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# Influence Learning Tour on Salted Fish Processing Behavior in Product Development in Karangantu Nusantara Fishing Port (NFP)

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**Abstract**
In an effort to increase revenue, salted fish processors in Karangantu NFP should be able to change the behavior of production from quantity to quality orientation. The increase in revenue will be difficult to achieve if the salted fish products produced still monotonous and traditional and only sold in sacks or cardboard. Development of a quality product is a creative breakthrough to deal with the condition of availability of raw materials which are uncertain and increase revenue. Learning tour activities undertaken by Salted Fish Processing around Karangantu NFP Banten Province effect on their behavior changes in product development. Salted fish processors is quite confident and have high confidence that they are able to imitate the existing model in the city of Cirebon. The formation of the behavior seen in the interest and motivation are very high. Extension method with social learning approach through the learning tour very well developed by the Government in the formation of behavior and motivation. In addition, social communication, social interaction, and cultural contacts that occur through the sharing of information among communities led to the diffusion of innovation reciprocal, so that in case of adoption of innovation, there will be widespread social change.
**Keywords:** learning tour, social learning, behavioral changes, adoption of innovation, social change

## 1. Introduction

Fisheries activities from upstream to downstream concentrated in landing fish or fishing port. Nusantara Fishing Port (NFP) is the center of activity Karangantu fisheries in the northern waters of Banten Province. This fishing base for the maximum size of fishing vessels of 30 gross tonnage.

Most of fishery products landed by fishermen processed into salted fish by people around Karangantu NFP already settled and become a resident of the City of Serang, Banten. Salted fish is produced by drying to dry the previously sorted by size, for small fish immediately dried while for large fish cleaved first.

The stability and continuity of supply of raw materials is very important for the processing of salted fish. Insufficient supply of raw materials when the moon is bright and the west season causing production halted until six (6) days or more which resulted in soaring prices of salted fish. But if there is an excess supply of raw materials during the fishing season resulted salted fish prices down. Supply of raw materials landed every day is Tembang fish (*Sardinella aurita*). These fish are small and suitable for salted fish. Other kinds of fish landed is Japuh (*Dussumieria spp*), Bilis (*Engraulis spp*), Kuniran (*Upeneus sulphureus*), Teri (*Engraulis spp*), small shrimp (*Penaeus spp*), and squid (Mastigoteuthis flammea) are seasonal. To increase revenue salted fish processors need to develop quality products and value-added. Salted fish processors have to start thinking of making a quality product salted fish is not only oriented to the quantity.

Salted fish processing capabilities are limited in access to technology, information, and market the products resulting monotonous hereditary. Methods of training and visit (TV) and field school (FS) by local extension has not been intensive. Extension for the community is already well regulated by Law No. 16 of 2006 on Agricultural Extension System, Fisheries, and Forestry. In the Act explained that the Extension of agriculture, fisheries, forestry is a learning process for the main actors and businesses so that they are willing and able to help and organize themselves in accessing market information, technology, capital, and other resources, in an effort to increase productivity , business efficiency, income, and welfare, as well as raise awareness in environment conservation.

Act concerning the extension mandated that extension is done through a process of continuous change through learning and mentoring to help people so that they can help themselves. Extension as a change agent should be able to be a liaison between the two social systems or more, for example, the Department of Agriculture / Fisheries or the Department of Industry and Trade with the Farmer / Fisherman / processor. Change agents tried to steer decisions aligned with the desired innovation Institute where he worked.

According to Rogers and Shoemaker (1971) explains that the role of change agent / extension are: (1) raise the need for change, (2) establishing relations/build closeness, (3) diagnosing the problem, (4) create motivation for change, (5) change action plan, (6) maintain a program of change and prevent congestion, (7) reaches the corresponding terminal / build self-confidence does not depend on others.

At the time of the pre-survey, it is known that the salted fish processors have expectations of change in

the development of salted fish products. Even want new products like jerky fish, smoked fish or other. To realize these expectations, they proposed a learning tour to the city of Cirebon is considered to have many variants of processed fish compared to Serang to search for a model to be imitated.

Tour learning is rarely done by the extension because they just plain recreation without teachers and formal learning methods, but according to Albert Bandura in 1977 explained that most of the behavior of individuals is obtained from the results of learning through observation of the behavior displayed by other individuals who become models especially leaders or people who are considered to have more value than others. This learning process is called "observational learning" or learning through observation..

