

**WOMEN'S PERCEPTION IN THE CULTURE OF CHOOSING  
ORGANIC FOOD  
(Case Study of Jember District Housewives)**

**Juariyah** ([juariyah@unmuhjember.ac.id](mailto:juariyah@unmuhjember.ac.id))  
**Aisyah Ayu Kartika** ([kartika@unmuhjember.ac.id](mailto:kartika@unmuhjember.ac.id))  
**Arifatul Jannah** ([arifatul@unmuhjember.ac.id](mailto:arifatul@unmuhjember.ac.id))  
FISIP of Muhammadiyah University of Jember

**Abstract**

Organic food is an important presence at this time. The amount of influence of chemicals on food causes many negative effects on the human body. It is interesting to examine the perceptions of women (housewives) in choosing organic food, because in the hands of women more engaged in food every day. Research location in Summersari sub-district. The research method uses qualitative methods, with in-depth interviews as data collection techniques and the sampling technique uses purposive sampling. The theory used uses the Theory of S-O-R (Stimulus Response Organism). The results showed that the perception of women in the Dasa Wisma group in Summersari Jember Subdistrict had not yet understood optimally about organic food, so intense information was needed for them.

**Keywords:** Perception, culture, Organic food

## I. Introduction

The existence of organic food in meeting primary human needs is very important, this is because organic food is food grown and stored without artificial fertilizers, artificial pesticides, as well as preserving substances, coloring agents or flavorings, including animal meat that is maintained without chemical drugs. Which is classified as organic food is the purest food, planted or produced without the help of chemicals. The word "organic" is a sign of a commitment to agriculture that is as little as possible disturbing the environment. Research shows that organically grown fruits, vegetables and nuts contain more nutrients, including vitamin C, iron, magnesium and phosphorus, and contain very little nitrate and pesticide deposits compared to plants grown using synthetic pesticides and fertilizers. Organically raised cows also contain the same beneficial substances. People who consume it will get healthier, because the food contains more nutrients, and less substances that endanger health.

Perception is a process that occurs in individuals who start a stimulus. This stimulus is organized and interpreted which is influenced by the individual's background to the object. Similarly, what happens to every woman in perceiving organic food. Reasons for choosing women, especially housewives, because every day they mostly process food for their families. Based on what is described above, the author is interested in researching with the title: Women's perceptions in choosing an organic food culture

## II. LITERATURE REVIEW

### 1. The S-O-R Theory (Stimulus-Organisms-Responses)

This theory includes the components of attitude, opinion, behavior, cognition, affection, and konasi. According to the stimulus response the effect that is generated is a special reaction so that one can expect and estimate the suitability between the message and the communication reaction. The elements of this model are:

a) Message (Stimulus)

The message conveyed by the communicator to the communicant. The message delivered can be a sign or symbol. Symbols or signs can be described as emoticons.

b) Communism (Organism)

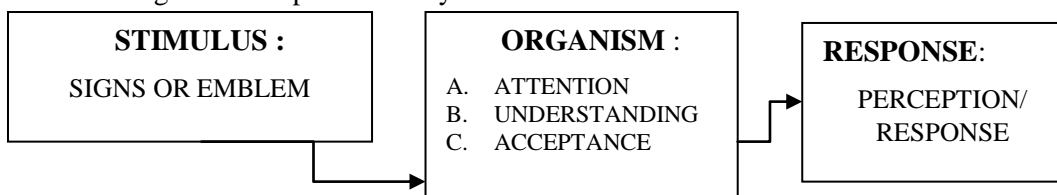
Is the state of the communicant when receiving a message. The message conveyed by the communicator is received as information, and the communicant will pay attention and observe the information conveyed by the communicator that means the communicant will pay attention to every message that is conveyed through a sign or symbol. Furthermore, the communicant tries to interpret and understand each message conveyed by the communicator.

c) Effects (Response)

Is the impact of communication in the form of opinions or responses. Opinion or response arises when the message has been received by the communicant.

Picture 1

Stimulus-Organism-Response Theory



Source : Effendy, 2001:46)

This theory shows communication as a very simple reaction process. When a message in the form of a sign or symbol is conveyed to the communicant, the communicant directly through his five senses understands and interprets the meaning of the symbol he receives, after the interpretation process comes the response or response conveyed by the communicant verbally or nonverbally.

