

RESEARCH ARTICLE



DISCOURSE STRATEGIES IN PROMOTING SUSTAINABLE AGRICULTURE: A MULTICULTURAL APPROACH BY THE SOLOK RADJO FARMER COOPERATIVE

Intan Nabila Khaira¹, Sarmiati¹, Azwar¹

¹Universitas Andalas, Padang, West Sumatera, Indonesia

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ABSTRACT

This study explores the persuasive communication strategies the Solok Radjo Farmers' Cooperative employs to promote sustainable agricultural practices and multicultural values. Using Fairclough's discourse analysis framework, the research examines how language, metaphors, and narratives are utilized in individual and group contexts to influence farmer behavior and perceptions. Data collected through in-depth interviews, field observations, and document analysis reveal a multifaceted communication approach that aligns with local cultural norms. At the individual level, managers adopt personalized language, employing local idioms and emotional appeals to build trust and resonate with farmers' personal experiences. In group settings, inclusive discourse and cultural symbols emphasize collective responsibility and solidarity, fostering a sense of shared purpose. Key strategies include metaphors, such as comparing land stewardship to family care, and success narratives highlighting the tangible benefits of sustainable practices. These strategies facilitate the adoption of sustainable methods and create a cohesive community identity grounded in multicultural values. The findings underscore the importance of tailoring communication to cultural and social contexts to enhance the effectiveness of sustainability initiatives. Insights from this study offer practical guidance for cooperatives globally, illustrating how culturally sensitive communication can advance sustainability goals and strengthen community cohesion.

Introduction

Sustainable agriculture has become the main focus in overcoming global food challenges while preserving the environment. In this context, the role of farmer cooperatives is increasingly important as entities that can mobilize and organize farmers to adopt sustainable agricultural practices (Pawlak & Kołodziejczak, 2020). As a collective organization, cooperatives not only function to increase the productivity and income of their members, but also play a crucial role in forming social norms that support sustainability through the communication strategies used. Persuasive communication carried out by cooperative managers plays an important role in shaping the perceptions, attitudes and behavior of cooperative members towards sustainable agriculture (Yu et al., 2023).

By examining relevant discourse elements, this study aims to connect theory with farmers' local experiences. Additionally, it considers local cultural aspects integral to communication strategies. However, this research integrates a discourse analysis framework to understand in depth how these communication strategies shape and are influenced by social and cultural contexts. This approach allows research to outline how language and discourse structures in cooperative communication act not only as tools of persuasion, but also as mechanisms for the formation of contextual social meaning (Akinseye, 2023). By examining discourse elements, such as narratives, metaphors, and frames, this research reveals how cooperative managers communicate sustainability values in a format that is relevant to farmers' local experiences and culture (Speidel, 2024).

Sustainable agriculture has become a global agenda to address challenges related to food security, environmental sustainability, and economic sustainability (Boix-Fayos & de Vente, 2023). In Indonesia, this

approach is seen as a solution to problems arising from conventional agriculture, which often prioritizes productivity at the expense of environmental quality (Wienhold & Goulao, 2023). Conventional practices have led to issues such as land degradation, water pollution, and biodiversity loss. Consequently, sustainable agriculture is emerging as a paradigm that integrates environmentally, socially, and economically friendly practices into agricultural production (Nguyen et al., 2023).

Agricultural cooperatives as organizations that accommodate farmers have great potential in supporting sustainable agriculture. The Solok Radjo Farmers' Cooperative, located in a fertile rural area, plays an important role in encouraging sustainable agriculture in the area (Cahyani et al., 2023). Cooperative managers are responsible for communicating the value and benefits of sustainable agricultural practices to cooperative members. Communication carried out by managers is informative and framed persuasively through an approach that considers the social and cultural context of local farmers (Rostami & Salehi, 2024). Thus, this communication strategy is not only a tool of persuasion, but also part of an effort to shape a collective perception of sustainability as a cultural value that is in line with local identity. For example, TF, one of the managers who has an educational background in agriculture and long experience in coffee development, puts forward a communication strategy that is full of local narratives. Solok Radjo coffee's achievements in the international market, such as its success in taste tests in Thailand in 2014 and Melbourne in 2016-2017, are a symbol of collective success that can improve people's self-esteem and economics. Using a discourse analysis framework, this research will explore how success narratives are constructed to create a meaning of success and how this meaning strengthens farmers' motivation to adopt sustainable practices. The consistently increasing coffee harvest of farmers assisted by Solok Radjo from 2020 to 2023 also reflects the effectiveness of persuasive communication in shaping farmers' mindsets towards the value of sustainability. Based on data, harvest yields increased from 38,932 kg in 2020 to 58,016 kg in 2022 (Solok Radjo, 2022). As quoted by *Antaranews.com* (2021), Solok Radjo Coffee has become a symbol of the revival of the status of coffee farmers in the Gumanti Valley. In discourse analysis, this symbol shows economic improvement and collective success, which can motivate farmers to be more actively involved in cooperatives.

