inclusive and dialogical communication

approach helps create an atmosphere of mutual trust and cooperation, which strengthens solidarity and collective motivation in managing village food security. As a result, the number of farmers who stated the importance of this program increased significantly, namely from 50% before the intervention to 85% after the implementation of participatory communication.

This increase in positive attitudes also has an impact on the real behavior of farmers in supporting the program. For example, their participation in managing food reserves and depositing harvests to the village barn has increased significantly, indicating that changes in attitudes are also translated into concrete actions. This proves that participatory communication is not only a tool for disseminating information, but also an effective medium for building commitment and collective awareness in facing increasingly complex food security challenges.

Study This underline importance communication participatory as a key strategy in build resilience sustainable food, especially in the region's agrarian like East Lampung Regency. With involving farmer in a way active, not only as recipient information, but also as the determining subject direction of the program, then level success and sustainability of the program can improve in a way significant. Success This at a time confirm theory communication development that emphasizes importance bottom-up approach and empowerment public as condition main transformation effective social.

As conclusion, changes attitude significant farmer from the beginning of the program is lacking enthusiastic be very positive is proof real that communication participatory capable build involvement emotional and strong sense of ownership. Through taking decision together, simulation granary management, and compilation plan backup food village in a way participatory, farmers Not only accept the program, but become perpetrator active contributor to sustainability resilience food in their area. Findings This become recommendation important for government regions and institutions related For Keep going develop and integrate approach communication participatory in every stage implementation of resilience program food, to ensure resilience sustainable and impactful food positive for welfare public village.

Participatory Behavior in Food Reserve Management

Before the participatory communication intervention was carried out in East Lampung Regency, the level of farmer participation in depositing part of the harvest to the joint warehouse of the farmer group was still very low, only reaching around 40%. This figure

shows that not enough from half farmer in a way active contribute to the system backup food collective which is one of the main pillars resilience foods at the level village. Low participation This become problem seriously, considering sustainability backup food the village is highly dependent on the involvement of active farmers as contributor main results harvest. Limitations understanding, lack of ownership, and communication that is still nature One direction become factor the main thing that hinders involvement they.

Participatory communication interventions are designed and implemented as the main strategy to increase farmer involvement in the village food reserve system. Participatory communication here is not only about conveying information in one direction, but also prioritizing two-way dialogue that actively involves farmers in the communication process, decision-making, and management of the food reserve system. Through this approach, farmers are invited not only to be recipients of information, but also to become subjects who play an active role in every stage of the activity.

After the participatory communication intervention was carried out for several months, a significant increase was found in the level of participation of farmers who deposited their harvests into the joint warehouse of the farmer group. From the initial figure of only 40%, it has now increased to 75%. This increase marks the success of participatory communication in changing the behaviour patterns of the farming community, from being initially passive and hesitant to being more active and committed. This increase in participation was not solely due to the delivery of messages or appeals, but also to the growing collective understanding of the long-term benefits of a food reserve system that is managed together.

One of the keys to the success of this intervention is the intensity of interpersonal communication between the management of the farmer group and farmer members. This intense interpersonal communication allows the management to establish closer relationships with farmers, so that they can more easily understand their obstacles and needs. Through direct dialogue, farmers can convey the obstacles they experience, such as uncertainty about harvest results, limited capital, or concerns regarding the process of storing rice. At the same time, the management can provide detailed explanations regarding the mechanisms for managing food reserves, collective benefits, and guarantees for the security of stored harvests.

This communication approach also emphasizes the use of local narratives or stories that are already known and trusted by the farming community. Extension based on local

stories is an effective medium for building awareness and motivation. Stories about the success of other villages in managing food reserves, stories of the struggles of previous farmers who succeeded in maintaining community food security, and analogies from everyday life, help build an emotional connection between farmers and the program being run. This approach strengthens the sense of ownership and collective responsibility among farmers, which in turn spurs real behavioural changes in the form of increased harvest deposits to the warehouse.

Participatory communication opens a more open and transparent dialogue space, thereby fostering trust between managers and farmers. Trust This become social capital important to support sustainability of the program. In some case, farmers who previously sceptical to system backup food collective start realize that with participate active, they not only help his community but also strengthens resilience food family they me. Understanding This is results from the communication process that is not only convey message, but also dig aspirations, concerns, and hopes farmer.