As a researcher in the field of extension development is necessary to analyze the influence of the tour learning to behavioral change Salted Fish Processing around Karangantu NFP Banten Province in the development of salted fish products.

This research is expected to be useful in increasing the knowledge of learning observations with regard to extension of development. In addition, expected to be useful in practice in developing salted fish products in the NFP Karangantu. This study is also expected to be input by the policy makers in the field of extension and community empowerment.

**2. Theoritical Review**

Rogers and Shoemaker (1971) explains that social change consisted of three successive stages: (1) the invention is a process in which new ideas are created, (2) diffusion, is the process by which new ideas are communicated to the social system, (3) consequences of the changes that occur in the social system as a result of the adoption or rejection of innovation. Diffusion elements are: (1) innovation, (2) is communicated through a specific channel, (3) within a specified period, to (4) members of a social system. The properties of innovation are: (1) relative advantage, (2) crisis, (3) the effect of incentives, (4) compatibility, consistent with the values, past experiences, and needs of the recipient, (5) complexity, (6) can be tried on a small scale, (7) observability. In addition to the nature of innovation adoption rate is influenced by (1) the type of innovation decisions, (2) communication channels, (3) social systems, and (4) attempt agent of change. Type of innovation decisions, namely: (1) the decision authority / superior forcing subordinates, (2) optional individual or collective decisions, (3) decision contingent accept / reject. Optional decision stage through awareness stage, the stage of interest, appraisal stage, trial phase, the stage of acceptance (adoption).

There are some models that have been developed in the history of research and technology transfer. The first model is a model of the vertical (top down), this model implies that the problems faced by farmers, fishermen decided by researchers generally university, laboratory or research station. Just a bit of interaction between researchers and the target, except through the help of extension workers. Research results are transferred to the instructor who disseminate the findings to target. In the 1970s the developing approach Farming Systems Research (FSR) in the realm of research, and in the field known as Exercise and visits. The main instrument in bridging between research with target communities is through formal surveys, trials in farmers' fields or extension with some specialization training. The lack of understanding of the problems faced by the target remains in this model, because the chain of weak link between educational research--counseling component.

Rhoades (1982) explains that the success of the vertical model is very low because it depends on the strength of the relationship between the three elements in the model. Rhoades (1982; 1990) recommend a model from and for the community. This model has been applied to more than ten years in some developing countries such as Peru, the Philippines, and South African countries. But the model is not necessarily the farmer to farmer can be applied by various countries, due to factors related to the readiness of the community, inter-agency coordination, and social, political, and economic support. In Indonesia, this model metamorphosed into Farmers managed agricultural extension (FMA).

Currently evolving extension method: training and visits, field school, FMA, and learning tour. learning tour will be analyzed with the concept by Bandura's social learning theory that explains their mutual interaction (reciprocal determinism), which approach to explain human behavior in the form of a reciprocal relationship between the complex and continuous determinants of cognitive, behavioral and environmental. Environment (external factors) and personal (internal factors) are shared and reciprocal influence behavior.

Emphasized by Bandura that the reciprocal determinism consists of self-efficacy and the self-value or self-regulation . Self-efficacy is defined by Bandura as belief in yourself to organize and mobilize the resources necessary actions to manage situations that will come. Schunk and Hanson (1985) introduced a model of coping variables in social learning are satisfaction, high achievement beliefs, high ability beliefs, high interest, and high efficacy.

Social learning research done include:

Suzanne J. Ebbers (2007), attempted to explain the process of social learning using Bandura and Schunk

 

guidelines are recommended for social learning model to determine the impact of social interaction - both "indirectly" (Vicarious) or "to learn directly. Bandura with the concept of learning obervasional through the process of attention, storage into memory (retention), action (production), and motivation. While Schunk explain Coping models and Mastery. The results showed that in a computerized virtual social learning experiences influence the type of Coping Agent learners to have a more positive outcome in terms of the underlying process of social learning (motivation, attitudes, and social activity ratio), while type Mastery agent directing learners to learn more positive performance results.