Furthermore, this research will also examine the use of other discourse elements, such as metaphors and frames, which managers use to convey persuasive messages in various contexts, both in individual and group meetings (Gkalitsiou & Kotsopoulos, 2023). For example, the family approach used by managers in communicating with members, as expressed by AR, a cooperative member since 2018, shows that managers use family metaphors to create a sense of togetherness and collective responsibility. In this frame, sustainability is not only seen as an environmental concept but as a shared value shared for the future of the community (Kurniawan & Maulana, 2022).

Thus, the integration of a discourse analysis framework in this research is expected to reveal how the language and communication strategies used by Solok Radjo cooperative managers not only have an impact on farmers' cognitive aspects but also on the formation of a collective identity that supports sustainable agriculture (López-García et al., 2023). Insights from this research can be used to develop more effective communication strategies in agricultural cooperatives in Indonesia and as a reference for cooperatives in other regions in different cultural contexts.

Materials and Methods

This research uses qualitative methods with a case study approach to explore in depth persuasive communication strategies in the specific socio-cultural context of the Solok Radjo Farmers Cooperative. The research team obtained qualitative data through in-depth interviews with four cooperative managers and four accompanying farmers who were considered exemplary in their fields. The researchers selected informants through purposive sampling to ensure relevant representation in revealing the dynamics of persuasive communication in cooperatives. The team complemented in-depth interviews with direct observation of management activities in providing education to farmers in the field and documenting various cooperative communication activities (Alfikri, 2023). The researchers analyzed the collected data using qualitative research principles by integrating a discourse analysis framework to understand how the language and communication strategies used by cooperative managers are not only tools of persuasion, but

also as a means of forming meaning in the local social and cultural context (Gohori & van der Merwe, 2020). In accordance with the principles put forward by Miles and Huberman (2021:15), this case study analysis focuses on detailed observations of manager communication in a particular social setting, namely farmer cooperatives. The discourse analysis approach allows this research to explore the language elements used by managers in communicating sustainability values, including narratives, metaphors and frame structures that reflect local social and cultural values (Rostami & Salehi, 2024).

This research also uses the elaboration possibility theory developed by Richard E. Petty and John T. Cacioppo (Ngarawula & Wahyudi, 2023) as a conceptual framework for understanding the cognitive processes of message recipients in interpreting the messages conveyed. However, the researchers enrich this theory with a discourse analysis approach to see how the structure of language and communication is formed based on social and cultural context. In this context, discourse analysis helps identify how cooperative managers build credibility and direct the persuasion process by adapting messages according to farmers' values and knowledge. Certain discourses facilitate the elaboration process by creating relevance between the message and farmers' life experiences, so that they are more likely to process the message in a deep and focused way (Cole, 2023).

By integrating a discourse analysis framework, this research aims to identify and describe how language and communication strategies not only influence the cognition of message recipients, but also shape collective identities and social norms that support sustainability in cooperative communities. Insights generated from this approach will make an important contribution in developing cooperative communication strategies that are sensitive to socio-cultural context, thereby supporting sustainable agricultural goals more effectively (Ngarawula & Wahyudi, 2023; Tung et al., 2024).

