

Utilization of Communication Media as Development Communication in Yogyakarta Indonesia's Milennial Farmers Group

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Abstract: Technology is one of the main elements in a development, where technological developments will affect change. Including the development of information technology is able to change a society into an information society. Where the information society is a society that makes information as something that has economic and strategic value. Including in the agricultural sector, where the millennial generation supports the development of agriculture with the use of technology. The millennial generation is also active in agriculture, giving rise to the name of millennial farmers. Especially during the Covid-19 pandemic, interactions between farmers and farmers with extension workers were limited, and they had to use media to reduce the spread of the Covid-19 virus. The purpose of this research is to see how the use of communication media as development communication in millennial farmer groups in Yogyakarta. The informants in this study were millennial farmers from the Yogyakarta area, namely: Kulonprogo, Bantul, Sleman, Gunung Kidul and Jogjakarta districts. Data collection techniques in this study used observation, interviews, documentation, and focus group discussions (FGD). The data analysis technique was carried out in a qualitative descriptive way. The results of the study indicate the use of communication technology by millennial farmers as a medium for seeking information related to agriculture and as a medium for disseminating agricultural information to the public.

Keywords: Communication media, Farmer Groups, Millennial Generation

I. INTRODUCTION

Technological developments change how information is conveyed from communicators to communicants, one of the areas affected is agriculture. Make it effective when the sender of information does not need to meet face to face with the recipient of information. Before the existence of technology, especially social media, agricultural information was usually done conventionally, namely the exchange of information from face-to-face communicators. Submission of information in the field of agriculture is carried out personally or in groups, it takes place and time to arrange a meeting schedule between communicators and communicants.

There are several ways of exchanging information in agriculture, namely: meeting directly between farmers and farmers, farmers with extension workers, farmers with traders

or buyers of agricultural products. Agricultural information and technology are mainly sourced from agricultural extension workers, Gholiniya in (Nazarzadehzare et al., 2012) the process of technology transfer to farmers is the task of agricultural extension workers as the main link. Agricultural extension workers also have an important role in increasing agricultural production and agricultural development (Putri, 2018). The existence of technological advances in the agricultural sector that adopts innovations with the aim of increasing maximum production yields is a bridge for the development of the agricultural sector. The existence of development communication makes the community understand and able to carry out development programs. This is a contribution from communication that forms an order of change in society so that it can run effectively and is development-oriented (Priska Nur Safitri, 2019).

Technological developments have shifted the main role of agricultural extension workers, where agricultural information can be accessed through communication technology. Technological developments support the formation of an information society, where technology users can easily exchange information, disseminate information and seek information. The millennial generation is a generation that is quite large in number and is an active user of social media. According to Fahmi (2019), data on drone emprit academic (2019), data on active users of social media in Indonesia amounted to around 150 million with a penetration of 49% in January 2019. The most popular public social media platforms as of January 2019, namely Youtube as much as 88%, Facebook 81%, Instagram 80% and Twitter 52%. From user data, most of them come from generation Z and millennial generation, millennial generation is around 25-34%.

In 2020, according to the APJII Jatmiko (2020) survey, there were 196.7 million users, where there was an increase of 25.53 million or 8.9 percent, users from 2018. This increase was influenced by the Covid-19 pandemic, since last month. March 2020. According to Pratama (2020), from the results of a survey conducted by APJII on June 2-25, 2020, some of the reasons for using the internet are: using social media as much as 51.5 percent, the second reason is

communication via messages, the third reason is games, the fourth reason still games, and the fifth reason for online shopping. The use of the internet during this pandemic has created an alternative way of communicating, either sending messages, between farmers in farmer groups, or exchanging information between farmers, besides that, farmers are also looking for agricultural information via the internet.

The development of the era and technology, especially the use of information technology, has brought changes to the world of agriculture, one of which is the emergence of millennial farmers. Millennial farmers have an important role in agriculture, as the next generation of development. Digital Agriculture (2020) development in the agricultural sector requires advanced, independent, and modern agricultural human resources. Farmers were formerly synonymous with parents, and lacked the ability in the field of technology and information, so there was a need for counseling when entering the harvest season, or when an epidemic occurred. Besides that, farmers are also synonymous with groups whose progress from the group affects many things, especially the activity of group members and extension workers. These millennial farmers, are familiar with technology so they have a way to understand weather conditions, to produce crops that have a high selling value (Assidiq, 2021). Good use of technology can optimize production results, this is identical to millennials (Rachmawati & Gunawan, 2020).

