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Exposure of Social Media Advertising Media to Corn Farmers

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ABSTRACT

Agriculture has an important role in improving food security and food availability which is also a source of income for farming communities in the village. The decision of farmers in cultivation has started from one month of planting. This activity is carried out by farmers to ensure good results. This study uses a quantitative approach that looks at farmers' activities in media exposure on social media related to managed farming. The farmers who were respondents were South Sumatran farmers in two districts of Ogan Ilir and Banyuasin. Sampling of 100 people by considering the adequacy of data to generalize. The data extracted is seen from the use of social media and the management of cultivation carried out. The results showed that the use of social media was carried out more than the entertainment used by farmers. Very few farmers use social media as part of decision-making considerations. Decisions are taken from the accumulation of information received directly by farmers and conditions in the field

INTRODUCTION

A farmer is an individual who runs a growing business. This business process requires information input in running a managed business. The agricultural business in the on-farm aspect has the consequences of climate change that disrupts crop growth to produce the expected production. Therefore, some companies use promotional techniques online and through direct techniques through kiosks, extension workers, and farmer leaders.

Research (Firdaus & Hadiyanto, 2022) shows that there is a close relationship between promotion to the selling results obtained by traders. This is reinforced by (Kusumadinata et al., 2023; Mangendre et al., 2022) that the promotion provides accurate information for the initial information for consumers so as to provide decision consideration. Case from research (Khoiriyah et al., 2023) In product promotion there are several things that need to be ensured to ensure its credibility. Things that need to be considered by the product are product descriptions, benefits, and how to use which must be explained in its appearance. Some products feature products that are sold directly and indirectly by interacting directly through live impressions (Aisyah et al., 2022). The consistency of impressions has a strong enough influence on the exposure of the message conveyed (Cahyani et al., 2022; Romdhoni et al., 2023). This gives loyalty to consumers who see an interest in trying early. In addition, another prerequisite is that the law of the initial marketing must indicate what the consumer himself is getting (Abdullah et al., 2023; Endaryanti et al., 2022). The ability to build trust by producers and collaborative efforts in building the information network itself (Kamalia, 2019; Malik et al., 2022)

The same technological developments are far developed in multidisciplinary and complex market developments provide convenience for people who are literate enough and difficulties for consumers who lack information and limited information in terms of aspects of product description. Some cases of promotion of a product

can be seen in activities that are events, promotions, training and exhibitions as well as through mass media and online (Mudin et al., 2023; Saparudin & Kusumadinata, 2023).

Therefore, it is necessary to consider what farmers need to see in terms of marketing carried out by stores or agricultural products to explain the description of the products sold as well as fertilizers, seeds, accessories of agricultural equipment, and matters related to the farm itself.

This study focuses on what reasons farmers have for receiving information, especially corn agricultural products. Corn farming is one of the farms that are favored in the farmers' market in Indonesia besides the price is quite competitive and growing it is quite easy. Agricultural information contributes to the rate of farmer productivity, this facilitates the cultivation process carried out by farmers (Kusumadinata et al., 2020a). This is able to reduce the number of losses and subsequent risks experienced by the farmers themselves (Kusumadinata et al., 2020b). Sources of information obtained by farmers from various sources are able to provide farmers with solutions to the problems faced. This has consequences for market information that is clear and able to be trusted by farmers themselves (Kusumadinata et al., 2021).

The concept used in this research uses the concept of digital marketing which is currently used as a new marketing in terms of marketing science. Marketing Communication provides positive value when used to promote products to farmers. This can be seen from the results of previous research from (Aisyah et al., 2022) Consumer satisfaction can be seen from the testimonials provided and can be seen from the number of products in the digital store. The current era of the media provides an opportunity to produce goods or services and become an extension of the business in the form of open stores, the case in Bogor City, the majority of social media users have switched to buying and selling online (Fatimah et al., 2022). Thus Cahyani saw in the use of Instagram that Instagram's wide reach capabilities allow people to see and take pictures and consider it as a decision to buy (Cahyani et al., 2022). Research

(Kusumadinata et al., 2022) Finding in his devotion that the use of Instagram in the business world provides solutions when a pandemic occurs in addition to business promotion as well as entertainment in daily activities. The photo upload feature and swipe-up feature are Instagram instrumentation that is often used in promoting so that it becomes an attraction from consumers who see. The Instagram feature has a response from the user that can not only be given by the user but also from the viewer as long as the response is not disabled. The response is in the form of likes, comments, and shares made by *followers* itself. The purpose of this study is to describe the exposure of social media advertising media to corn farmers as a consideration for making decisions.