Results and Discussion

Discourse Structure

These findings show that the management of the Solok Radjo Farmers' Cooperative uses various discourse elements, such as narratives, metaphors and frames, in conveying persuasive messages that are adapted to the context of farmers' values and experiences (Ali et al., 2022; Cahyani et al., 2023). This discourse structure not only functions as a means of conveying information, but also as a way to create emotional connectedness and shared identity among farmers. With this specific discourse approach, cooperative managers can present messages that are more relevant and easily accepted by farmers, encouraging them to adopt sustainable agricultural practices (Isdarmanto, 2020).

One important aspect of the discourse structure applied is the use of narratives or stories. The narrative used by cooperative managers functions as a strong persuasive tool because it is able to present stories that are close to the lives of farmers (Boix-Fayos & de Vente, 2023; Rostami & Salehi, 2024). Through narratives, cooperative managers convey information about the benefits of sustainable practices and provide real examples of other farmers who have successfully implemented this method. In an interview, a cooperative manager told how they used the success stories of farmers who were previously hesitant to adopt sustainable methods but ultimately achieved very satisfying results. "We told the story of how one farmer was able to increase his yield significantly after implementing a new technique. "This is not just a story, but real evidence that they can see for themselves," explained the manager (Setyaningrum et al., 2024). Using these stories helps other farmers to see success in a real context, makes them feel that the change is achievable, and increases their confidence in trying similar methods (Ngarawula & Wahyudi, 2023).

The narrative also helps overcome any doubts farmers may have regarding the changes. Among the farmers encountered in this research, there was concern about the uncertainties and risks that may arise from adopting sustainable farming methods. However, through inspiring stories, managers can describe the experiences of other farmers who have gone through the same process and successfully overcome challenges. In this way, narratives serve as a source of motivation that strengthens farmers' perceptions of success. Furthermore, these narratives create a social learning context, where farmers see success as a personal goal and a form of contribution to their community. This gives the impression that one farmer's success is a collective success, thereby strengthening the sense of solidarity within the cooperative (Hermans et al., 2023).

Apart from narrative, metaphor is also an important element in the discourse structure used by cooperative managers (McCarroll & Lambert, 2024). Metaphors help transform abstract concepts, such as “sustainability” and “ecosystem balance,” into more concrete terms relevant to farmers' everyday lives. For example, in group communication sessions, managers often use the metaphor of “caring for the land like caring for family” to explain the importance of maintaining the balance of the agricultural ecosystem (Boix-Fayos & de Vente, 2023). This metaphor describes the relationship between farmers and the land as one that must be maintained and preserved on an ongoing basis, similar to the way they care for their families (Bhat et al., 2023). One farmer responded to this metaphor: “I feel more understanding that the land also needs to be cared for, like children who need attention.” In this case, using metaphors provides farmers with a deeper understanding of the importance of maintaining environmental sustainability, without using technical language that may be difficult to understand (Shah & Khan, 2020).

The metaphor of “caring for the land like caring for family” also functions as a tool that strengthens farmers' emotional attachment to the land they work. Land is seen not only as a resource for producing crops, but as a “member” that directly relates to their lives. In this way, cooperative managers convey messages about agricultural methods and instill values about the need to protect the land and surrounding environment as a form of moral responsibility. This can encourage farmers to care more about and feel involved in sustainability efforts because they perceive that these actions have an impact on their long-term welfare and that of their communities (Akinseye, 2023). For example, metaphors such as “roots of life,” commonly used in local discourse, can reflect the deep connection between agrarian communities and their surrounding environment. This phrase illustrates the importance of land for sustaining life and highlights cultural values that emphasize the balance of nature. Beside that, Metaphors such as “the sea as a mother,” commonly used in coastal communities, depict the close relationship between people and the sea as a source of life. This phrase reflects a deep respect for nature, providing food and livelihood, while highlighting cultural beliefs that view the sea as an entity that gives and protects. Apart from narratives and metaphors, Solok Radjo Farmers' Cooperative managers also use frames as a way to direct farmers' attention to certain aspects of sustainable agricultural practices. Frames are used to highlight relevant points of view for farmers, so they can see the benefits and impact of the methods being taught more clearly (Akinseye, 2023; Gkalitsiou & Kotsopoulos, 2023). For example, managers often use the “agriculture as heritage” frame in group workshops to remind farmers that what they do now will have long-term impacts for future generations. This frame positions sustainable practices not only as modern methods, but also as a responsibility that needs to be preserved so that agriculture can still be passed on to children and grandchildren.