The purpose of this study was to determine the use of communication media by millennial farmers as development communication in the Yogyakarta farmer group.

II. LITERATURE REVIEW

Millennial Farmer

Science and information in the current era of modernization is very valuable, people can take advantage of it and develop things to be more optimal. Including in agriculture, information technology users are able to provide information related to agriculture. Millennial farmers take an important role in the use of information technology in today's development. Millennial farmers are farmers aged 19-39 years, changing the use of traditional methods to modern ones (Savira, Rania Putri, Jasmine Erina Firdaus, Khoiri Rochmanila, Raihan Digo Saputra, Zainudin Zuhri, 2020). Millennial farmers focus on food crops, horticulture and livestock.

The millennial generation is a generation of teenagers who grew up together with the very rapid development of information technology. They have creative, innovative, passionate, and productive characteristics (Kemen PPA and BPS, 2018). Technological developments make the millennial generation a generation that has and is able to create opportunities in the times. Gallup (2016) mentions that there are 6 characteristics of the millennial generation in terms of work, namely: 1. Millennials have goals and pursue their

dreams at work, not just receiving a salary, 2. Like to learn new things, new skills, new perspectives, getting to know more people, always taking opportunities to develop, or this generation focuses more on self-development than job satisfaction, 3. Wants to develop and is creative, doesn't want a leader who commands and controls, 4. Millennials want on going conversations, there is no review every time. years, 5. Thinking more about how to develop their strengths rather than improving their weaknesses, 6. Work is a part of their lives.

Communication media

The development of digital technology today is an evolution of media technology, people often call it online media. Suri (2019) The existence of this media makes communication run smoothly, reducing face-to-face interactions. The emergence of friendship networks on social media makes communication smoother and can build friendship networks and certain communities emerge. Everyone can access the network of friends and communicate, both sending, receiving and editing a message. The existence of interactive communication media makes users able to participate and modify the content of an information at that time, making reciprocal communication happen (Morissan, 2010). Imran (2013) the use of communication media is a reflection of how to take advantage of various communication media in the context of individuals and community members to meet their needs.

Communication development

Communication plays an important role in development, because technological developments can change a concept and the development of a change. Inequality of information can lead to different perceptions about a development and become an obstacle to that development (Suri, 2019). The existence of reciprocity between the two parties between the communicator and the communicant is important in development communication. There are 3 aspects of communication and development by Hedebro (1979) namely: 1. Communication media can contribute to the development of a nation, 2. The role of mass media in national development. 3. Change is oriented towards changes that occur in a local community or village. Yofa et al., (2020) there is the involvement of the millennial generation in the strategic plan of the Ministry of Agriculture from 2020 to 2024, using a strategy to increase competitiveness and increase added value. In addition, the Ministry of Agriculture also encourages the millennial generation as exporters of agricultural commodities and products.

Innovation Diffusion Theory and Model

Difusi merupakan bagaimana penyampaian pesan-pesan atau gagasan sebuah ide baru, dalam ilmu komunikasi difusi berhubungan dengan bagaimana memahami semua bentuk pesan (Rogers, 1983). Difusi merupakan proses adanya pengungkapan ide-ide baru kedalam sebuah sistem sosial.

Dalam penyebaran pesan ada empat unsur difusi yakni: inovasi, saluran komunikasi, jangka waktu, anggota sistem sosial (Hanafi, 1987). Sebuah hal merupakan inovasi ketika memiliki beberapa karakteristik yakni: adanya keuntungan relatif, kompatibilitas, triabilitas, dan observabilitas. Adanya pengaruh untuk menerima suatu perubahan atau inovasi para anggota sistem sosial dikarenakan melalui perantara pemimpin sistem tersebut. Peyampaian informasi atau ide melalui komunikasi dua tahap, yakni informasi melalui individu-individu yang disebut dengan opinion leader. Perubahan merupakan hal yang menarik, ada pengaruh serta perubahan yang terjadi. Menurut (Effendy, 1986) komunikasi interpersonal dan media massa sangat berperan dalam komunikasi dua tahap. Penggunaan media baru atau gawai dalam kegiatan sehari-hari, baik mencari informasi maupun menyebarkan informasi juga merupakan sebuah inovasi perubahan