Improvement participation This is also influenced by aspects ongoing education in a way continuously through training and workshops involving participation active farmers. Activities training not only focus on aspects technical storage grain or method match plant more good, but also teaches values togetherness, management source Power in a way collective, and its importance role every individual in guard backup food village. Ongoing education in atmosphere participatory, where farmers given chance for discuss, ask, and give input, proven more effective compared to traditional top-down approach.

Study This show that communication participatory become instrument strategic for strengthen resilience food sustainable through change behaviour farmers. Communication that is inclusive and dialogic enable the learning process together in depth so that not only produce understanding cognitive, but also change affective and conative, namely change supportive attitudes and behaviours sustainability of the program. In the context of East Lampung Regency which has community farmer with background behind diverse education and literacy, approaches customized communication with condition local, language and culture are crucial for reach optimal results.

Study This also confirms that success of resilience program food not only depend on technology or source Power physical, but also very much determined by aspects communication and participation social. By improving participatory communication, the gap between technical knowledge and field practice can be minimized. Farmers no longer feel

like objects of policy, but rather equal partners who contribute to every decision-making process. This is in accordance with the theory of development communication which emphasizes the importance of horizontal dialogue and community empowerment as the key to sustainable social change.

These findings provide recommendations for local governments, agricultural extension workers, and related institutions to continue developing participatory communication methods in implementing food security programs. Active involvement of farmers in every stage of the program—from planning, implementation, to monitoring and evaluation—must be a top priority. In addition, extension that integrates local narratives and the use of simple community-based communication media needs to be maintained and expanded in scope. This not only strengthens farmers' trust and sense of ownership but also creates a positive domino effect in increasing overall village productivity and food security.

The use of participatory communication has proven to be an effective approach in increasing farmer participation in the food reserve system in East Lampung Regency. This approach not only changes the behaviour of participation in depositing harvest results from 40% to 75% but also builds a deep understanding of the importance of food security that is managed collectively and sustainably. This success opens opportunities for wider application in food security programs in other regions with similar characteristics, so that the contribution of participatory communication can be maximized in achieving the goals of agricultural development and national food security.

Critical Analysis and Theoretical Relevance

This research is very relevant and in line with the development communication theory put forward by Servaes (1996), which emphasizes that effective communication in development does not only depend on the amount of information conveyed to the community, but much more importantly the quality of the communication itself—especially in terms of how deep the understanding is successfully instilled and the behavioural changes that can be realized. Servaes emphasized importance horizontal participation, namely communication that occurs in a way equal, dialogic and interactive between all the parties involved, not communication One direction that is top-down and dictated by parties who are considered. Approach This aiming create transformation authentic and sustainable social, with involving public in a way active in the process of taking decisions, implementation, and evaluation of development programs.

Context resilience food in East Lampung Regency, findings study 'This confirm that communication participatory nature contextual and customized with characteristics public agrarian local capable overcome various constraint communication that has been going on This become inhibitor success of resilience program food. Farming communities in East Lampung in general own level relative formal literacy low, which has implications for the difficulty they understand messages technical and complex delivered through method counseling conventional top - down. Therefore that, communication participatory using Language local, simple media, and an inclusive approach are essential for information and knowledge to be disseminated. can accepted with good and internalized by farmers.

Success communication in study This not only measured from the amount the information that is disseminated, but more on effectiveness change cognitive (knowledge), affective (attitude), and conative (behaviour) that occur among farmers. With involving farmer in a way active through group dialogue, deliberation planning, and interactive training, farmers no Again become object passive, which is only accept information, but rather become subject active participants contribute in determine steps strategic for guard resilience food. Communication process like This capable building a strong sense of belonging towards the program and encourage participation sustainable, so that the resilience program food not only walk for a moment, but to be continued in a way sustainable.

Study this also highlights importance use of communication media based on local, such as posters with Language area, narrative video that uses dialect local, as well as stories local (narrative) which can build context cultural and social where farmers stay. Approach This prove its effectiveness in reduce obstacle emerging communication consequence difference Language or level education, at the same time strengthen the message conveyed through context close culture with life daily farmers. Thus, the communication message not only gets through, but can also influence the mindset and behaviour of farmers more deeply.