Fang I Wen And Spiro E. Stefanou, showed that decision makers must acquire the knowledge to support the selection of technology systems and understanding the implementation of a technology. Social learning is an important source of knowledge acquisition as a decision maker in the exchange and discussion of information with other decision makers through social communication. This study tries to reveal the relationship between social learning and heterogeneity of household production. The empirical results also revealed households in low caste rank customize the behavior of their production is slower than higher ranking castes. In addition, some households in the highest caste rank always make the same production decisions when selecting production technology, because caste rank is the index of socio-economic background of households, which govern the behavior of everyday people in rural areas in India, households of ratings the same caste are more likely to interact with each other. Social activities in the caste form of social communication networks provide opportunities for social learning. Thus, the importance of caste rank in the production behavior implies the importance of social learning in production decisions.

Flurina Schneider, Patricia Fry, Thomas Laderman, Stefan Rist (2009), social learning approach has become a leader in sustainable agriculture research. In order to better understand the potential of social learning in sustainable development. The study was conducted through the process, influence, facilitating the interaction of various factors related to social learning in soil protection issues in Switzerland and innovative projects from farmer to farmer. The study reveals that social learning contributes to a fundamental transformation in the ways of interacting. However, the study also demonstrated an orientation to learn about understanding the implications of sustainable development, including analysis of environmental institutions in the organization of individuals directly face to face do social learning. This proves that the decisive element to-face learning from representatives of organizations translated into organizational learning. In addition, this study revealed that learning is achieved indirectly through formal institutional cooperation, but by building relationships within the limits of trying new forms of collaboration aimed at shared in social learning and knowledge production. The results showed the occurrence of mutual understanding and trust at the time of face-to-face in producing the film, they understand the importance of maintaining soil fertility. Film effect on organizational learning and the environment, as well as a positive connotation to the protection of land and farmers know it.

Mei Tyan (2010), examine the perspective of Taiwan nurse manager who participated in the learn tour in the US in developing health home health home for the elderly in Taiwan. The findings indicate that the nurse managers feel empowered to individuals but not helpless at the system level.

## 3. Method

This study is action research involving researchers in the learn tour program. The study was conducted from October 20, 2014 through December 20, 2014, or less than 2 (two) months. The study site is located around Nusantara Fishing Port (NFP) Karangantu Banten. Researchers chose this region with consideration of: (i) interest on the traditional salted fish processors and need to be empowered, (ii) an area that is near researchers so that the expected results of the research for the better.

This study focuses only on the processing of salted fish around Karangantu NFP that participated learn tour events held on November 13, 2014 from Serang to Cirebon, because (i) the processing of salted fish as many as 27 people have been flocking but powerless, (ii) training and visit extension program has not been effective , (iii) a great opportunity to be empowered.

Data collected by interviews and questionnaires were guided by the researchers that respondents understand the questions and how to fill it. Questionnaire has been filled and then collected.

This research method using ranking and scoring. This method has long been recognized by social science researchers to assess the expectations, beliefs, attitudes, preferences, and opinions of people. The technique of making the ranking of the most common and widely known is what is referred to as card sorting. The selection of cards (card sorting) is a common technique used in determining the ranking.

Furthermore, questionnaires or cards that have been filled collected and analyzed by using a rating scale. The raw data obtained in the form of numbers and then interpreted in a qualitative sense. This model requires the respondent to answer one of the quantitative answers that have been provided. This model is very flexible is not limited to the measurement of attitudes alone but to measure the respondents' perceptions of symptoms or other phenomena.

 

## 4. Results and Discussion

Salted fish processors rely heavily on the stability of the supply of fish landed by fishermen as a source of raw material that they sell at the fish auction place Karangantu NFP. Processing of fish culture is very adaptive to the local community, and willing to work hard so that they can generally create a business field. However, lack of knowledge causes salted fish products produced less added value, it can be seen from how to process and market the product. Generally, salted fish sold in sacks or cardboard. Processing characteristics of salted fish in general as per the table below.

