

Collaboration with:



The 7th Sajogyo and Pudjiwati Sajogyo Lecture 2026

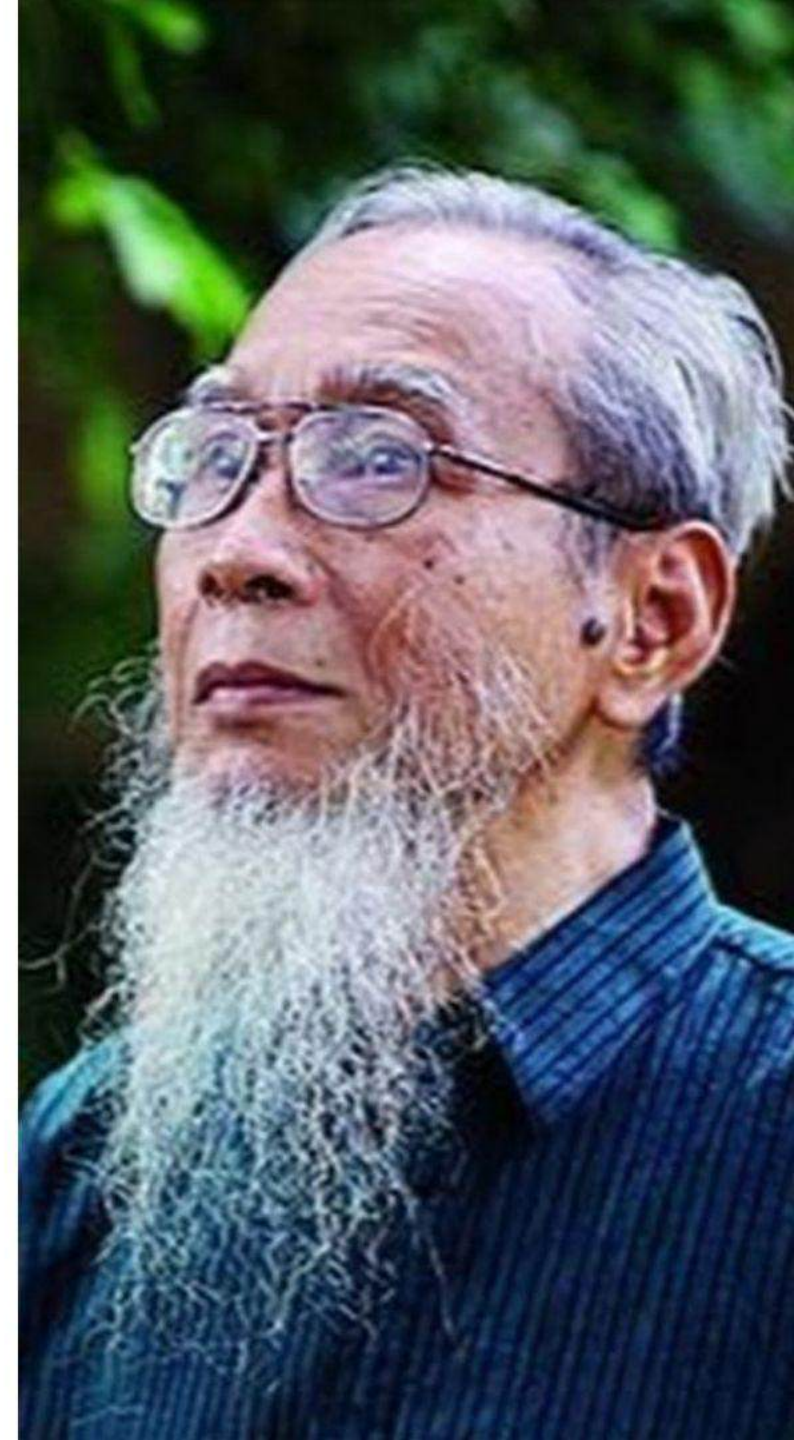
RECONSTRUCTING DEVELOPMENT COMMUNICATION FROM A SOCIO-EPISTEMOLOGICAL PERSPECTIVE

Toward Inclusive and Participatory Practices

Dr. Ir. Djuara P. Lubis, MS.

