

ABSTRACT

Indonesia is an agricultural country, this is supported by the natural conditions of the fertile Indonesian state with a very large expanse of land and very abundant biodiversity. But on the other hand, the condition of farmers in Indonesia is always synonymous with poverty and underdevelopment, one of which is in the City of Tasikmalaya. One of the ways to overcome this problem is by carrying out a social movement. This social movement was carried out by several farmer and student organizations who are members of an alliance, namely the Alliance for Concern for the Regeneration of Farmers. The social movement carried out by this alliance aims to collect promises from the City Government of Tasikmalaya to discuss agricultural issues, as well as want the regeneration of farmers in Tasikmalaya City. In this study the authors used the theory of social movements. The research method used in this research is descriptive qualitative research method. The data collection techniques in this study are by observing, documenting, and in-depth interviews. The sampling technique was done by purposive sampling and snowball sampling. The validity of the data used source triangulation and the analysis used was data collection, data reduction, data presentation, and drawing conclusions or verification

Based on the results of the study, there are political opportunities in the actions carried out by the Alliance for the Regeneration of Farmers in Tasikmalaya City. Because when taking action, the state is being enlivened with actions in various areas including the City of Tasikmalaya with the issue of the revision of the KPK Constitution, the RKUHP, and the Land and Correctional Bill. And the Mayor of Tasikmalaya was named a suspect in the corruption case of the Tasikmalaya Special Allocation Fund for the 2018 fiscal year. The DPRD also promised that a discussion would be held when the council's equipment was formed, this was an opportunity for the alliance to sue the government regarding the agricultural problem of the City of Tasikmalaya. The mobilization structure carried out by the alliance is in terms of facilities, manpower, and funds obtained from farmers and the action participants themselves voluntarily, building relationships with the community, namely together with the PELITA organization holding a Melon Picking Festival, building relationships with the mass media. The type of framing that appears in this alliance action movement is to identify the problem first, namely the decline in farmer regeneration, after that they discuss and formulate and prepare strategies for action. At the time of the action, the alliance attracted the masses by voicing oration, bringing action properties such as pamphlets and tombstones containing slogans/words offensive to the government, and performing theatrical performances in the midst of the action to express concern for the fate of the farmers of Tasikmalaya City.

Keywords: Social Movement, Alliance, Agriculture.