III. RESEARCH METHODE

The type of research that the author uses is a phenomenological approach, which seeks to reveal the reality and experiences experienced by individuals to find and understand something that can be seen from the individual's subjective experience. Therefore, the authors cannot develop their assumptions in their research (Hasbiansyah, 2008). The phenomenological approach aims to describe the meaning of life experiences experienced by several individuals in relation to certain concepts or phenomena by examining the structure of human consciousness. For this reason, the author wants to learn about the experience of the Yogyakarta, Indonesia farmer group, which is located in the districts of Kulonprogo, Bantul, Sleman, Gunung Kidul and Jogjakarta districts. The informants of this research were 33 people, consisting of agricultural extension workers and millennial farmers. Millennial farmers who become informants are 19 to 39 years old. . Data collection techniques in this study include observation, questionnaires, interviews, documentation and Focus Group Discussion (FGD).

The method in this research is qualitative research, with this method being able to create an in-depth picture of speech, writing and behavior that can be observed from individuals, groups, communities, certain organizations in certain contexts, which are studied from a complete, comprehensive and holistic perspective. Sugiyono (2016). In this case the research is focused on how the use of communication media is carried out by Millennial Farmers, Yogyakarta Indonesia

IV. RESULT AND DISCUSSION

Utilization of Communication Media by Millennial Farmers

Communication media plays a role in development, with millennial farmers communication media getting information to complete information on agricultural activities. Some millennial farmers learn to farm because they are inherited from their parents, such as the following expression:

Informant 11 : “I learned to breed since 2016 following in the footsteps of my parents”

Informant 28: Starting in 2015, I have been raising chickens because my parents have been raising laying hens and the prospects are good

Millennial farmers learn from their parents or family to earn an income. Yofa et al., (2020) millennials in rural areas spend more time or busy themselves in the world of agriculture or conventional economic activities. The 33rd informant answered that the reasons for becoming a millennial farmer were:

“Since 2008 I have been a farmer. Because farming is not restricted by superiors, we are farming ourselves who are the boss as well as the workers”

Communication media is able to change the mindset of the millennial generation to change their views about working as a farmer, being a boss, not as an employee who follows the boss's wishes. Millennial farmers are able to develop their concepts and creativity, including building networks between millennial farmers with communication media.

Informant 3: The first thing that millennial farmers do is build a communication network between millennial farmers throughout DIY. Later when the communication has been carried out, surely many positive things will emerge, such as cooperation, it is more comfortable to share, how about farmers in Bantul, how about farmers in Sleman, if it is implemented it is not suitable.

Building a communication network between millennial farmers is very important, so that they can share experiences, information, and establish cooperation. Millennial farmers also take advantage of communication media to seek information related to food agriculture, horticulture, and livestock activities.

Informant 14: I usually look for references about questions from the internet, because everything on the internet is constructive

Informant 16: A little help, explain about agriculture when I use the internet, or I learn agriculture from the internet

Informant 23: The knowledge on the internet is able to support a process that is running or what I am doing in the agricultural sector. However, the most important thing is being able and daring to execute, or start immediately.

Informant 27: Learning on the internet is quite helpful for learning to plant good and correct shallots so that they can get maximum results

informant 28 : Very happy because I added references and experiences from the internet

What is on communication media, especially social media, there should be a screening process first, because the application of information, both written and video, is not as

easy as it appears. Communication media or rather social media will be able to function properly if used properly. There are four functions or dimensions of social media, namely providing information, entertainment, communication and transactions. The important thing related to millennial farmers from these four dimensions is information. From the ease of using these communication media, users should be careful when choosing the media or applications used, considering that we are currently entering the era of social (Tutiasri & Kusuma, 2020). The information contained in the communication media, apart from containing constructive information, sometimes contains falsehoods. This also happens in the agricultural world, the information shared is not in accordance with the facts, or when applied the results are not as shown in the video or written. Both millennial farmers who are engaged in agriculture and animal husbandry reveal that what is shown is not easy to learn. Informant 10 as a chili and rice farmer revealed the following:

Informant 10: The internet is easy to learn but difficult to practice

Informant 19: Yes, the first one is difficult to understand and the results are not good

The same thing was also expressed by millennial farmers who focus on the field of chicken farming, as well as laying hens as below:

Informant 15: If I see what is displayed on the internet it looks easy but if you put it into practice it's not that easy

Informant 18: In my experience, the internet is difficult to implement because the CH boiler chicken farming system is different

However, there are also informants who already understand how to select messages on the internet so they are not deceived like other informants

Informant 17: On the internet there are many methods of raising livestock, sometimes some are correct and some are not. must be able to choose one or by combining or selecting which can be applied

Informant 33: Information on the internet cannot be fully applied, because each region has different conditions of agricultural land. we have to filter information from the internet and apply it on the land we have

The existence of information on communication media can have a positive and negative emotional impact, but it can also bring benefits and bring harm to its users. Gumgum et al (2017) the existence of false or hoax information in the media can make it difficult for recipients of messages, which information is true and which is not true.

Communication Media for Millennial Extension and Farmers During the Covid-19 Pandemic

Communication media form the existence of an information society, making it easier for users to access

information, disseminate information or exchange information with each other. According to the Jatmiko (2020) users of communication media using the internet have increased in 2020, which is 8.9 percent from 2018. The COVID-19 pandemic has affected the number of internet users. All face-to-face activities are directly mediated, to prevent the transmission of this virus. The existence of this change makes the community improve to survive, one of which is in the agricultural sector. Farmers, especially millennial farmers, in 2020 during the pandemic also experienced developments in seeking information related to agriculture and animal husbandry. Millennial farmers have the ability to predict or understand weather conditions, this makes crop yields still have a high selling value (Assidiq, 2021). Meetings between extension workers and farmers during the COVID-19 pandemic were also limited or even eliminated, all using communication media, both chat applications and social media.

Informant 1: Now the number of instructors has a ratio of 1: 22, in the future there will be fewer and fewer instructors from us. Even then, actually, the extension workers in the village already have assistance from freelance daily workers, then there are government employees with work agreements, so it's not only civil servants, our civil servants only have about 198. And that too, in the near future some will be exhausted. There are many tenures, so from that assistance we are trying to approach millennial farmers whose direction we will become self-help extension workers because in the future our hope is from the younger generation.

The existence of technological developments makes your life more comfortable, because you can do what you want by accessing it on communication media (Buente & Robbin, 2008). Communication media provides a change in the flow of information, where using the media can reduce face-to-face communication. There are still millennial farmers who get information related to agriculture from counseling, and from farmer group meetings.

Informant 32: "I got information related to agriculture from counseling, namely how to plant high-yielding varieties"

Millennial farmers during the COVID-19 pandemic chose to talk about agricultural issues with communication media, namely WhatsApp and Facebook applications. The WhatsApp application takes advantage of the WhatsApp group facility that can discuss with other millennial farmers, while Facebook uses the posting facility on the homepage and conducts discussions in the comments column. They talked about various things, from the nursery process, maintenance, to the process of selling products.

Informant 13: I use WhatsApp to find out what types of drugs are used for raising chickens, with this group I can exchange information and insight into what drugs are needed for my chickens.

Informant 20: I like to use WhatsApp and Facebook to find information on seeds and fertilizers for my agricultural crops.

Even though farmers can easily find information related to basic crop farming, horticulture and livestock, it turns out that they also still want assistance from agricultural extension workers.

Informant 14: important because it can provide direction, especially for disease management and inter-island marketing

informant 12: Urgent. But during a pandemic like this, it's good to have online counseling

In addition to the importance of providing information by extension workers, the use of communication media is also important, especially during the COVID-19 pandemic. The use of communication media is not only as a medium for finding information but also as a way to break the chain of the spread of the Covid-19 virus.

V. CONCLUSION

Millennial farmers in Yogyakarta, Indonesia use communication media as information seekers related to agriculture and animal husbandry. They also filter the information they get from the media before they put it into practice. Farmers also still need assistance from agricultural extension workers to obtain maximum agricultural and livestock products. During the COVID-19 pandemic, millennial farmers prefer to get information and counseling using communication media

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