Table 1 The Characteristics of Respondents

| No. | Name | Age (years) | Experience (years) | Production (kg /day) | Type of Fish | Last Education | Tribe |
|---|---|---|---|---|---|---|---|
| 1. | Edi Junaedi (Male) | 42 | 6 | 500 | Teri, Tembang, Japuh, Selar, etc | Senior High School | Bugis |
| 2. | Abu Bakar (Male) | 35 | 3 | 200 | Teri, Tembang, Japuh, Selar, etc | Junior high school | Jawa |
| 3. | M. Harun (Male) | 36 | 20 | 200 | Teri, Tembang, Japuh, Selar, etc | Junior high school | Bugis |
| 4. | Suryanto (Male) | 29 | 3 | 300 | Teri, Tembang, Japuh, Perek, etc | Senior High School | Bugis |
| 5. | Hasan (Male) | 65 | 10 | 100 | Teri, Tembang, Japuh, Layur, Perek, etc | Primary school | Bima |
| 6. | Rahman (Male) | 27 | - | - | - | Vocational School | Bugis |
| 7. | Rosnaedah (Female) | 41 | 5 | 300 | Teri, Japuh, Bilis, Tembang, Kembung kecil, Layang, etc | High School of Economics | Bugis |
| 8. | Ahmad Saleng (Male) | 47 | 6 | 300 | Teri, Japuh, Bilis, Tembang, Kembung kecil, Layang, Perek, etc | Senior High School | Bugis |
| 9. | Dasia (Female) | 45 | 15 | 350 | Teri, Cumi, etc | Primary school | Bugis |
| 10. | Suherah (Female) | 44 | 15 | 130 | Teri, Perek, etc | Primary school | Bugis |
| 11. | Ade (Male) | 50 | 3 | 250 | Teri, Petek, Tembang, etc | Primary school | Sunda |
| 12. | Rusiah (Female) | 40 | 4 | 300 | Teri, Japuh, Bilis, Tembang, Kembung kecil, Layang, Perek, etc | High School of Economics | Jawa |
| 13. | Salmah (Female) | 45 | 10 | 100 | Teri, Tembang, etc | Primary school | Bugis |
| 14. | Habibah (Female) | 50 | 3 | 100 | Teri, Tembang, Bilis, etc | Primary school | Bugis |
| 15. | Hadiah (Female) | 40 | 12 | 100 | Teri, Tembang, Bilis, etc | Primary school | Bugis |

Characteristics of respondents as the table above the last elementary and secondary education with business experience of 3-20 years producing marine fish wet 100-500 kg per day. Area of land and labor drying affects the quantity and quality of production, especially during the production of marine fish landed are abundant. Dried Teri produced 45% of the wet, and if boiled first produced only 35%. As for other coarse fish species such as Japuh, Tembang, small Kembung, Petek, and the other 65% can be produced in a dry state. The role of women in business salted fish processing 40% - 50%, is in compliance with the provisions on gender.

### *4.1 Results*

In general, the study tour consisted of attention and retention based on the data in the table above a score of around 78% - 79%, proving that high effort in the processing of salted fish to observe, understand, and remember all the activities of the tour to learn, so that the process of learning considered to be very effective. Results of

 

research on the process of learning tour as per the table below.

Table 2 The Process Tour Learning

| Variable | Description | Score | Rank |
|---|---|---|---|
| X1: attention process | understand explanation of Cirebon city Bureau staff when welcoming ceremony. | 69 | 1 |
| | observe and understand the process of salted fish processing bilis super in Cirebon. | 65 | 2 |
| | observe and understand the treatment process fish jerky in Cirebon. | 41 | 9 |
| | observe and understand the treatment process naget, meatballs, siomay | 50 | 8 |
| | observe and understand the sales of products in store souvenirs Pangestu | 61 | 5 |
| | observe and understand the process of packaging and labeling of salted fish. | 62 | 4 |
| | active in assessing through the five senses (sight, smell, feeling, tasting) | 63 | 3 |
| | active asked | 56 | 6 |
| Variable | Description | Score | Rank |
| X2: retention process | actively try something so remember | 61 | 3 |
| | Bilis super salted fish processing in Cirebon is an important part to remember | 66 | 1 |
| | Processing meatballs and siomay in Cirebon is an important part of the mind | 58 | 3 |
| | Processing of jerky fish in Cirebon is an important part of the mind | 49 | 5 |
| | Store souvenirs Pangestu is an important part of the mind | 61 | 2 |
| | Comparing and calculating profit and loss salted fish processing bilis super | 51 | 4 |
| | Compare and calculate the profit and loss of jerky fish processing | 41 | 8 |
| | Comparing and calculating profit and loss Processing meatballs and siomay | 44 | 7 |
| | Estimating sales profit Store souvenirs Pangestu | 46 | 6 |

