Performance of The Member of Orchid Consortium Mailing List

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Abstract

Issues such as collective natural resource management, chain management and multi-functional agriculture requires new forms of coordinated action and cooperation between farmers and other stakeholders. Orchid consortium is a new cooperation system developed as an attempt to synergize various drive components in the orchid floriculture development in Indonesia. The mailing list as one of the collaborative information and communication systems is built to share information among members of the orchid consortium. The research objectives are: (1) To identify communication interaction process of the current performance of the orchid consortium. (2) To identify in which stage of the current performance of the orchid consortium. The unit of analysis is messages in the consortium mailing list. This research resulted several outputs i.e: (1) Technical and organizational themes are the most widely discussed in the mailing list of orchid consortium, (2) Group members were still in the stage of knowing each other and explain ideas or still in the orientation phase.

Keywords: information systems, consortium, orchid, floriculture

Introduction

In order to increase the contribution of orchid farms to the national economy besides the improvement of orchid cultivation techniques through the application of innovative technology it also needs institutional strengthening. It requires a change of business management systems in the direction of industrial development by utilizing the national potential and support of relevant institutions both government and private industry in order to build competitive orchid (DBPF, 2011).

This is in line with the thinking of Van den Ban (1997) which states that in solving the problems of farmers it needs to be solved collectively. Leeuwis (2009) stated that the current challenges in agricultural development, much beyond the individual farm level. Issues such as collective natural resource management, chain management, supply inputs and collective marketing, organizational development, multi-functional agriculture and venture into new markets which typically requires new forms of coordinated action and cooperation among farmers, and between farmers and other stakeholders. Most innovations needed currently have collective dimension, such as requirement of new forms of interaction, organization and agreement, and commitment among many actors.

Orchid consortium is a new cooperation system developed in Directorate General of Horticulture Ministry of Agriculture as an attempt to synergize various drive components in the orchid floriculture development. Components in orchid consortium consists of institutions which synergize significantly to achieve common goals for the orchid floriculture development in Indonesia.

Mailing list as one of the collaborative information systems is built to share information among members of the orchid consortium. Thus interconnection built among the multistakeholders that involved in the communication process of orchid floriculture development.

The research problem are: (1) How the communication interaction process of the current performance of the orchid consortiumis (2) In which stage of the current performance of the orchid consortium.

The Research Objectives

The research objectivesare: (1) To identify communication interaction process of the current performance of the orchid consortium. (2) To identifystage of the current performance of the orchid consortium.

The Framework
Communication Interaction Process

The interaction within the group can be done by identifying and categorizing certain events that occurred in the group. The interaction in mailing list is based on Berg's categorization on discussion themes, Sheats and Benne's the role of members in group oriented and Bales's interaction process analysis. Figure 1 serves as an organizing framework for the categorization.

Berg created categories based on the themes of the discussion as follows:

1. Substantive themes: The theme is related to group assignment.
2. Procedural themes: The theme gives attention to how the discussion should be developed, organized, modified or corrected.
3. Themes that are not relevant: The theme has nothing to do either with the substantive or procedural task group.
4. Disturbances: events that interfere with the themes being discussed.

Substantive and procedural themes into the themes of the group task while irrelevant themes into the theme of non-task groups (Goldberg and Larson, 2006).

Kenneth Benne and Paul Sheats (1948) in Devito (2011) divided the role of the members of the group by two parts i.e. the role of task-oriented groups and the role of developing and maintaining the group.