The “agriculture as heritage” frame gives farmers a deeper meaning of the importance of sustainable practices. In interviews, several farmers stated that this frame reminded them of their responsibilities as farmers in their communities. “I want my children to continue farming like me, and if we don't take care of it from now on, maybe they won't be able to work this land anymore,” said one farmer. Through this frame, cooperative managers succeeded in placing sustainable practices in a context related to the future of farmers and their families, making them feel that these changes were very important and relevant (Djuwendah et al., 2023; Hermans et al., 2023).

The findings also show that this frame has succeeded in forming a collective perspective among farmers regarding the meaning of sustainable agriculture. By placing sustainability as something directly related to the survival of the community and future generations, cooperative managers can create a deep collective awareness among farmers. Through this framework, managers are also able to stimulate the formation of stronger solidarity among farmers, so that they feel that sustainability goals are not only an individual responsibility, but also a collective responsibility that must be supported by the entire cooperative community (Alfikri, 2023; Frate & Bido, 2024).

This discourse structure, which consists of narratives, metaphors, and frames, creates a more comprehensive and contextual communication approach. Through this approach, cooperative managers convey information and help shape farmers' new meaning about the importance of sustainable agricultural practices (Lee et al., 2021; Rostami & Salehi, 2024). In the context of conventional agriculture which is generally dominated by a purely productivity approach, this discourse structure has succeeded in shifting farmers' views towards a more holistic paradigm, where sustainability becomes an integral part of

agricultural practice. This approach helps create deeper motivation among farmers to consider sustainability as a primary goal, not just an option or a trend.

With a contextual discourse approach adapted to local culture, this discourse structure also succeeds in bridging the gap between theory and practice. One of the challenges in implementing sustainable practices is the difficulty in translating abstract concepts into concrete actions that farmers can accept (Boix-Fayos & de Vente, 2023; Liu & Liu, 2024). However, through the use of appropriate narratives, metaphors and frames, cooperative managers succeeded in presenting the concept of sustainability in a format that was easier for farmers to understand and apply (Frate & Bido, 2024; López-García et al., 2023). This shows that effective communication not only requires conveying clear information, but also requires a discourse structure that is able to convey values that are in harmony with the social and cultural context of farmers.

So, the discourse structure implemented by Solok Radjo Farmers' Cooperative managers in their persuasive communication succeeded in creating deep understanding and motivation among farmers regarding sustainable agricultural practices (Wienhold & Goulao, 2023). By using narratives to provide real examples, metaphors to facilitate understanding, and frames to direct farmers' perspectives, cooperative managers are able to form communication structures that are not only informative but also inspiring. This approach strengthens the effectiveness of persuasive communication and creates a long-term impact on farmer awareness and behavior, which further contributes to the successful implementation of sustainable agriculture in the Solok Radjo Farmers Cooperative community.

Use of Language

These findings indicate that Solok Radjo Farmers' Cooperative managers use different linguistic strategies between individual and group communication, an approach that has been proven to increase the effectiveness of cooperative outreach in encouraging sustainable agricultural practices. By understanding the context and audience of the communication, cooperative managers are able to adjust the use of language so that farmers can better receive the message conveyed. This tailored approach includes choosing vocabulary, delivery style, and emotional approach that aligns with each audience's background and needs in individual and group interactions.

