

The Utilization of Social Media in the Young Farmer Group in Cicarulang Village

DEDY YUSUF ADITYA, AI SOLIHAN, MUHAMMAD TRI HABIBIE

Program Studi Informatika, Universitas Indraprasta PGRI, Indonesia

Email : yusufadit42@gmail.com

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ABSTRACT

The purpose of this community service activity is to provide training to young farmer groups in Cicarulang village on the use of social media such as Instagram, Whatsapp and Facebook as a means to better market agricultural products, so that they get the best selling price, and to expand their agricultural product market. The method used in this service activity was online training and workshops which were done in two stages. This training was held collaboratively by Cicarulang young farmer groups and Indraprasta PGRI University. The result of the activity is the improvement of participants' ability in how to create good and attractive social media accounts, to manage business-based social media accounts as well as to create good marketing content such as making photos and interesting sentences to advertise their products.

Keywords: Social media, agricultural, marketing, training.

1. INTRODUCTION

In the information which keeps open and broad, trading where all transactions made via the internet as a platform and the other social who took over the role of markets as a trading. This fact undeniable in this current situation. Against a group of young the educational primary school graduates to senior high schools hamlet cicarulang experienced difficulty economy as the pandemic was sweeping the world and indonesia, the jobs and encourage a group of young work limited ability to form groups of farmers in hamlet cicarung. 12 members about the number of youth. This group of youths intended to increase their economy with farming vegetable as mustard, long beans, cucumber, tomatoes and other vegetables. The farmers ' group program has been already running almost 2 years, but several members of the farmers ' group has not know technology. The external obstacles related to the technology from a source to a person and Feedback from users who had not yet been optimal (**Sulaiman, 2002**).

Participants from developed countries emphasized the barriers: no perceived economic benefits, not understanding the added value of ICT, not having enough time to use technology, and not knowing how to take advantage of using ICT. Respondents from developing countries emphasized the importance of "ICT technology costs" and "technology infrastructure gaps". The results of the questionnaire from The Institute for Agricultural and Fisheries Research are in line with the ISHS survey and surveys from The European Federation for Information Technology in Agriculture (EFITA) indicating a shift away from

technical proficiency in ICT as a limiting factor towards a gap in understanding how to take advantage of diverse ICT options **(Taragola et al, 2009)**.

The problems found in the field is the youths is often had losses due to the low price vegetables during the main harvest .The pengepul vegetables they buy at a very low cost .It is sometimes make the youth groups of farmers is reduced .Even to make debt the farmers are young men .The youths farm is a native of hamlet cicarulang most of which have educational background is low so no power technology and social media wisely. Some of them having social media accounts but only used for online games and playing games. **(Apriyanti, 2015)**.

Agriculture in Indonesia is controlled by small farmers with various agricultural products and quality **(Adekoya, 2007)**. The limitations that farmers have, including in the form of capital, land tenure, skills, knowledge, accessibility to market information and agricultural technology, as well as bargaining position will affect the decision-making process in determination of commodities to be cultivated and technology to be applied by farmers **(Amin et al, 2013)**. The low level of modernity or the ability of farmers to open themselves to a renewal and or information related to the element of renewal also worsens the condition of farmers in making decisions to reject or accept innovations. This will lead to low incomes and conditions that are difficult to develop. Thus, in the field of agricultural development, access to agricultural innovations is an important issue which is very important for the continuity of the farming business carried out. Adequate and timely agricultural innovations supported by other relevant agricultural information can be used as the basis for market control strategies and the basis for planning for further farming development **(Mulyandari, 2005)**. The relationship between each institution or stakeholder in agricultural innovation information network system **(Mulyandari dan Sumarjo, 2010)**.

Team community service the community has carried out interview and conducting observations about problems for farmers in hamlet cicarulang group of youths.They have sold vegetable mayurnya harvest to market traders who been a regular customer for determined by traders.This problem a key focus abdimas team that the marketing of agricultural products vegetables from group of youths hamlet cicarulang farm is still very low.And hopefully the contest the farmers ' group youth is not much known by the surrounding community and the other traders in the markets.

