

ABSTRACT

Empowerment is an effort to increase the awareness, will and ability of the community to recognize, overcome and protect the welfare of the community itself. To create farmer prosperity through empowerment programs, cooperation between all stakeholders and their respective roles, especially extension workers, is needed. Carrying out an empowerment program requires good communication to interact with farmers. One of the factors that influences the success of empowerment activities is greatly influenced by communication skills. Carrying out empowerment activities certainly requires good communication between ICS (Internal Control System) and coffee farmers. This research aims to analyze communication patterns in empowering coffee farmers assisted by the Baitul Qiradh Baburrayyan Cooperative in Central Aceh Regency and analyze the level of success of communication patterns in empowering coffee farmers assisted by the Baitul Qiradh Baburrayyan Cooperative in Central Aceh Regency. Descriptive qualitative research method. The results of the research show that the communication pattern in empowering coffee farmers assisted by the Baitul Qiradh Baburrayyan cooperative has three communication patterns, namely one-way communication pattern, two-way communication pattern, and multi-way communication pattern. The success rate of communication patterns in empowering coffee farmers assisted by the Baitul Qiradh Baburrayyan Cooperative in Central Aceh Regency, sequentially: multi-directional communication pattern with a very high success rate of 96.43%. two-way communication pattern with a high success rate of 97.62%. one-way communication pattern with a moderate success rate of 78.57%.

Keywords: Baitul Qiradh Baburrayyan Cooperative, Empowerment, Coffee Farmers, Communication Patterns, Level of Success of Communication Patterns.