It was observed in the process of learning the tour there are some findings as follows: (a) learning in the classroom with a facilitator or teacher turned out to be better understood than in the field of learning without a teacher, it is seen on the welcome session and fishery potential exposure Cirebon by the Head of Fisheries and Marine Department of Agriculture, Fisheries and Marine, Cirebon, (b) at the time of observation in the field of participants is more focused on the processing of salted fish bilis super and souvenir shop Pangestu than others. The location is the main attraction more, (c) the most important part to remember is bilis super salty fish processing and souvenir shops Pangestu than other, (d) actively try something greater influence in the effort to remember rather than calculating and estimating the profit and loss.

Influence learn tour on the behavior as per the table below:

 

Table 3 The Formation of Behavior

| Variable | Description | Score | Rank |
|---|---|---|---|
| Y1= *satisfaction* | satisfied with the facilities and consumption during the tour learn to Cirebon. | 73 | 1 |
| | satisfied during the process of observation in salted fish processing site bilis super in Cirebon. | 66 | 3 |
| | satisfied during the observation process in jerky fish processing locations in Cirebon. | 49 | 8 |
| | satisfied during the process of observation in locations Processing meatballs, fish siomay in Cirebon. | 60 | 7 |
| | satisfied during a visit to the souvenir shop Pangestu | 66 | 4 |
| | satisfied already know the city and the culture of Cirebon. | 68 | 2 |
| | satisfied already know salted fish processing technology in Cirebon | 64 | 6 |
| | satisfied already know the system packaging and marketing of processed fish | 65 | 5 |
| Variable | Description | Score | Rank |
| Y2= *achievement beliefs* | confident can make new products other than salted fish. | 58 | 4 |
| | confident can make jerky fish without prior training. | 34 | 6 |
| | confident can pack a bilis super salted fish. | 56 | 5 |
| | confident can change the way salted fish processing cleaner and quality. | 66 | 1 |
| | confident can make a wide variety of packaging and selling fish. | 60 | 3 |
| | confident to have high quality products and value-added. | 60 | 2 |
| Variable | Description | Score | Rank |
| Y3= *ability beliefs* | confident of personal skill and experience are able to make new products | 57 | 3 |
| | confident of skill and personal experience is able to create value-added products | 56 | 5 |
| | confident of the potential availability of raw materials in Karangantu NFP | 65 | 2 |
| | confident will be able to access the market up to Jakarta | 53 | 8 |
| | confident of being able to master processing technologies such as salted fish bilis super in Cirebon | 57 | 4 |
| | confident the government will help create new value-added products | 69 | 1 |
| | confident without government assistance will be able to create new value-added products | 54 | 7 |
| | confident to overcome the need for capital to create new products and value-added | 56 | 6 |
| Variable | Description | Score | Rank |
| Y4= *Interest* | interested to follow the way of salted fish processing Cirebon | 68 | 1 |
| | interested to start doing, picking, and sorting salted fish be excellent commodities. | 64 | 3 |
| | interested to cooperate with salted fish processors bilis super city of Cirebon | 58 | 5 |
| | interested to cooperate with the processor meatballs, siomay city of Cirebon | 56 | 6 |
| | interested to cooperate with the owner of souvenir shop Pangestu | 60 | 4 |
| | interested to cooperate with agents marketer of value-added products salted fish | 68 | 2 |
| | interested to immediately make jerky fish | 52 | 7 |
| Variable | Description | Score | Rank |
| Y5= *self eficacy* | able and confident to initiate action in making value-added products salted fish | 65 | 2 |
| | start doing something to imitate the model in the city of Cirebon | 44 | 3 |
| | confident and confidently that the value-added products will be profitable | 69 | 1 |
| | trying to make jerky fish | 32 | 5 |
| | trying to make bilis super fish | 37 | 4 |
| Variable | Description | Score | Rank |
| Y6= *self regulation* | prepared plan of action based on past experience to create value-added salted fish | 59 | 3 |
| | ready for control of product failure from past failures | 63 | 2 |
| | prepared by the future and planning new | 67 | 1 |
| Variable | Description | Score | Rank |
| Y7= *motivation* | motivated to follow the model of salted fish processing Cirebon due solely to meet the basic needs of the family | 65 | 4 |
| | motivated to follow the model of Cirebon salted fish processors because they want to increase revenue | 69 | 2 |
| | motivated to follow the model of salted fish processing Cirebon to answer the challenges of the times | 66 | 3 |
| | motivated to follow the model of salted fish processing Cirebon due to increased competition | 69 | 1 |

