

ABSTRACT

Inequality in land ownership that occurred in Indonesia has spread to become a problem of food sovereignty, welfare of peasants, and poverty in the village. The Basic Agrarian Law of 1960 (UUPA 1960) and the 1945 Constitution Article 33 became the background for the struggle for agrarian reform in Indonesia until the Desa Maju Reforma Agraria (Damara) program was developed by the Konsorsium Pembaruan Agraria with Pawartaku in the former HGU plantation of PT. Sari Bumi Kawi Kulonbambang Kabupaten Blitar. The research was entitled "Communication Strategy in the diffusion of innovation process of Desa Maju reforma Agraria (Damara) in Kulonbambang Kabupaten Blitar" and had the formulation of the problem of how the communication strategy in the diffusion of innovation process of Damara in Kulonbambang was carried out by KPA and Pawartaku. The purpose of this study was to find out the communication strategies in the diffusion of innovation process of Damara in Kulonbambang conducted by KPA and Pawartaku.

This study uses qualitative methods and descriptive approaches. The data sources for this study were obtained from interviews, direct observation in the field, and through literature. Data were analyzed using the technique of Miles and Huberman. The theoretical foundation used is communication strategy, diffusion of innovation theory, implementation theory, and definition of village from UU No. 6 of 2014.

Based on the analysis in the research carried out using the diffusion of innovation theory, it was concluded that the development communication strategy in the diffusion of innovation process of Desa Maju Reforma Agraria (Damara) in Kulonbambang, Kabupaten Blitar conducted by KPA and Pawartaku had fulfilled the elements in the stages in the theory, which are knowledge, persuasion, decision, implementation, and confirmation that the time flow that occurs between each stage is not coherent but applies randomly. This is due to a long historical process in making decisions and struggles as well as Damara's innovation adoption process in Kulonbambang. The communication strategy in the diffusion of innovation theory for Damara in Kulonbambang is yet not outstanding at the stage of persuasion, especially education to residents and youth.

Keywords: agrarian reform, rural area, diffusion of innovation, plantation, damara