According to Effendy (2001: 47), explained that "individuals as members of the mass media target audience selectively pay attention to messages, especially if they are related to their interests. The effect of social media on audiences is not the same but diverse. This is because individually different from each other in their mental structure. According to this theory, the effect caused is a special reaction to the stimulus, so that one can expect and estimate the suitability of the message and the reaction of the communicant. This theory also explains the effects that occur on the recipient as a result of communication. The impact or influence that occurs is a certain reaction from certain stimuli. Thus, the size of the influence and in what form the influence occurs, depends on the content and presentation of the stimulus. After the communicant receives a message in the form of a sign or symbol and interpret through the five senses. Then comes an opinion or reaction in the form of an attitude from within the communicant and a statement that comes out of the communicant.

## **2. Organic food**

According to McKeith (2009: 157) organic food is food that is free of chemicals. Organic food is planted in soil that is not sprayed with chemical fertilizers and pesticides. Organic food ingredients are all foodstuffs produced with as little or as free from the elements. chemical elements in the form of fertilizers, pesticides, hormones, and drugs. Organic food uses only local seeds, and only uses fertilizers from nature in the form of animal waste and compost.

Organic food must also meet specified international requirements, for example not containing GMO seeds (genetically modified organisms) and not utilizing irradiation technology to preserve products. Thus, all production processes are carried out naturally (as minimum as possible using external inputs), starting from the cultivation aspect to the processing method (from the farm to the table).

## **III. RESEARCH METHODS**

The approach in this study is descriptive analytic. Research using qualitative methods that generally depart from the question why or how. The location is in Jember Regency. Especially for housewives in Jember Regency. The reason for choosing this location is because there are many women who still have traditional mindset in choosing organic food. Research preparations are: (1) identifying previous research related to the problems to be studied, (2) identifying data sources, (3) finding documents relating to the theme of the research, (4) managing research permits. The implementation of this research was carried out with the following steps: (1) contacting the resource person, (2) comparing with previous research data, (3) identifying the roles carried out by resource persons in the legislative process. Data Collection Method Data in this study consisted of primary data and secondary data. Primary data is collected through in-depth interview methods, while secondary data is collected through document studies which include data from Jember District archives and other supporting documents.

#### IV. RESEARCH RESULTS

Organic food is increasingly becoming a lifestyle choice today, because more and more people know the benefits, especially for long-term health. Some of the opinions of mothers about sources of information about organic food are as follows:

The opinion of Ms. Ani (45) about information about organic food is as follows:

I know about organic food, I usually know it from YouTube. Nowadays, it's been developed so it's easy to get information, it's the term now, it's just that I think it's still difficult to get it. The easiest is probably in a natural village ... (Interview, 9 May 2019)

From the opinion delivered by Mrs. Ani, it can be concluded that the informants knew about the existence of organic food, and knew it from the current media. The development of social media when it can make it easier for housewives to get information quickly and cheaply. Included in obtaining information about organic food. For Ms. Ani, knowing about organic food is a food that does not contain chemicals and is currently not using organic food, one of the reasons is because it is expensive.

Another opinion conveyed by Ms. Tija (40 years) was her opinion as follows:

"I don't know about organic food, only what I know is green vegetables that grow in unspoiled villages and not in the city. Organic food if available easily is okay. And when it is easy to get it. What I understand is that organic food is natural food (Interview, Ms. Tija, May 9, 2019)

Ignorance of informants about organic food illustrates that not all housewives. This is because information about organic food is still not received. The opinions conveyed by other housewives as delivered by Ms. Rio (40 years) are as follows:

"I know about organic food from my own experience, because this food is found in many villages, in my opinion organic food is very useful for health and is very easy to obtain, especially in the village, if in the city it is difficult. If organic food is easily obtained, I will try it continuously. "(Interview, Ms. Rio on 9 May 2019).

From the opinion expressed by Ms. Rio above, it can be concluded that knowing organic food is derived from her own experience in looking at various foods. Many organic foods are obtained in the village. Even though not everything from the village has organic food. Other opinions conveyed by Ms. Iim (30 years)

"I know about organic food, which is organic food that does not contain chemicals, I get this information from the internet and talk to people around, I often use it myself because I have planted it around my house because it is good for health. So in my opinion it is easy to get because I plant it myself which does not add chemicals, because chemicals are very harmful to the body " (interview, May 10, 2019)

From the opinions expressed by Ibu Iim, it can be concluded that most housewives know about organic food, and because they have planted it themselves for a long time, it is not difficult to obtain it. But not all mothers have enough land to plant vegetables and other food ingredients. Organic food is not only in its finished form, but starts from planting it, seeds and maintaining it all without chemical drugs.

Opinion conveyed by Ms. Rina ((42 years)

"In organic food, in my opinion, foods that do not contain chemicals and pesticides, I know this organic food from print and electronic media such as television as well as interpersonal communication at the usual shopping place.