METHODS

This research uses quantitative methods that use a descriptive approach and are presented in the form of tables and frequency values (Creswell & Poth, 2016). This research approach uses cases as part of the technicalities in this report-working approach. The sample used was 100 people and asked using questionnaires in the form of use and decisions in using Instagram. Data are analyzed by descriptive tabulation and clarified findings and reasons for research and findings in the field. This study took samples in South Sumatra farmers, especially the Ogan Ilir and Banyuasin regions.

The data is divided over two sample regions. Ogan Ilir Regency had 50 samples and Banyuasin Regency also had 50 samples. Data is processed with percentage values based on the results of the distribution of questionnaires to respondents.

RESULTS AND DISCUSSION

Farmer knowledge on maize cultivation is obtained from experience and counseling gained through discussions and questions and answers to successful farmers and local extension workers. Some notes from findings in the field that corn farming has dynamic fluctuations in productivity. This is stated by (Soehendi & Syahri, 2013) That the superior factors of corn plants are varieties, cultivation techniques and climate suitability to plant growth. In addition, the availability of high-yielding varieties has a strong share. This is due to strong and high vitality, resistance to pests and tolerance to the environment. This certainly requires information that currently has a craving for technology used by farmers to find and dig for information. The increase in the area of farmers' planting ability has an impact on the electrification of corn plants as the second crop after rice. There is innovation support from farmers and site-specific appropriate planting techniques ranging from fertilization, seed use, land processing with the use of Soil amelioration can increase land productivity, generally on peatlands in Sumatra, especially the Banyuasin and Ogan Ilir areas.

The use of corn farmer information is still very minimal, still using third parties who provide product information and cultivation techniques carried out. This is the key to the success of corn farmers in receiving information, especially regarding integrated crop farming. Another influencing factor is the availability of access and adequacy of fertilizer in the field often becomes an obstacle in cultivation. Although farmers have continued to coordinate through farmer groups and farmer stalls, it has remained an obstacle during the situation in recent months. It is noted by farmers that land area, fertilizer availability, superior seeds and routine labor control are special requirements for corn crops (Habib, 2013).

The research data obtained showed that:

Table 1. Distribution of Corn Farmer Respondents

Farmer/ Respondent	Total (persons)	Percentage
Age		
<20	3	3%
21-30	12	12%
31-40	45	45%
41 upwards	40	40%
Education		
Basic	80	80%
College	20	20%
Work		
Farmer	66	66%
Other	24	24%
Farmers and others	10	10%
Acreage ownership		
Own	60	60%
Rental	40	40%
Media ownership		
Facebook	80	80%
Instagram	60	60%
Tiktok	65	65%
Twitter	10	10%

Farmers who are currently included in generation Z, generation x, and Y as well as Babyboomers who currently dominate. Some of these narratives have become information literate and use social media information technology as part of the information presented.

Information exposure is obtained in the form of written messages and oral messages through extension workers and farmer groups. The ability of

extension workers and group agitation provides an important role in instilling attitudes and skills to farmers. Findings from (Raya et al., 2017) That the ability of farmers will be seen from the communication activities they carry out in collecting information so that group communication activities run well. This indicates that the information and readiness of farmers in cultivating has been quite good

Table 2. Exposure to Information Received by Farmers Through Social Media

Aspects	Group	Personal	Social Media
Seeding	v	v	v
Planting	v	v	
Tillage	v	v	
Pest and disease control	v	v	v
Harvesting	v	v	
Marketing (hilir).	v	v	v

The exposure that farmers often get in agricultural information is social media that farmers often use in viewing agricultural information are Facebook and Instagram. The aspect that is often seen is in the field of seeding in the form of seed excellence or ordering seeds which will later be forwarded via Whats-app connection. Continued with drugs and pest and disease control techniques experienced by corn itself. Some diseases and pests that often attack corn are not too significant in threatening the growth of corn. Pests that often threaten corn are seedling flies, leafworms, borer caterpillars, armyworms, cob caterpillars and grasshoppers. The control that is often done is by spraying chemical insecticides available through agricultural stores or direct orders. Meanwhile, for diseases in corn plants are late blight with various types of attacks on stems, leaves, and roots, as well as nutrient deficiencies in corn plants, while this control is adjusted to the severity and good land management in accordance with the results of farmers' observations in the field (Gamage et al., 2023).