The purpose of this is to break microfinance activities and provide solutions of problems counterparts microfinance, the is giving training the use of social instagram, a medium as up and whatsapp as a means of the marketing of agricultural products, provide training use social the media to seeking information about duania agriculture and agricultural guide group of youths do i commerce agricultural products.

2. METHOD

Methods used in the community service this is training and online workshop.Training are arranged by the group of youths farmers in cicarulang PGRI Indraprasta hamlet with university.The participants were group of youths farmers in hamlet cicarulang.This training planned online in the 2 training upon may session 2021 with Knowing and making social media account up, instagram and whatsapp busines; is making the content and information that can be were uploaded in social media and a dissemination of information on social media to many other people especially traders and consumers.



Figure 1. Stages of PKM Activities

Based on Figure 1 The preparation stage is carried out by observing the Partners. Observations were made in the form of online interviews with school principals. At this stage, it is very important to analyze the difficulties and obstacles faced by PKM partners. For measuring success the training was used application mentimeter. Measurements use six a question asked in online through the application of zoom and google meet. Participants can said every question that directly through smartphome each and team can also receive questions posed by participants. Community service the activities in the community is as follows:

a. Preparation

Before the training, the training is to make sure the smoothness. We knew the:

- 1) Survey the activities.
- 2) Training activities the use of social media in the youth farming in hamlet cicarulang involving all members of the group which is already knows his application for use in training
- 3) Module as material made provision in teaching and guiding participants so that a better understanding of the training material.
- 4) Training schedule which is adapted to the group of youths farm coordinated with both sides.
- 5) Coordination in procurement training android hp laptop internet and quotas.

b. Training Implementation

Service all activities will be done once in equipment have completed and preparation. The implementation of its activities is as follows:

- 1) Training it includes the social media up, instagram and whatsapp. The participants will follow all activities training.
- 2) The the training was the target is the participants, 15 group of youths who are all agriculture and other boys. Facilities such as laptop, and hp android and the internet be supplied as needed, good from the and from the implementation.
- 3) The training was undertaken by a combination the theory and practice of 30:70 by comparison. Some research suggests practices directly improve understanding in learning.

c. Training Evaluation

After training ends certainly needs to the evaluation by to see the extent to which progress results from the training has been well or not and kekurangan-kekurangan evaluation of its implementation. These activities also conduct observation are the target of conducting training on this and has reached to discuss kendala-kendala that might be encountered in its implementation.

3. RESULTS AND DISCUSSION

Core activities under the title the community service of social media in the youths cicarulang farming hamlet, west java was carried out on sunday, 20 june 2021 through the zoom .Activities are not carried out optimally because it is still in the pandemic, so they use online

media through the application of zoom socialization and training as a medium. However in facilities and infrastructure before activities has been well prepared by a team of community service and also a member of the youths cicarulang farm in hamlet, west java.

The total number of participants in the training as many as 12 people .The stage of activity abdimas activities divided into 5 , namely:

1. The opening;
2. Preparation equipment needed;
3. Training;
4. Social media content;
5. Evaluation and integration related to the content in social media;
6. Cover

The phase that conducted in the community service to the community in greater depth has been discussed in the following sections there:

1. The Introduction

The opening ceremony of the moderating the event led by mr habibie muhammad tri, beginning about m.kom make abdimas activities to be implemented, thank you to the youth groups of farmers in cicarulang hamlet and our community heard the abdimas abdimas in implementing activities, and to all parties who helped the community service to the community. And introduce an entire team abdimas technical and also explains the activities to be performed at the event.

