

Sorghum Taglines Campaign Analysis:

Discourse approach

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Abstract—The development of sorghum as an alternative food in Indonesia has been carried out for several decades ago, but officially there is no national sorghum taglines intended as an alternative food campaign in Indonesia. This campaign is needed in order to anticipate the decline in the ability to meet needs and reduce dependence on imports of staple foods of rice and wheat. In various areas of sorghum it has long been known and cultivated, but its role is getting dimmer and getting less attention in its development. Therefore, it needs an effort to ignite public awareness, and encourage a mass movement to consume sorghum as part of the daily diet. The research objective is to criticize and present alternative sorghum National campaigns. The research method uses a complete grammatical discourse approach that fits the context, text and situation so that it can strengthen the language campaign. Result shows that the taglines campaigns that have been circulating are displayed in the form of fragmentation, description, and regional spots. Future campaigns could be based on consumer segmentation, are lateral and can ignite the emotional side of supporting the Indonesian food security.

Keywords—sorghum campaign; taglines campaign; discourse approach; social linguistics

I. INTRODUCTION

The development of sorghum cultivation in Indonesia continues to be pursued by GOI through various programs and projects related to food security [1]. However, these efforts is less echoing because the national priority is still based on rice, corn and soybean commodities. The main mission of the agricultural development program is the realization of national food security and independence. This was achieved through a series of program and project packages including efforts to diversify rice food, so that the level of consumption and production is balanced and not necessarily imported. Quantitatively the largest sorghum production area and yields in Indonesia is found in East Java Province [2,3]. So that the development and campaign activities of sorghum in the Province can be used as a benchmark for the development of national sorghum.

Among the programs and projects as well as the development activities are the annual workshop activities entitled "Business Meetings and Technology Gatherings: Coordination for supervision and Assistance for Other Cereals Production Activities Budget year 2013-2015". The activity

brings the main mission in the context of campaigning for sorghum commodities as alternative food, through two approaches: (1) business network meeting; and (2) disseminating the development of technology for cultivation, post-harvest and processing of commercial sorghum products. This activity was organized by the East Java Provincial Agriculture Office, carried out every fiscal year, followed by envoys from the Agriculture Service staffs of all districts in East Java Province, farmer groups from sorghum production centres, business people, and resource persons from research institutions and universities.

It is interesting to observe whether the discourse of this activity is coherent with the mission to be achieved? How does conversation content and discussion that is prominent and often expressed correlate with the context agenda workshop? Or further does it reveal the conditions and needs of the field? So what steps need to be developed at the next meeting? The discourse of this activity is the object of linguistic research to examine the cohesive and coherent nature and discourse of sorghum food campaigns that are better able to expand their reach.

II. METHOD

The linguistic research method used is a discourse study. Discourse analysis is a methodology for analysing social phenomena that is qualitative, interpretive, and constructionist [4,5]. It explores how the socially produced ideas and objects that have been created and are held in place. It is not only a set of techniques for conducting structured, qualitative investigations of texts, but also a set of assumptions concerning the constructive effects of language [6-8].

The research phase begins by calculating the frequency of conversations and discussions of the speech contents and presentations from the speakers in workshop of "Business Meetings and Technology Gatherings: Coordination for supervision and Assistance for Other Cereals Production Activities". Then examined the nature of cohesion and coherence with the context and mission of the activity. The approach of this research is as illustrated in Figure 1.

availability of superior local and national seeds and correct sorghum farming techniques. Though the main goal desired by the speaker is how efforts should be made so that farmers want to plant sorghum, and at the same time strive to grow consumers demand for sorghum products.

Even so, in recent years intense discussions have emerged regarding the market opportunity and sorghum development programs. It is explorative related to efforts to build sorghum networks, the advantages of sorghum flour through data on wheat flour comparison (gluten free food and sugar food), the idea of exhibiting products to building a sorghum house (market shop), price determination problems, initiation in order to supply flour industry, various commercial products from sorghum processed, choice of processing industries, storage and warehousing problems and concerning the feasibility of building a sorghum business. It seems that the discourse on the development of sorghum has been understood as a step that must be done together, so that conversations begin to be directed at how to achieve goals rather than just discussing field problems. Because the problem always appears and must be faced [10].

It is interesting that phrases and choices of the word 'food campaign (sorghum)' are very few in the discussion, only around 6-7 times. This could be because workshops are directed at technical topics rather than development strategies.