1. Linguistic Strategies in Individual Communication

In individual communication, managers adapt their language based on farmers' personal characteristics. They prioritize a personal and informal approach, avoiding technical terms. For example, in personal counseling, managers use local languages or simplify technical concepts into everyday language. This fosters trust and makes farmers more receptive to messages about sustainability (Akinseye, 2023; Djuwendah et al., 2023; Kurnianto & Soewarno, 2024). For example, in personal counseling sessions, managers often use local languages known to farmers, or simplify technical concepts into everyday language that is easy to understand. One cooperative manager stated, "We talk to them like we talk to our own family, using words they use every day. If they feel familiar with the language we use, they will more easily accept what we say." Using familiar language helps build trust and eliminates social distance between managers and farmers, so messages about sustainable agricultural practices can be conveyed more effectively (Compare et al., 2024). Additionally, managers use emotional approaches by addressing farmers' personal concerns, such as pest problems or soil degradation. Listening first and then providing relevant solutions makes farmers feel understood, enhancing openness to the information shared (Hermans et al., 2023; Nguyen et al., 2023). "We don't directly tell them what to do. "First of all, we listen to them and understand their problem, then we provide a solution," said one manager. This approach makes farmers feel heard and understood, so they are more open to receiving the information provided. Personal narratives are also used to inspire farmers. Stories of others who succeeded by adopting sustainable practices help build hope and motivate farmers (Piwowar-Sulej, 2021). "When they see that other farmers can succeed, they feel motivated," added the cooperative manager. These narratives not only provide concrete examples of success, but also give hope to farmers, making them feel that success is possible.

2. Linguistic Strategies in Group Communication

In group communication, managers adopt a more formal and structured approach. The language is standardized to ensure that all group members understand the information in the same way (Bhat et al., 2023; Marshall et al., 2024). In group meetings, such as workshops and discussions, managers use a more inclusive language style, where they often use terms such as “we” or “us” to emphasize the unity of the group. For example, when inviting farmers to adopt sustainable methods, managers will say, “We are all responsible for keeping this land productive for the next generation.” The use of the word “we” creates a greater sense of involvement among farmers, so that they feel that sustainability goals are not only an individual responsibility, but also a shared responsibility that must be achieved collectively (Stojanović et al., 2024; Widawski et al., 2023).

In addition, in group communications, managers more often use technical terms relevant to sustainable agricultural practices, but they always ensure that these terms are explained clearly and simplified as needed. This approach allows farmers to understand new concepts related to sustainability without feeling overwhelmed. For example, terms such as “soil management” or “water conservation” are explained with relevant analogies, so that farmers can relate them to everyday activities. One farmer stated, “At first, I felt confused by these new terms, but after explaining them with examples that are close to our lives, I understood better.” This approach shows that cooperative managers are aware of the need to adapt the language style used in the group so that all members can participate in discussions without feeling alienated (Velten et al., 2015).

3. Effectiveness of the Language Variation Approach in Persuasive Communication

A language variation approach adapted to individual and group communication contexts has proven effective in increasing the acceptance of persuasive messages. In individual communications, more personalized language allows managers to address farmers' fears or concerns. Simple and familiar language creates a deeper bond between managers and farmers, which in turn increases farmers' trust in the message conveyed. These findings indicate that language has an important role in creating personal relationships that serve as the basis for the behavior change process (Akinseye, 2023). In contrast, in group communication, more formal and structured language allows managers to achieve the goal of collective understanding and strengthening group identity. The use of technical terms explained in simple terms provides an opportunity for farmers to understand sustainable agricultural practices in a more holistic framework (Ali et al., 2022). Through inclusive and structured delivery, managers succeeded in creating collective awareness of the importance of sustainable practices as a shared responsibility, which also increased solidarity among cooperative members (Yu et al., 2023).

This flexible linguistic approach provides the added advantage of overcoming language and cultural barriers that often pose challenges in persuasive communication. By adapting the language used in individual and group communication, managers are able to convey persuasive messages that are appropriate to the social and cultural context of farmers, so that the messages are more easily received and understood (Akwei & Nwachukwu, 2023). One of the managers said, “Farmers have different backgrounds and needs, so we try to adapt the way we talk to them.” Awareness of this linguistic diversity helps reduce communication barriers and ensures that messages about sustainability can reach all cooperative members.

4. Implications of Language Variations on Changes in Farmer Behavior

The use of language variations adapted to individual and group communication contexts significantly impacts changes in farmer behavior. In individual communication, a personal language approach makes farmers feel heard and cared for, so they are more open to accepting suggestions given by managers. This approach serves as a foundation for building the trusting relationships necessary to drive behavior change. On the other hand, in group communication, an inclusive and structured language approach creates a sense of solidarity among farmers, so that they feel more motivated to participate in joint efforts towards sustainable agriculture (Djuwendah et al., 2023; Rostami & Salehi, 2024).