This study provides empirical evidence that contextual participatory communication is a much more effective strategy than formal, top-down extension methods. Conventional extension often fails to achieve its objectives due to the lack of dialogue and active involvement of farmers, so that the messages delivered are not well digested and do not motivate behavioural change. In many cases, farmers tend to receive information passively without the opportunity to ask questions, express opinions, or provide constructive feedback. In contrast, participatory communication opens space for two-way interaction that allows for the adaptation of messages to suit local conditions and farmers' actual needs.

The participatory communication approach also strengthens the capacity of farmers as agents of change in their own communities. Through involvement direct in dialogue and taking decision, farmer Study identify problem in a way critical, formulate the right solution, and committed to implementation action together. This is strengthening resilience social at a time resilience food at the level local, because community farmer becomes more independent and resilient face challenge like change climate, fluctuation price food, and disturbances distribution.

More context area, results study this also confirms that development sustainable — including resilience food — need approach communication that is of a nature inclusive, democratic, and empowerment - oriented. Participatory communication not only tool delivery information, but rather a transformation process social involving learning collective, collaboration and appreciation to wisdom local. Approach This in accordance with principal development sustainable that places public local as actor main in guard source Power nature and social they, not as object passive development regulated by parties outside.

The novelty of this study also lies in the assertion that the social and cultural context greatly determines the effectiveness of communication in food security programs. In an agrarian society such as East Lampung Regency, communication that only relies on modern techniques without considering local culture often fails. Therefore, the use of local languages and simple media is not only a communication strategy, but an urgent need so that development messages can be fully received and internalized. This study proposes that every food security program implemented in similar areas adopt an adaptive and contextual participatory communication approach, to optimize program involvement and impact.

This study provides practical recommendations for policy makers and program implementers. First, special training is needed for extension workers and program facilitators to be able to apply participatory communication techniques effectively, including the ability to manage group dialogues, design local communication media, and build horizontal relationships with farmers. Second, food security programs must be designed by involving farmers from the planning, implementation, to evaluation stages, so that the entire process becomes shared ownership and more responsive to field needs. Third, support from local governments is needed to provide adequate communication resources and infrastructure, such as internet access and simple communication devices, to expand the reach of information and strengthen communication networks between farmer communities.

This study strengthens the argument that contextual and culturally based participatory communication is the key to success in achieving sustainable food security in East Lampung Regency. By prioritizing horizontal dialogue, community empowerment, and the use of communication media that are in accordance with local characteristics, the food security program is not only able to increase farmer understanding and involvement but also encourage real and sustainable behavioural changes. This approach can be an effective development communication model to be applied in other agrarian areas with similar characteristics, to support national and global efforts in realizing resilient and sustainable food security.

Research Novelty

Study This present novelty in aspect approach. Different from study previously emphasizing effectiveness communication One direction in the resilience program food (Akbar, 2014), research This show that communication that is of a nature participatory capable to move changes in three dimensions in a way simultaneous. Approach based on group dialogue, not only convey information, but create a sense of belonging on the program among farmers.

CONCLUSION AND RECOMMENDATIONS

This study successfully answered the main question regarding the role of participatory communication in supporting sustainable food security in East Lampung Regency. Findings main show that communication involving active participation public local capable increased awareness, knowledge, and practice resilience adaptive food to change environment and social. Novelty study lies in the utilization approach communication participatory that integrates aspect culture local and digital technology, so capable build Network effective communication between stakeholder's interest.

Based on findings it is recommended that the government regions and stakeholders policy increase support to the communication program participatory as the main strategy in management resilience food. Strengthening capacity public through training, digital media facilitation, and formation of communication forum between community need become priority. In addition, integration policy cross sector that combines aspect social, economic and technological will strengthen resilience food in a way comprehensive.

Study This confirm importance compliance to formats and standards academic as part from accuracy scientific, which is not only ensure clarity and credibility communication, but also strengthens integrity intellectual writer. In the future, studies advanced expected can explore implementation communication participatory in context change climate and impacts socio-economic others, in order to expand contribution scientific and practical development sustainable.

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