There are some of these foods which are still ingredients and some are in the form of processed food. In my opinion, it is still difficult to obtain because it is not always available both in traditional and modern markets. Another obstacle is also the price, usually organic food is more expensive than non-organic ones "(Interview, with Ms. Rina on 10 May 2019)

Opinion of Mrs. Fitri (35 years):

"I think organic food is a food that has little pesticide and a little preservative, in my opinion, this food usually starts from the ingredients and the processing does not contain pesticide ingredients, it becomes really natural, it's just because it's natural, the color is less attractive, long lasting , and not bright so it is less desirable "(interview dated, 10 May 2019)

From what Mrs. Fitri conveyed, Mrs. Fitri's understanding was good enough, but because she returned to her family members' appetite, Ibi Fitri herself, her husband and children preferred the non-organic food.

From the results of several interviews, it can be concluded that most of the informants knew about organic food information from media consisting of YouTube, the internet, newspapers and television. And there is also communication between people. This indicates that the role of the media is quite good for the community. They are media literate. It's just that the availability of organic food is still lacking, they prefer non-organic. In addition, from the process of seedling, maintenance and processing, organic food takes a long time to influence the price. The price of organic food is more expensive than non-organic. This fact should encourage people to be more encouraged to plant food especially those consumed daily even though they do not have enough land, now they can use polyback or hydroponics.

## V. CONCLUSION

Information about organic food obtained from housewives is from the media, the media in his theory include print media and electronic media. Household mothers get more from electronic media, namely through social media such as YouTube, internet, instagram, twitter, and others. -other. The development of technology and information encourages people to use supporting communication tools in their daily lives, including accessing information. Organic food information was also obtained from social media, which now has more choices such as Facebook, Twitter, Instagram, WhatsApp, and so on, and some of them are obtained through communication between people.

The perception of housewives about organic food from all informants was only one who did not know about other organic foods that they already knew, they understood that foodstuffs containing chemicals and pesticides had a negative impact on health. Organic food is the choice of housewives if available easily and at affordable prices. They assume that organic food comes from the village and is still natural. When in the city, in addition to the lack of land to grow their own, they consider that in the city there are many non-organic foods. Actually organic food has been obtained everywhere. The lack of understanding of organic food is the cause.

Perceptions about organic food have been very good in the community, they hope that with affordable prices and easy access to organic food it is desirable.

## REFERENCE

- Abdurahman, Oemi. *Dasar-Dasar Public Relations*. PT Citra Aditya Bakti: Bandung. 1993
- Astawan, Made. 2009. *Sehat dengan Hidangan Kacang dan Bijibijian*. Jakarta: Penebar Swadaya.
- Cutlip, Scott M. Center, Allen H. Broom Glen M. *Effective Public Relations. Edisi Kelima*. Prentice Hall International Inc: New Jersey. 1985.
- Effendy, Onong Uchajana. *Ilmu, Teori, & Filsafat Komunikasi*. PT. Citra Aditya Bakti: Bandung. 1993. *Ilmu Komunikasi. Teori & Prakteknya*, Remaja Rosdakarya: Bandung. 2011.
- Kasali, Rhenald. *Manajemen Public Relations: Konsep Dan Aplikasinya Di Indonesia*. Pustaka Utama Grafiti: Jakarta. 1994.
- Kriyantono, Rachmat. *Riset Komunikasi*, Kencana Prenada Media Group: Jakarta. 2006.
- Lalolo, Loina. *Pengantar PR. Konsep dan Aplikasi Membina Hubungan Baik dengan Publik*. 1999.
- Moleong, *Metode Penelitian Kualitatif*. Remadja Karya: Bandung. 1989.
- Masyhuri dan Zainuddin, M. *Metodologi Penelitian: Pendekatan Praktis dan Aplikasi*. Refika Aditama: Bandung, 2008.
- Mulyati. Ani. *Panduan Optimalisasi Media Sosial Untuk Kementerian Perdagangan RI*. Kementerian Perdagangan Republik Indonesia: Jakarta. 2014.
- Mumtaz, Fairuzul. *Metode Penelitian*, Pustaka Diantara. 2017.
- Rakhmat, Jalaluddin, *Psikologi Komunikasi. Edisi Revisi*. Remaja Rosdakarya: Bandung. 1992.
- Sunardjo, J.S. *Opini Publik*, Liberty: Yogyakarta. 1984.
- Sastropetro, Santoso. *Pendapat Publik, Pendapat Umum, dan Pendapat Khalayak Dalam Komunikasi Sosial*. CV Remadja Karya: Bandung. 1987.
- Sugiyono, *Metode Penelitian. Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta: Bandung. 2017.