Using a flexible linguistic approach, the Solok Radjo Farmers Cooperative managed to create a communication environment that was inclusive and responsive to farmers' needs (Bonfert et al., 2024). This

approach strengthens the effectiveness of the persuasive messages conveyed and forms a collective mindset among farmers regarding the importance of sustainable practices as a shared value. These findings show that language variation is not just a communication tool but an important element that shapes farmers' behavioral patterns and motivations in supporting sustainable agricultural practices (Assoratgoon & Kantabutra, 2023).

Impact on Multiculturalism in Solok Radjo Farmers' Cooperative Communication

This research reveals that the management of the Solok Radjo Farmers' Cooperative actively integrates multicultural values in their communication strategy to create social cohesion and celebrate cultural diversity among cooperative members. This multicultural approach not only supports harmonious social relations within the community but also plays an important role in achieving the Sustainable Development Goals (SDGs) which focus on social inclusion, community resilience and cultural sustainability (Dolezal & Novelli, 2022). By utilizing cultural diversity as the main element in communication, cooperatives have not only succeeded in uniting farmers from various backgrounds but also strengthened a community identity that respects differences.

1. Integration of Cultural Values in Communication

Cooperative managers understand that farmers who are members of cooperatives come from various cultural backgrounds and have their own unique traditions. In a multicultural context, managers integrate local cultural values in every communication activity to ensure that farmers feel accepted and appreciated. For example, managers insert cultural elements such as regional languages, local expressions, and references to traditions in every group meeting or cooperative event. This approach aims to foster a sense of belonging among cooperative members, while promoting cultural diversity as a source of collective wealth (Ngarawula & Wahyudi, 2023). One cooperative manager stated, "We want every farmer to feel that their cultural identity is valued and important to this community. This way, they will be more motivated to contribute to the cooperative's efforts." This statement shows that managers are focused not only on the cooperative's economic results but also on creating an inclusive environment. This integration of cultural values strengthens social cohesion because farmers feel that the cooperative is a place where their identity is respected (Speidel, 2024). Thus, cooperative communication is not only a tool for conveying information but also a means of building trust and solidarity among members who have cultural differences.

2. Use of Local Language and Cultural Symbols in Communication

Language is an important element in creating effective and inclusive communication. Solok Radjo Farmers' Cooperative managers consistently use local languages in their communications with farmers, especially in group contexts. By using familiar language, managers create easily accepted communication by all cooperative members, including those who may feel less confident in understanding formal language. The use of local language is also a way to respect each farmer's culture and show that the cooperative values its diversity (Ali et al., 2022; Soulard et al., 2021). Apart from language, managers also use cultural symbols in their communications to emphasize local values that are in line with the cooperative's goals. For example, managers often connect sustainable farming principles with traditional practices already known to farmers in workshops and group discussions. One farmer in an interview stated, "We feel more confident when the cooperative uses terms we are familiar with, and we also feel that our culture is respected." These symbols comfort farmers and reduce cultural barriers that may arise in communication.

3. Promotion of Social Cohesion through Collective Events and Rituals

To strengthen social cohesion among cooperative members, the management of the Solok Radjo Farmers' Cooperative holds various collective events and rituals that prioritize the values of togetherness and inclusion. On several occasions, the management organizes cultural events or local celebrations involving all cooperative members, both farmers and managers. For example, cooperatives hold annual meetings designed as a space for farmers to share their experiences in adopting sustainable practices, while celebrating existing cultural diversity (Frate & Bido, 2024; Nayak et al., 2023). These events create a space

for farmers to interact openly, get to know each other more deeply, and develop a sense of solidarity. "We feel like one big family every time there is a cooperative event. Even though we come from different backgrounds, we support each other here," said one farmer. These findings show that collective events that pay attention to cultural diversity can strengthen social ties among cooperative members. The social cohesion built through these events also positively impacts the cooperative's effectiveness in conveying messages about sustainable practices, as farmers feel they have a stronger bond with the cooperative and each other (Alqarni et al., 2023; Hart & Rodgers, 2023).