In the marketing aspect, farmers already have a marketing network that has ordered corn to be sent to animal feed processing plants. Before the corn is sold, the price has been set according to the manufacturer's price so that farmers will plant according to price fluctuations. The price of corn at the farmer level is Rp.2000-Rp.3000 for harvested corn and dry corn is priced at the level of Rp. 4500. This is adjusted to the transportation conditions from the place of corn harvest to the location of the shipping plant. Corn management has advantages in its cultivation is the ability of corn plants to survive with limited water conditions. Thus allowing farmers to increase income from farming other than rice. In addition, corn expenditure used includes land processing, using tillage machines, seeds, fertilizers, harvesting, and labor in management and observation and harvesting that requires sufficient

resources. Generally, per ha is taken care of by 2-3 people in the management of corn land.

The exposure of farmers still uses stages through agricultural extension workers or BPP, farmer shops and civil service farmers who have long developed corn cultivation, and is supported by a network of manufacturers or factory marketing teams or companies that provide information on marketing sold.

Some observations in the field, some drug and seed companies have done marketing and communication through social media, Facebook and Instagram and websites. Some companies have provided free consulting services through private extension workers in the field. Some companies that sell seeds and fertilizers and pesticides include, Corteva Agriscience, Nusa Mandiri Utama, Asiana Chemicalindo Lestari, Dalzon. This company conducts marketing communications through social media Facebook and Instagram with a very attractive display in the form of posters, layers, and beautiful videos. The display shows offers in the form of fertilizer products, pesticides, and agricultural equipment. Some farmers after being asked more often see and directly communicate with Whats-app as part of follow-up product purchases or follow-up information. Views on social media are only introductory for farmers. Farmers generally order products according to problems that directly occur on their land. But what often happens generally is that before agriculture starts, some companies have offered products and cooperation to farmers through the path of civil service farmers or farmers themselves. Corn farmers who grow corn are identical loyal to the products used in their farming. Because the company will build trust and network not only on one product but several products offered to farmers.

The response to farmers' exposure on social media was taken as follows:

Table 3. Farmer Testimonials in Social Media Use Related to Farming

Responses	Percentage of value (%)
I believe in the promotional media displayed	64
I have used the product	48
The company's products offered have branches in several farmer stores	40
I am looking for information through social media	53
I have social media and utilize it as information	30
Product purchase transactions can be more flexible through social media	32

The average farmer has a corn field of more than 0.75 ha with a production of more than 4.5 tons, depending on the condition of the land and cultivation conditions when in the field. Some problems that are often faced are advancing crop yields caused by climate change and pests that are too massive. It is rare for farmers to delay selling corn crops. This will have an impact on the benefits he receives. Some notes of 1 ha of corn are capable of producing 15 million per ha. With an expenditure of 7 – 9 million per ha, from the findings (Hermawan et al., 2017) That the cost ratio of corn plants is enough to give a profit of 2.18 where more than one and the profit obtained is 1.18. From testimonials in the field, corn cultivation is quite profitable with a record of having an appropriate trade chain and having alternative product risks if you experience failure in the harvesting system in the field. So as to provide alternative decisions to farmers. The majority of farmers planting today is based on food crops 2 times a season and 1 industrial crop in 1 growing season or 1 rice growing season and 1 growing season in industrial crops. Corn plants are valued by the community as additional crops to increase farmers' capital.

CONCLUSION

Agriculture is one of the sources of people's livelihood. Agriculture with corn commodities has a fairly high business opportunity to obtain profits for farmers after rice. Coupled with the ability of corn to be resistant to natural and climatic conditions. The exposure of corn farmers to advertisements on social media has little influence on farmers' decisions in decision-making instruments. This is because the scope is still broad and product services still rely on

explanations from direct extension workers. Extension instruments at the farmer level cannot be released. Therefore, the recommendation of this researcher is that extension workers and extension institutions, both private, non-governmental and government, contribute to enlightening information to farmers, including in terms of product promotion. Therefore, coordination with the BPP (Extension Center) stakeholders in the sub-district and the person in charge of extension workers in each village needs to be carried out every product that is included in the corn cultivation planting area cultivated by farmers.

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