Bales's category system used to observe the behavior of group members and structured empirically (Goldberg and Larson, 2006). The essence of Bales's category consists of twelve categories organized into six general area of issues, namely: communication, evaluation, control, decision; tension reduction and reintegration.
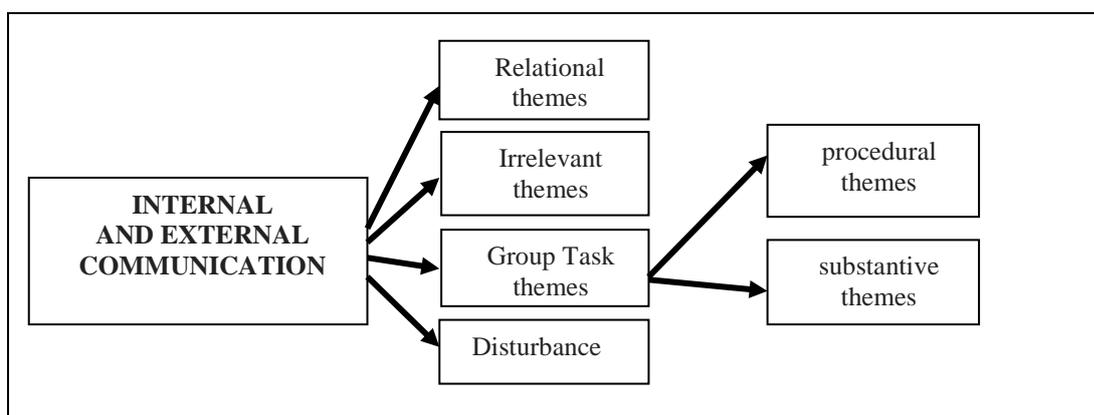

Figure 1 Categorization Themes by Berg's and Sheats and Benne's

Relational themes: The theme is related to developing and maintaining the group i.e. bad and good news.

Irrelevant themes: The theme has nothing to do with the substantive and procedural task group.

*Group task themes***:** The themes are substantive theme and procedural theme.

Substantive themes: The theme is related to group assignment devided into organization themes dan technical problems. Organizational themes gives attention to discuss about organizational definition, tasks and programs. Technical themes gives attention to problems in orchid business i.e. ultivation, clonning, policy and regulation.

*Procedural themes***:** The theme gives attention to communication competency, i.e. how to use the media and how to participate into discussion.

*Disturbance***:** Because disturbace happened in information system, we focus in error that occured when sending messages.

Phase in the Orchid Consortium Mailing List Discussion Group

Categorization based on Fisher stages of discussion groups used to identify the Orchid mailing list group variability. Fisher in Goldberg and Larson (2006) states the phase that the group consists of four phases, namely:

Orientation phase. Members of the group in this phase are still in their early stages to know each other, explain the idea and express approval.

Conflict phase. Members of the group in this phase start to argue with pleasant or unpleasant attitude towards the proposals.

Emergence of new attitude phase. Conflict and unpleasant comment diminished. Comments, suggestions and decisions more often interpreted.

Support phase. Number of comments that supported increased. Members of the group in this phase are trying to find the collective agreement.

Methods

The study was carried out using quantitative research methods. Content analysis as primary data were collected from messages that sending by participants in the mailing list of orchid consortium. Secondary data were collected from database in the orchid consortium mailing list and orchid business information as well as from books and research journals related to communication interorganizations.

The research carried out for 5 months, from November 2012 untill March 2013. The unit of analysis is messages that sent in the consortium mailing list period on December 8th, 2010 until July 29th , 2012. NVivo 2.0 analysis tool is used to view the number of messages in the mailing list by dividing the types of issues consortium based categorization Berg's theme of discussion, role-oriented members of the group Sheat and Benne's and Bales's interaction process analysis and Fisher's stages.

Results and Discussion

The Orchid Consortium Members

Orchid consortium members are the people who represent organizations. The number of active members of the orchid mailing listwere 53 people from 1) services institution 16 person i.e. Seeding Horticulture Directorate, Protection Horticulture Directorate, Cultivation and Postharvest Directorate of Floriculture, 2) Training and educational institution 5 person i.e. Indonesia University, Malang Muhammadiyah University and Gajah Mada University, 3)R&D institution 6 person i.e. Horticulture Reseach and Development Center; Floriculre Reseach Center; Indonesian Institute of Sciences, Horticulture Seeding Institute, Center for Agricultural Postharvest Research and Development, 4)

agribusiness institution 8 person, 5) association 5 person i.e. Association of Indonesian Flower; Indonesian Orchid Association nd others 13 person.