Found results that occurred after the formation of behavioral learn tour are as follows: (a) in addition to the facilities, consumption, and culture of the city of Cirebon very satisfying them is a visit to a bilis super salty fish processing and souvenir shops Pangestu, (b) have the confidence high that they could change the way the

 

salted fish processing becomes more clean, quality, and value-added and are sure to make a wide range of packaging and selling fish, (c) have a high confidence that the government will help create new value-added products and confident to potential availability of raw materials in the Karangantu NFP. (d) the interest is very high, especially to follow the way of salted fish processing Cirebon city and cooperation with the agency marketer or distributor of salted fish products of value added services such as souvenir shops Pangestu, (e) is quite confident that the value-added products will be profitable and start action in making value-added products salted fish. In fact, approximately five (5) people have begun to make salted fish bilis super, and about 12 people have more quality processing of salted fish and clean. In addition there are trying to make Teri belah, (e) was prepared with the future and the new planning and control of product failure of past failures. Management of the group had planned the design of packaging and labeling, (f) is highly motivated to follow the model of salted fish processing Cirebon due to increased competition and to increase revenue, (g) the level of satisfaction, interest, and motivation is very high compared to the confidence and self-belief.

*4.2 Discussion*

Learning in the classroom with a teacher turned out to be better understood than in the field of learning without a teacher even though the value of the difference is very thin. In contrast to the other educational psychology, Albert Bandura emphasizes independent learning without a teacher either with or without reinforcement though. Meanwhile, according to Skinner (1966) stresses the importance of reinforcement with the resulting law is if the incidence of behavior accompanied by reinforcing stimulus, then the behavior will increase strength; and if the incidence of behavior has been reinforced through the conditioning process is not accompanied by reinforcement stimulus, the strength of the behavior will decline even destroyed. Use of unpleasant consequences (positive reinforcement) and unpleasant (negative reinforcement) to change the behavior is called operant conditioning.

The importance of a teacher or facilitator strengthened by Paulo Freire (1974) who explains that teachers and students have to make the dialogue in solving all the problems, not create distance between teachers and students. The only one of the most effective tools in a pemanusiaan education is the reciprocal relationship of dialogue form. However, the social learning does not recognize the existence of a formal teacher for more emphasis on communication and social interaction between people who have a background or socio-economic and different cultures. Social communication will be hampered if there is a teacher who delivered the material so that it can take time to learn the tour.

At the time of observation in the field of participants is more focused on the processing of salted fish and bilis super souvenir shop Pangestu than others, and this is the most memorable part. According to Albert Bandura various model characteristics also affect the extent to which they will be considered, in this case the same model with the beneficiary will be more frequently observed. Individuals should be able to give attention to the events or the elements of the model, because if you can not pay attention to a model it is not possible imitation.

After the information processing salted fish bilis super and souvenir shops Pangestu cognitive stored, can be taken back, repeated, and strengthened some time after observational learning occurs. Albert Bandura suggested that the increased capacity of symbolization is what enables people to learn many behaviors through observation. At this stage, the individual must be able to store the most important characteristics of an event that can be recalled and used when necessary, recall (retention) is the preparation of symbolic codes and repetitive drills. imitation and learning process will succeed significantly when many try something like that done processing salted fish Karangantu NFP during the tour to learn. This concurs with Carls Roger (1969) who explains that humans have the ability to understand themselves, determine life, and resolve psychological problems, as long as the teacher to create conditions that can facilitate the development of the individual to self-actualization. Significant learning obtained by actively doing and try (Student Centered Learning).