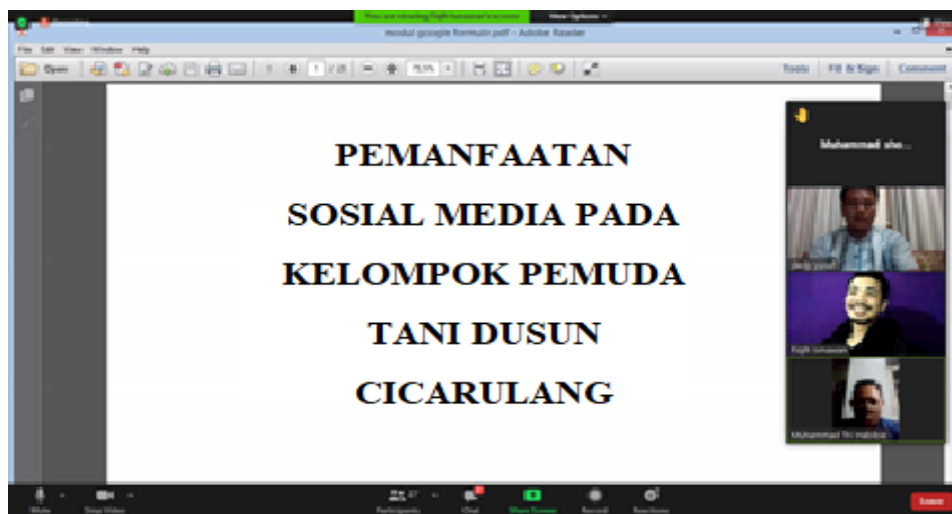


Figure 2. Opening of Community Service Activities

Figure 2 shows opening of community service activities. Farmers and fishermen are the targets of empowerment in development mainstreaming should receive attention of agriculture and fisheries. According to **Dimiyati (2007)** as quoted by **Suryakinanti (2014)** was quoted as saying that the problem was still attached to the farmers and farmers in indonesia is institutional:

- a) Farmers there is a lack of insight and knowledge about the production and marketing network management.
- b) Farmers did not engage fully in the agribusiness. The farmers still focused on farm production activities.
- c) farmers institutional role and function as an organization farmers not yet operating in an optimum manner.

The dominant factor that had have real impact on behavior the utilization of technology information is the individual characteristics (cosmopolitan level of farmers) **(Prashanthi, 2014)**. But the dominant factor that it has some positive effects significantly to utilization rate of cyber extension is individual characteristics and behavior (skill) farmers use information technology. Then the independency of farmers affected especially by behavior in use information technology, utilization rate of cyber extension, the cosmopolitan individual characteristics, perception of cyber extension and the environment such as the availability of information technology. **(Suryakinanti, 2014)**.

2. Preparation of Equipment Needed

Moderator also reminds for all participants and the contributors of material to prepare all equipment will be used as laptop, smartphone and internet network. The team also prepared training module and video tutorials used to transfer matter.

3. Social Media Content Training

Namely the father presenter Dedy Yusuf Aditya, M.Pd who is also as head of the community service to the community explain the various social media all that will be used as a means of to make content that contains information as well as a media promotion and market that can be used to create a market for agricultural products. They Social media which used, among others facebook, instagram, and whatsapp. In clarifying material, presenter also provide several facebook social media accounts, instagram and whatsapp used as a medium marketing a product. He also explained what if someone want to find a product in the three of these social media **(Arsyad, 2011)**.

The next stage, after participants know social media, presenter asked whether all participants have the third social media accounts? Most of them know facebook and whatsapp and get into the service, but for instagram there are many people who did not understand and get into the service. Making it necessary to make content or training masing-masing social media discussed separately **(La Moriansyah, 2015)**.

a. Facebook

Advice from the speaker is to make account called the youths farm tasikmalaya , presenter guide and help one of the participants represent so as to render facebook account containing account business or marketing, which contains the profile and they do out of the agricultural sector. Also includes content devoted to agricultural products marketing activities , particularly vegetables that is a product of group of youths farm