Lecturer at Faculty of Human Ecology, IPB University

IPB Dramaga Campus, Bogor (22 May 2026)



Reconstructing Development Communication from a Socio- Epistemological Perspective

TOWARD INCLUSIVE AND PARTICIPATORY
PRACTICES

Djuara P. Lubis
Pusat Studi Pembangunan Pertanian dan Pedesaan
Institut Pertanian Bogor



CONTENTS

- 01 Colonial Background of Development Communication
- 02 Development Communication:
Exiting Epistemic Colonialism
- 03 Development Communication Research
- 04 Development Communication Future



01

Colonial Background of Development Communication



FROM TRADING
TO AGRARIAN
COLONIZATION

YEAR

HISTORICAL EVENTS

1512

The Portuguese—followed by the Spanish—arrived in the Maluku Islands to engage in the spice trade, which was highly important in Europe for seasoning, food preservation, and medicine

1602

The Dutch East India Company (VOC) was established and later gained control over the spice trade.

1800

Spices gradually lost their strategic significance in Europe as a result of scientific and technological advancements. VOC needed new agricultural commodities

1817

The Kebun Raya Bogor was established as a site for the introduction of fifty new commercial plant species, including oil palm, cassava, coffee, tea, sugarcane, rubber, and tobacco.

1831

Cultuurstelsel was started (main commodities: Coffee, sugarcane , tobacco)

FROM TRADING
TO AGRARIAN
COLONIZATION

YEAR

HISTORICAL EVENTS

1905

The Department of Agriculture, Industry, and Trade was established. Principal functions was agricultural extension.

1908

Landbow-adviseur and assistent landbow-adviseur were established

1910

Establishment of Landbow Voorlichtings Dienst (LVD): Landbowconsulent and Adjunct Landbowconsulent

1921

Scope of LVD work: agricultural extension and credit

1942/
1945

Farmers were required to produce food crops and other agricultural products for the needs of Japan. There were also Son Sidoing (Subdistrict Agricultural Officers) and Nogyo Kumiai (Agricultural Cooperatives).



EPISTEMIC
COLONIALIZATION

- The most popular theories for agricultural extension:
 - ❖ Awareness – Attention – Evaluation – Trial – Adoption
 - ❖ Diffusion of Innovation Theory
 - ❖ Dipaksa (forced) – Terpaksa (have to) – Terbiasa (be used to)
- Linear, one way, top-down
- Communication as a vehicle to bring development messages
- Key word: Persuasion

Critiques on the Colonial Paradigm

Bias pro innovation

Widening the gap between the rich and
the poor

Disregarding local wisdom

Positioning farmers merely as targets,
objects, and recipients of messages



02

DEVELOPMENT
COMMUNICATION: EXITING
EPISTEMIC COLONIALISM

SOCIO-
EPISTEMOLOGY

Sajogyo as source of
inspiration:

Pro marginalized group

Participation

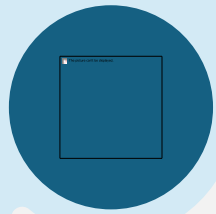
Based on data

Pro Equalization

SOCIO- EPISTEMOLOGY

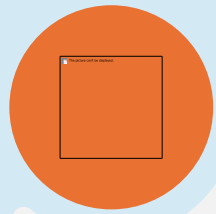
- Knowledge is socially constructed
- Power influence knowledge
- Language and culture shape understanding
- Knowledge is not neutral
- Knowledge develops collaboratively

DEVCOM CHARACTERISTICS



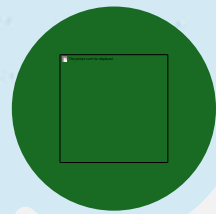
Pro-
marginalized

01



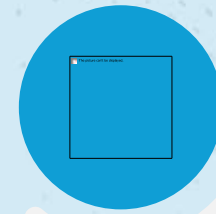
Based on
Theory

02



Pragmatic

03

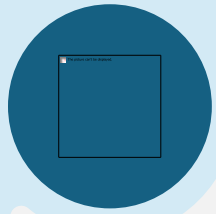


Trans-
discipline

04



DEVCOM CHARACTERISTICS



**Pro-
marginaliz
ed**

01

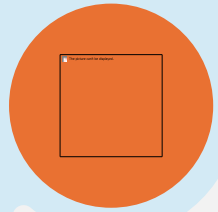
Bears the name 'Development' but is not a developmentalist.