Bilis super salted fish processing and a wide range of products available in the souvenir shop Pangestu be very interesting and meaningful to them. Experience and accumulated knowledge will facilitate the creation of new products in the future. In the opinion of Ausubel and Novak (1977) expressed the view that there are three goodness of meaningful learning, namely: (1) information learned significantly longer be remembered; (2) information that subsumed lead to increased differentiation subsumer- subsumer, making it easy for the next learning process for a similar subject matter; (3) information that is forgotten after obliterative subsume, leaving a residual effect on subsumer, making it easier to learn things that are similar, although there has been a forgotten. Cognitive psychology states that human behavior is not determined by the stimulus that is outside himself, but by factors existing in itself. The internal factors such as the ability to know the outside world, through the introduction of a human is able to provide a response to the stimulus. Cognitive learning theory emphasizes the ways a person uses his mind to learn, remember and use the knowledge that has been acquired and stored in his mind effectively.

Social learning process more emphasis on the importance of social communication and interaction in the learning process. Flurina Schneider, Patricia Fry, Thomas Laderman, Stefan Rist (2009), revealed that social

 

learning contribute to a fundamental transformation in the ways of interacting so that the mutual understanding and trust in understanding the importance of maintaining soil fertility.

Social learning through study tours create a common understanding and mutual trust between the processor and the NFP Karangantu salted fish processors or models in Cirebon and facilitator of the importance of the development of value added products. Social learning has great benefits in a broader social change. Social change can occur through contact cultures including technological innovation, because innovation is born does not have to be formal research but can through local knowledge. For example, how to divide the fish can be done through the back or stomach of the fish depending on local knowledge of each area. NFP Karangantu salted fish processors could dig further information why the model processor in Cirebon splitting fish from the stomach. Social change will occur if the innovation is adopted into the social system.

Since the 1970s innovations formal research results by the instructor and then communicated to the social system through the methods of training and regular visits. Then in the 1980s developed a method Farmer Field School in integrated pest eradication. The extension methods so far used. Most experts consider these methods are vertical top down so often can not resolve Farmers's problems. The success of the model is determined by the strength of the vertical relationship between researchers, extension workers, and Farmers. Rhoades (1982; 1990) recommend a model of the and for the community. This model has been applied to more than ten years in some developing countries such as Peru, the Philippines, and South African countries. But the model is not necessarily the farmer to farmer can be applied by various countries, due to factors related to the readiness of the community, interactive inter-agency coordination, and social, political, and economic support. Farmers are expected to draw up its activities (Farmer Manage Activities).

The extension method is good, but to be precise in their use. Training and visits should be intensified and as needed Farmers delivery of innovation is not just a formal research results. Field School developed based on immediate needs such as Field School Integrated Pest Managementas a result of planthoppers are difficult to eradicate with pesticides. Field School should not be a program that should be held without a clear purpose. Preparation of activities and needs Farmers with FMA method to support client or an agent of change either from within or from outside it is very good to be developed especially if Farmer able to planning activities independently. Methods of learn tour may be one approach in encouraging social change at the macro, because this method of communication promoting social and cultural contacts.

The formation of the expected behavior of such models requires a process and time. The process should be supported by the level of belief and the confidence to try to do something like the model repeatedly. Albert Bandura explains that determine the behavior of the process of establishing the extent of the things that have been learned will be translated into action or performance, in this process there is a cognitive rehearsal period before the observer's behavior to match the behavior of the model, which during the process of drills individuals observe their own behavior and compare with representation cognitive models of the experience. This process is carried out continuously, until there has been a satisfactory conformity between the behavior of the observer with the model, thus creating a "feedback" that can be used gradually to match a person's behavior with the behavior of the model, using the self-observation and self-correction.

Salted fish processors have started to try to make more quality products and cleaner. Most of them were trying to follow the model by creating a super bilis salted fish. There are make products Teri belah. Making Teri belah is the result of product development. According to Bruner (1966) explains that learning is an active process that allows people to discover new things beyond the information given to him. People construct knowledge by connecting the incoming information with previously stored information. Rationale theory view that humans as processors, thinker and creator information (discovery learning).