4. Multiculturalism and Achieving Sustainable Development Goals (SDGs)

By integrating multiculturalism in their communications, the Solok Radjo Farmers' Cooperative supports the achievement of several SDGs goals, especially those related to social inclusion, poverty alleviation and cultural preservation. One of the SDGs' targets is to create inclusive communities that respect cultural differences. The cooperative effectively promotes multicultural values through its communication approach, where every member is valued regardless of their background. This approach is in line with SDG 16 (Peace, Justice and Resilient Institutions), which emphasizes the importance of inclusion and respect for cultural diversity to build peaceful and resilient societies (Dolezal & Novelli, 2022; Stojanović et al., 2024). By prioritizing multiculturalism, the Solok Radjo Farmers Cooperative also contributes to cultural sustainability at the local level. This cooperative has succeeded in maintaining traditional values through targeted communication and respect for members' culture. One manager said, "We try to maintain the values that have become part of their identity. That way, they feel more connected to the cooperative and have a greater responsibility for participating in sustainability." This awareness of the importance of culture in sustainable agriculture contributes to the achievement of SDG (Sustainable Cities and Communities), which encourages the preservation of local cultural heritage (Sajeva et al., 2024).

5. Implications for Increasing Solidarity and Participation

The integration of multicultural values in cooperative communication has a significant impact on increasing farmer solidarity and participation. By creating an inclusive and culturally respectful environment, cooperatives have succeeded in forming a strong collective identity among their members. This collective identity serves as a basis for farmers to work together to achieve sustainability goals, because they feel that the cooperative is a place where they can be themselves without having to put aside their culture (Soulard et al., 2021). The multicultural approach implemented has also succeeded in overcoming potential conflicts that may arise from differences in backgrounds between cooperative members. By providing space for farmers to celebrate their cultural identity, cooperative managers are able to create a harmonious atmosphere where each member supports each other. This allows cooperatives to function as a powerful collective platform in promoting sustainable agricultural practices (Yu et al., 2023).

The integration of multicultural values in cooperative communication has significantly impacted social cohesion, solidarity and active participation of members of the Solok Radjo Farmers' Cooperative. By celebrating diversity and creating an inclusive environment, this cooperative has encouraged members to become more involved in sustainability activities. This approach also supports the achievement of the SDGs, especially those related to social inclusion, cultural preservation and building resilient communities (Abdul Aziz et al., 2023). In a multicultural context, cooperative communication becomes more than just a tool for conveying information; it serves to build a shared identity that respects differences. These findings show that multiculturalism has a strategic role in increasing persuasive communication effectiveness and strengthening cooperatives' collective spirit, creating solid, inclusive and sustainable communities.

Discussion

This research underscores the significant role of persuasive communication by the management of the Solok Radjo Farmers' Cooperative in promoting sustainable agricultural practices. At the individual level, cooperative managers employ a personal and relational approach to connect with farmers. By sharing inspirational stories of other farmers who have successfully implemented sustainable practices, they provide real-life examples of the benefits that change can bring. These narratives inspire confidence and

motivate farmers internally, creating a belief that adopting sustainable methods is both achievable and impactful. A key aspect of this approach lies in understanding each farmer's specific needs and concerns. Cooperative managers actively listen and tailor their advice to align with the unique challenges faced by individual farmers. This contextually relevant guidance enhances trust and reinforces farmers' confidence in the recommended practices. As noted by Rostami & Salehi (2024), providing such personalized support increases the likelihood of farmers embracing sustainable measures, as they feel understood and supported throughout the process. Ultimately, the cooperative's focus on relationship-driven communication fosters a deeper sense of trust and accountability among farmers. By combining practical advice with emotional engagement, the cooperative encourages individual behavioral change and strengthens the collective commitment to sustainability within the farming community. This strategy highlights how empathetic and tailored communication can be a powerful tool for driving environmental and social change in agricultural practices.

On the other hand, persuasive communication in a group context is focused on creating social dynamics that support the implementation of sustainable agriculture. Through group discussions, workshops and seminars, managers encourage cooperative members to share knowledge and experience, creating space for farmers to learn from each other and support each other. This interaction strengthens collective awareness about the importance of sustainable practices, and builds solidarity and social bonds among cooperative members. Open and collaborative discussions enable farmers to feel part of a common goal, so they are more motivated to adopt sustainable practices collectively (Özgül & Zehir, 2023).