Rooted in the failures of development (disempowerment), not an elite proxy

Convergence model of communication, Participatory

Giving voice to the voiceless → *the voice of the voiceless.*

DEVCOM CHARACTERISTICS



Based on
Theory

02

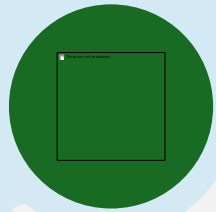
Theory is very important in science.

Various “western” communication theories →
Hypothesis

Theory – Practice – Research – Theory – Practice and
so on

→ Challenges in Theorizing : Localizing Theory
(Theory Decolonization)

DEVCOM CHARACTERISTICS



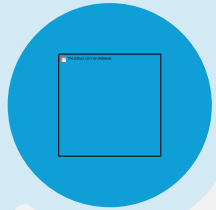
Pragmatic

03

- Empower marginalized community.
- Has practical implications, in addition to theoretical ones
- Research: start from social problems, and end with implications to solve the problem

→ DEVCOMS are not living in Ivory Tower

DEVCOM CHARACTERISTICS



Trans-
discipline

04

Transdiscipline: dissolution boundaries between disciplines and between *scientific knowledge* and *indigenous knowledge*

Transdiscipline in Bogor: Lecturers from various background (academe and practitioners)

Devcom Research need various scientific disciplines

DEVCOM ACTION: EMPOWERMENT

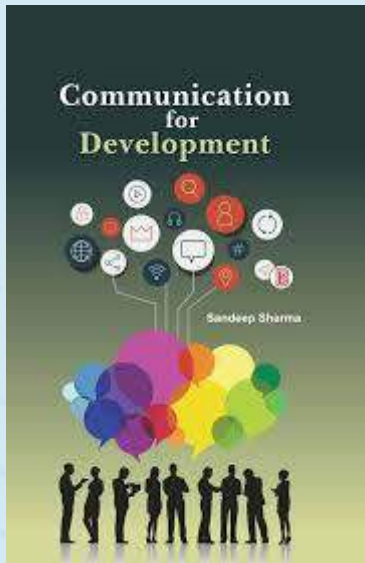
NETWORKING

ADVOVACY

DEVELOPMENT
COMMUNICATION

COMMUNITY
ORGANIZING

CAPACITY
BUILDING



03 DEVCOM RESEARCH

RESEARCH Paradigm

- Until 2000 dominated by Post-positivism paradigm (Characteristic of social sciences in technical universities)
- Starting 2000: Emergence of constructivism, Critical Theory, and Participatory Paradigm
- Challenge to develop theory/paradigm due to communication practices



Communication Audit

04

Communication
Ethnography

05

Photo-voice

03

Critical
Content
Analisisys

06

Netnography

02

**DEVCOM
RESEARCH
METHODOLOGY**

Semiotics

07

Network
Analisisys

01

Communication Theories

Diffusion of Innovation
Education/Edutainment
Group
Culture
Participatory
Gender
Environment
Disaster
Resiliency
Organization
Family
Health
ICT4D
Development Journalism
Peace/Conflict
Social Movement

Metodologi

Survey/Quantitative
Photovoice
Network Analysis
Netnography
Social Media and Big Data Research
Communication Audit
Semiotics
Communication Ethnography
Discourse Analysis

Arena

Agriculture
Health
Environment
Technology
Education
Micro enterprises
Tourism
Rural - Urban



04 Devcom future



Challenge: Localizing Communication Theories

- Communication Theory:
Eurocentric

- Neglecting Non-western
Theory

- Western Theory:
instrument for colonization



Localizing Communication Theory
(Science Decolonialization): Science
Reconstruction and Local Knowledge



Localizing Communication Theory

01 Context

02 Actors

03 Diversity

04 Science Flow

05 Forum

DEVCOM
Localizing
Ecosystem



Mature
DEVCOM



DEVCOM CONTEXT

01

Theory contextualized in the local setting

02

Acknowledge Local Knowledge: Collectivity value, *musyawarah*, high context culture

03

Develop grounded body of knowledge that is rooted in cultural, political, and linguistic contexts.”

04

Reconstruction of western theories and construction of local knowledge

DEVCOM
Variety



- *Scientific knowledge*
- *Local knowledge*
- *Spiritual knowledge*



***GIVING VOICE TO
THE VOICELESS***



Continuing to practice Devcom: take side, theorizing, pragmatic, and transdiscipline

Localizing communication theory

Contributing to solve social problems

Improving practice of community communication, development journalism, science communication, and educational communication



Have the voices of the marginalized been heard???

Thank You