Salted fish processors quite confident and have high confidence that they are able to imitate the existing model in the city of Cirebon. Formation of behavior occurred during the learning process and learning outcomes seen in interest and motivation high. This shows the success of social learning in the formation of behavior. Suzanne J. Ebbers (2007), tried to explain the situation of social learning using Bandura and Schunk guidelines to determine the impact of social interaction. The results showed that in a computerized virtual social learn experiences influence the type of Coping Agent learners to have a more positive outcome in terms of the underlying process of social learning (motivation, attitudes, and social activity ratio), while type Mastery agent directing learners to learn more positive performance results.

Self-learning through the learn tour is characterized by the level of satisfaction, interest, and motivation are very high. NFP Karangantu salted fish processors are given the freedom to choose the object to be studied so that they are very satisfied and interested to follow the model observed. External factors to improve competitiveness tends to be stronger in the motivation of behavior change than internal factors to increase revenue. Salted fish processors need for self-actualization, not merely pursue the basic needs of the family. Abraham Maslow argued that individual behavior is an attempt to meet their needs hierarchical. Maslow divided human needs into five (5) stages, namely physiological needs, the need for security, the need to be loved, the need to be appreciated, and self-actualization. Furthermore Lippitt, Watson, and Westley (1960) mentions the

driving force (the motivational forces) among their community dissatisfaction with the existing situation, and there is pressure from outside the social system so that client wishes to adjust. Maslow (1970) explains the self-actualization to improve the performance of individual achievement will be better.

In Bandura's theory, motivational process that provides a motive to use anything that has been learned, an observer can learn simply by observing the consequences of the behavior of others, storing symbolic information, and use it if it could be useful for her behavior.

Motivation and interest are very high is not comparable to belief and confidence that is to say not necessarily followed by the innovation adoption decision. Salted fish processors have been through the stages of the adoption of innovation that is aware, interest, evaluate, and tried but have not been fully adopt. Adoption rate is influenced by the nature of innovation relevant to the processing of salted fish is an innovation that has profit, not complicated, as needed, and can be tried on a small scale, but it is influenced by the decisions type of innovation and efforts change agent /extension (Rogers and Shoemaker 1971). Actually, salted fish processing Karangantu NFP is able to imitate existing models in Cirebon, but because there are other obstacles such as market access for new products, labor, and the licensing system packaging / label their resulting difficulty in adopting these innovations. Here the role of change agent/extension is necessary to reduce these barriers. In addition it must be supported by a collective decision to start planning system packaging / labeling by members and the group administrator.

Change agent should be able to suggest the adoption of the innovation that is not complicated, can be tried on a small scale and profitable. In reducing a system that inhibits the change or innovation adoption should be change agent comes from institutions associated with a system that inhibits the example of the Local Department of Industry and Trade. Researchers earlier in Mei Tyan (2010) have tested the nurse manager's perspective Taiwan participating in the study tour in the US health home in developing health home for the elderly in Taiwan. The findings indicate that the nurse managers feel empowered to individuals but powerless at the system level.

Socio-economic background will also affect the speed of adoption of innovations such as in India, Fang I Wen and Spiro E. Stefanou revealed lower caste slower in innovation adoption decisions compared with higher castes. In order to make changes there are factors driving change processes including advanced education system and modern attitudes. Change agent should be able to find a modern and educated people potentially in the adoption of innovation. Modern people is expected to be a pioneer in innovation adoption decision.

## 5. Conclusion

Learn tour activities undertaken by Salted Fish Processing around Karangantu NFP Banten Province raise awareness that they can imitate in product development. Salted fish processors is quite confident and have high confidence that they are able to imitate the existing model in the city of Cirebon. The formation of the behavior seen in the interest and motivation began to grow to try to create new products. At least they began to try to make more quality products and cleaner. This shows the success of social learning approach through learn tours in the formation of behavior.

In addition, social learning through learn tours create a mutual understanding and trust between the salted fish processing Karangantu NFP and models in Cirebon on the importance of quality-oriented production through the development of value added products. This has the benefit of social learning in a broader social change. Social change can occur through contact cultures including technological innovation, because innovation is born does not have to be formal research but can through local knowledge. Social change will occur if the innovation is adopted into the social system.

However, behavior change is not necessarily followed by the adoption decision innovation in product development of value-added salted fish. a decision will force the adoption of salted fish processors to get out of the old system to the new system is uncertain. This causes salted fish processing has not yet adopted a comprehensive innovation. Here the role of change agent /extension is necessary to reduce these barriers.

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