These findings emphasize the critical role of a multilevel approach in persuasive communication for achieving sustainability. Cooperative managers adeptly tailor their communication strategies to address both individual and group needs, ensuring that their messages resonate with all stakeholders. By adopting this inclusive approach, they foster an environment of support and trust, enhancing the effectiveness of persuasion. This strategy facilitates individual behavioral changes and builds a strong sense of community commitment to sustainable practices. The cooperative reinforces a collective identity centered on sustainability by addressing individual concerns through personal engagement and simultaneously promoting shared goals in group settings. This dual-level strategy strengthens social cohesion, as farmers become motivated to adopt sustainable practices and feel part of a broader mission that aligns with the Sustainable Development Goals (SDGs). This combination of individual and collective empowerment creates a ripple effect, promoting consistent progress toward sustainability.

Moreover, this multilevel approach goes beyond behavioral change to cultivate enduring solidarity among community members. By intertwining sustainable practices with the community's social fabric, the cooperative establishes a robust foundation for long-term commitment to the SDGs. This highlights how strategic communication, adapted to various social levels, can catalyze both environmental and social progress.

Conclusions

The conclusion of this research underscores the strategic role of persuasive communication implemented by the Solok Radjo Farmers Cooperative in encouraging sustainable agricultural practices and fostering social cohesion among farmers. At the individual level, using a personal approach, combined with inspirational narratives about the success of other farmers, has been highly effective in raising awareness and motivation to adopt environmentally friendly practices. By tailoring messages to each farmer's unique circumstances, cooperative managers have bridged the gap between awareness and actionable change, empowering farmers to take ownership of sustainable practices.

At the group level, persuasive communication has been facilitated through open discussions, collaborative workshops, and group activities. These efforts create spaces for collective dialogue, enabling farmers to share experiences, challenges, and solutions. This group dynamic fosters collective awareness about the importance of sustainability while simultaneously building solidarity and a shared sense of purpose. The cooperative's communication approach has demonstrated how group interactions can transform individual intentions into collective action, further reinforcing the sustainability agenda.

Moreover, the integration of multicultural values into the cooperative's communication strategies has created an inclusive environment where every member feels respected and valued. This inclusivity fosters collaboration across diverse cultural backgrounds, enabling the cooperative to harness the strengths of its members and build a cohesive community. By incorporating multicultural principles into persuasive communication, cooperative managers ensure that sustainability efforts resonate deeply with their members' diverse social and cultural fabric.

From a linguistic perspective, this study highlights discourse analysis's significance in understanding persuasive communication's impact. This research uncovers how language functions as a tool for influence and social cohesion by examining linguistic markers, narrative structures, and dialogic strategies. The narratives and dialogic practices used by the cooperative managers reveal not only their ability to persuade but also their skill in fostering shared identities and values among farmers. These findings underscore how linguistic strategies shape social interactions and drive behavioral change.

Ultimately, this research demonstrates that by employing a comprehensive persuasive communication strategy rooted in both individual and collective discourse, cooperative managers have succeeded in creating a collaborative community that supports the Sustainable Development Goals (SDGs). The integration of discourse analysis into this study provides valuable insights into the linguistic mechanisms underlying persuasive communication, offering a robust framework for future research in linguistics and sustainable development.

Declaration of Conflicting Interest

The author hereby declares that there is no conflict of interest related to the publication of this paper. The authors have no affiliations or financial interests with any organization or entity that could affect the objectivity or integrity of this research. This paper's research findings and interpretations are based on objective analysis and accurately obtained data.

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About the Authors

Intan Nabila Khaira is a Master's student in Communication Studies at Universitas Andalas. Email: intannabilakhaira@gmail.com

Sarmiati is a lecturer in Communication Studies at Universitas Andalas. Her research interests include organizational communication, educational communication, and other related fields. Email: sarmiati@soc.unand.ac.id

Azwar is a lecturer in Sociology at Universitas Andalas. Email: azwar.fisip@gmail.com