The Themes in The Orchid Consortium Mailing List

The themes of the discussion in the mailing list as follows:

1. Organizational task themes i.e. organization, activities, grand design and stakeholder developmnet program.
2. Technical task themes i.e. orchid Standard Operational Procedure (SOP), list of varieties, action plan in PF2N event, benchmark, planned meeting with conservation of natural resources center, planned join research activities.
3. Communication competency task themes i.e. about how to use database in mailing list and call members to joint the mailing list and to send or contribute the information in database.
4. Irrelevant themes i.e. information about training product display and international conference of biological science.
5. Relational themes i.e. MIPA UI award.

Content Analysis of Orchid Consortium Mailing List

Results of the content analysis based on Berg's, Sheats and Benne's and Bales's categorization see in Table 1 and Table 2.

Table 1   Matrix Total Messages in Orchid Consortium Mailing *Milist* Based on Messages that sent by The Members of Mailing List Orchid Consortium

Agent	Disturbance	External Irrelevant Themes	Relational Themes Bad News	Relational Themes Good News	Internal Irrelevant Themes	Task Themes Communication competency	Task Themes Organization	Task Themes Technical
1	1	-	2	2	-	-	23	14
2	2	1	2	1	-	-	7	2
4	-	1	3	2	1	-	11	17
7	-	1	-	-	-	-	-	4
10	-	-	-	1	-	-	3	1
14	-	3	2	2	-	-	14	24
15	-	-	-	-	-	-	1	6
16	-	-	-	-	-	-	-	2
19	-	1	-	4	-	2	28	21
22	-	-	-	-	-	-	1	-
23	-	-	1	-	-	-	-	-
29	-	-	-	-	-	-	-	1
31`	-	1	-	-	-	-	-	6
35	-	-	1	1	-	2	19	23
36	-	-	-	1	-	-	-	3
38	-	-	-	-	-	-	-	1
40	-	-	-	-	-	-	1	2
51	-	-	1	3	-	1	27	43
52	-	-	1	-	-	-	-	-
53	-	2	2	1	-	-	41	36

The resultsindicate that technical and organizational themes are the most widely discussed in the mailing list of orchid, there are 20 agents sent messages and there are 3 messages failed to send. From unstructured interview obtained information that the message failed to send due to the communication network is not functioning properly because internet infrastructure strucked by lightning one day before the agent sent the message.

Table 2 Matrix Total Messagesin Orchid Consortium Mailing *Milist*

Bales Category	External Irrelevant Themes	Relational Themes		Internal Irrelevant Themes	Task Themes		
		Bad News	Good News		Commu-nication compe-tency	Organi-zation	Tech-nical
1f Shows Solidarity	-	4	8	1	-	31	80
2e Shows tension release	-	-	-	-	-	13	14
3d Agrees	-	3	-	-	-	52	42
4c Give suggestion	-	2	1	-	4	15	15
5b Gives opinion	3	24	28	-	-	154	156
6a Gives orientation	8	4	7	-	1	65	114
7a Asks for orientation	2	-	-	2	1	32	31
8b Ask for opinion	1	-	4	-	-	39	29
9c Ask for suggestion	-	-	-	-	2	15	19
10d Dissagree	-	-	-	-	-	9	3
11e Shows tension	-	-	-	-	-	11	17
12f Shows antagonism	-	-	-	-	-	5	5

Note:
a. Communication issuesc. Controling issues   e. Tension reduction issues
b. Evaluation issues   d. Decision issues   f. reintegration issues

The result indicatethe message response that transmitted by membersintended to give opinion, orientation and expresssense of agreement with the statement made by the other members. There was a tendency to agree in many topics of discussion, reflecting temporary endeavor to look for ideas and direction as well as efforts to avoid disruption of the peace of the climate in the group. Rarely response found indicating an opposite or disagree response. Group members were still in the stage of knowing each other and explain ideas or still in the orientation phase.

Conclusion

Based on Bales categories on the behavior, most ofmessagesresponse that transmitted by member intended to gives opinion, gives orientation and express a sense of agree with the statement made by the other members. Group members were still in the stage of knowing each other and explaining

ideas and still in the orientation phase. It's suggested to increase a collective action by discussion on the mailing list as well as to increase the role of facilitator for social interaction.

It's suggested to minimize differences in interest for a common goal, build mutual trust and enhace social skills i.e. listening, empathy, give feedback and maintain the structure and dynamic of the group.

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