In terms of contents [11], all conversations converge on understanding related to the following key points: (1) demonstration assistance program/project (#sorghum_annprogramfund); (2) alternative food; (3) that sorghum is easily cultivated and produced; (4) sorghum is a food import substitution commodity; (5) sorghum slogan as a healthy diet; (6) gluten free food idioms; (7) the market opportunity for sorghum is still open; and (8) sorghum processing as a new business (Figure 3.). Program/project assistance is a form of appreciation for the area selected as a pilot for sorghum planting, through the provision of a budget for one fiscal year. In the conversation it is a formulation of a real set of words "seed/seed subsidy/seed source/seed technology/farm demo assistance" to strengthen the questions as well as requests or asking for pilot project assistance. Likewise, all conversations related to the nutritional superiority of sorghum are actually to assert that sorghum is feasible as an alternative food, especially the substitution of rice and flour. Then more popularized as a healthy diet and jargon of gluten free food to be easily remembered by participants. The construction of the meaning of conversation in this activity can be used as material in compiling campaign slogans to promote sorghum products in verbal and text form. Promoting local sorghum products is expected to foster new economic activities that benefit society, as well as experience in other countries [12,13].

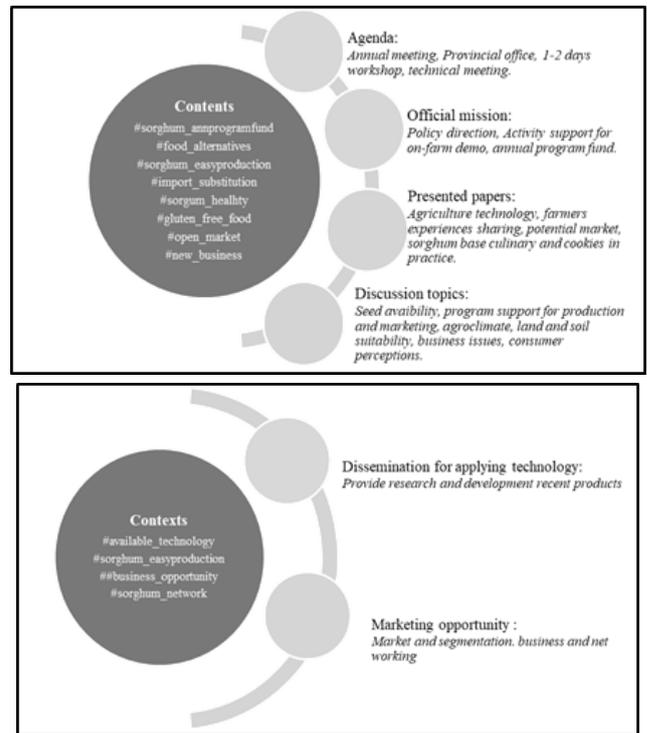


Fig. 3. Contents and contexts analysis.

In accordance with the text of the workshop agenda document and the papers presented, there are two topics, namely: dissemination of applying technology and marketing opportunity (Figure 3.). Each with the main sub-topics, namely: #available technology and #sorghum_easyproduction and #business_opportunity and #sorghum_network. So the context of the sorghum campaign activity agenda is delivering the information on available technology that can be applied based on experience and research results as well as sharing experiences in doing business and developing the market for sorghum products. In fact, in this context, the activity agenda can be said to be cohesive and coherent with the sorghum campaign mission. However, the campaign mission still does not fully reach the target because the summary and formulation of activities are almost the same every year. Actually the conversations are to be more substantive, from technical reviews and then to "how to persuade farmers to involve this program and how to socialize sorghum food products". But the strategy formulation and the following year's activity steps are not explicitly stated in the results of this workshop.

Therefore the improvements that can be made include reproducing sorghum food slogans and making discourse during the workshop. The workshop was designed to be a means to spark enthusiasm for sorghum products to become a food trend for the community. So far the slogan that has been raised is in the form of fragmentation, long descriptive and localized in the production centre. In the future the campaign should be directed at consumer segmentation, such as: vegetarian groups, college campus segments, rural communities and so on. And so on through a lateral thinking approach, to find "unconventional ways" to change the mind-set that "eating is not always rice" but it can also be as

"sorghum rice". For certain groups, slogans touch the emotional side because they are credited with being participants who support national food security.

On the other hand, the Speakers were also asked to choose diction and presentation methods that were invitation (hortatory) and not just narrative. The last crucial thing is that the title of the activity should be clearly written in the commodity "sorghum" instead of budget nomenclature which is written on the banner as "other cereals". Thus the message conveyed is very strict, namely the campaign for developing sorghum

IV. CONCLUSION

The campaign mission for sorghum through the reproduction of sorghum food slogans has cohesion and is coherent with the agenda of workshops, briefing speeches, material papers and presentations and conversations in discussions. However, this campaign discourse has not been too strong and has not fully reached the target and needs improvement with a discourse design that is more inviting to carry out joint movements to promote sorghum food. The campaign taglines and or slogans is more directed at efforts to encourage consumer acceptance and demand for sorghum products, which in turn can encourage the spirit of farmers and the growth of the processing industry. This will certainly increase the economic activities of the community.

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