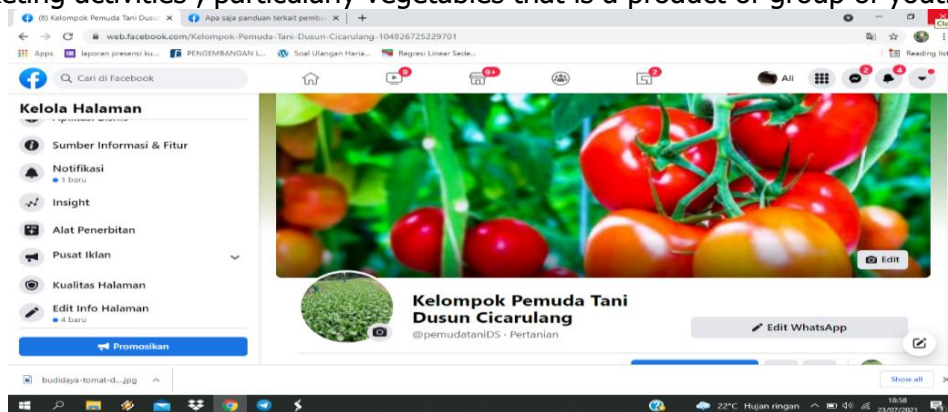


Figure 2. Facebook page of the Youth Farmers Group

Facebook account containing account business or marketing, which contains the profile and they do out of the agricultural sector. Also includes content devoted to agricultural products marketing activities, particularly vegetables that is a product of group of youths farm as shown in figure 2.

b. Instagram

In account as instagram also account specifically to group of youths farmers containing the agricultural sector and the marketing of agricultural products.

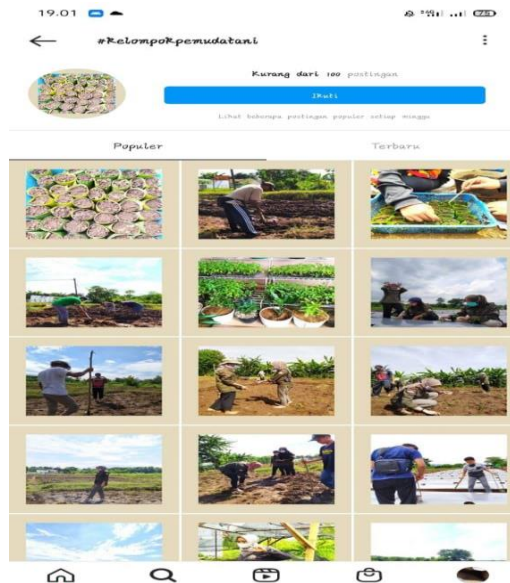


Figure 3. Instagram page of the Farmer Youth Group

Social media instgram created to provide information for farming candidates to preliminary information to do do farming, seen of the stage picture be in social media instgram as shown in figure 3.

c. Whatsapp

For that is social media whatsapp social media is important because if there are readers from facebook and instagram interested who want to buy their products will contact through whatsapp. But also all the members of the farmers to make young whatsapp they post on the status of their product promotion.

4. Evaluation and Q&A

The next stage is to check social media accounts that have been made by participants and every member of also allowed to access these social media .In the event , presenter give some input about the three social media accounts that have been made , as a design , the profile , as well as contact info whatsapp and telephone to be used as media marketing .Participants also ask you a few questions to presenter , like how a system sales if someone order of the message and the messenger in whatsapp instagram and facebook **(Martin and Abbot, 2011)**.

The source of information give several inputs in the use of the system should come by directly to a garden or house farm youth so that the customer will can see it directly , or also the system between to the house if the locations allows buyers and of course in addition to a delivery charge. Distant to the buyer could use as bus delivery service delivery, but divorce requirements should be clear and the number of orders must be in

the major party. Another problem it is what if social media accounts could not be forgotten because. and other problems Presenter offers some tips to secure e-mail accounts like make backup and it would be good to admin social media accounts of the young farmer groups held by just one person.

4. CONCLUSIONS

Conclusion may be drawn from the public was activities community service is participants understood that social media can be used as a means of the marketing of agricultural products and expansion of market. The total number of participants in the training as many as 12 people. The stage of activity abdimas activities divided into 5. The participants social media accounts of how to make good and interesting and also manages social media accounts based business and also make marketing content as well as make photographs and attractive. and advertising a product.

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