Perception Of Watukosek Village Farmers Towards Babang Laper Youtube Channel

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Abstrack.*This research aims to determine farmers' perceptions of the use of digital information, espeTcially via the YouTube platform, on farming in Watukosek Village, Pasuruan Regency. The growth of digital information technology has created new opportunities for farmers to increase productivity and market their agricultural products. Therefore, this research focuses on the impact and effectiveness of using these digital platforms in supporting agricultural activities at the local level. The research was conducted using a qualitative approach with descriptive methods. The theory used is S-O-R (Stimulus Organism Response), which was first discovered by Hovland (1953). Data collection techniques were carried out using interviews, observation and documentation. The results of research conducted at the research location, the use of digital media shows significant actions, reactions and perceptions after viewing the YouTube content "Babang Laper" which has diverse audience characteristics in Watukosek Village. Conclusion The importance of digital literacy for farmers, as it opens the door for them to access the latest information on best agricultural practices.*

Keywords: *Stimulus, Organism, Response, YouTube, Agriculture*

I.INTRODUCTION

In today's era of globalization, which is marked by the development of information technology, the use of digital platforms such as YouTube, has become an inseparable part of people's daily lives (Khrishananto & Adriansyah, 2021). Based on data released by the Directorate General of Information and Public Communication, Ministry of Communication and Informatics shows that with a total population of 262 million people, Indonesia has 143.26 million internet users. In other words, as many as 54.68% of the total population of Indonesia are internet users, digital information farmers can access all information through their mobile phones, there are many ways to quickly plant plants, how to garden and many things can be searched for if farmers can optimize the use of digital platforms.

This phenomenon not only creates changes in consumer behavior patterns, but also opens up new opportunities in various sectors, including agriculture (Setyorini & Meiranto, 2021). Through digital platforms such as YouTube, farmers can find practical tutorials, helpful tips, and scientific discussions that can help them face the challenges of farming. Along with that, collaboration between farmers in cyberspace also allows for the exchange of valuable experiences and knowledge, strengthening the farming community globally. Through the YouTube platform, information about modern agricultural techniques, climate change, agricultural product markets, and the latest innovations can be quickly accessed by farmers (Amdan et al., 2022).

YouTube, as the world's largest video-sharing platform (Amdan et al., 2022), provides a space for agricultural experts to share their knowledge and experience. Content shared through videos is highly absorbable and can facilitate understanding complex agricultural concepts. Youtube, a popular platform among the younger generation, can be used to present agricultural information in a creative and interesting way, so as to create new interest among village youth to be involved in farming.

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One of the contents related to this research is the Youtube channel "Babang Laper". In each content that the creator makes, the results of agriculture in the field are clearly described, not only that, the creator also explains in detail the developments of plants, plant care tutorials, superior seeds, fertilizers used, even in the description of Youtube content is also described.

Agricultural content like this that is able to add information to the world of agriculture in a modern way, a wide range also adds superior value when compared to direct counseling. From young farmers to old farmers are able to adjust in a more modern way, it is possible that the existence of Youtube can provide new views/perceptions of farmers, grow ideas and collaborate the way of farming of the ancients with today.

Perception is the process of understanding or giving meaning to information. Against stimulus. Stimulus is obtained from the process of sensing objects, events, or relationships between symptoms which are then processed by the brain. The term Perception is usually used to express the experience of an object or an event that is experienced. This perception is defined as the process of combining and organizing our sensory data (sensing) to be developed in such a way that we can be aware of our surroundings, including being aware of ourselves

Tempokosek Village, Gempol District, Pasuruan Regency, is an area that has an area of about 80 Km2, which is about 1.5% of the total area of Pasuruan Regency. This area has 12 Heads of Families (KK) and a population of around 700 people. The majority of the population makes a living as farmers, with a small percentage working as grocers or laborers. One of the villages in Pasuruan Regency, namely Watukosek Village, the livelihood of the residents of Watukosek Village is farmers and the main problems faced are limited capital, low level of education, lack of community sensitivity to technological advances, and still using simple tools. The agricultural production business in Watukosek village, Pasuruan District is still very simple, so they sell agricultural materials and also buy their crops as well. If farmers can operate digital information technology well, such as seeing how to quickly and effectively and efficiently plant and operate rice fields. Then agricultural yields will be maximized.

In this context, this study aims to explore the extent to which farmers in Watukosek Village have optimized the use of these digital platforms. In addition, this study will also identify the obstacles that may be faced by farmers in accessing and utilizing digital information, as well as evaluate the impact of the use of digital information on increasing productivity and sustainability of farming. The low level of digital literacy among farmers and local leaders has resulted in farmers tending to rely on traditional methods to obtain information about agriculture. So that production has not been able to be marketed to a wider area.

Through this research, it is hoped that effective strategies can be found in utilizing the potential of digital information for the development of farming at the local level, which can then be adapted and applied in other regions. In addition, this research can also make a conceptual and practical contribution to our understanding of how information and communication technology can be a catalyst for positive change in the agricultural sector, especially in rural environments. Thus, this research is expected to provide valuable insights for policymakers, agricultural practitioners, and researchers in the field of agriculture and information technology.

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Research conducted by Kosmana (2023) found that the use of youtube has a positive and significant effect on farmers' perception of chili farming in Ciamis Regency. The results of this study are in line with previous research conducted by Ravellito & Delliana, (2022) which concluded that the use of accessing youtube videos can affect a person's perception. In addition, Huda's research, (2020) concluded that youtube video views are able to provide an image that is able to change the perception of netizens about something. Research (Wardani, 2020) also reports that the effects of youtube videos can strengthen a person's perception and encourage them to do something. The influence of the use of youtube has an indirect effect on interest.

Research conducted by Zainal (2019) shows that farmers have a positive perception of extension communication strategies in the use of information seen from communication techniques, communication approaches, communication channels and communication messages. The perception of farmers is at a medium criterion where extension workers have been quite good in carrying out their communication activities.

These two studies have several similarities and differences. The similarity lies in the results of the research that youtube has an impact and influence on farmers in obtaining the latest information with the development of the increasingly advanced times, especially in areas that still have human resources with low education which can affect the perception of the agricultural community and its crops. The difference between the two studies is in the method where the first study uses a method using a descriptive quantitative approach and the other study uses a survey method on several research objects

The theory used in this study is S-O-R (Stimulus Organism Response), which was first discovered by Hovland (1953). This theory is a classic model of communication that is heavily influenced by psychological theories. This model describes communication as an action-reaction process. This means that verbal words, non-verbal cues, and certain symbols can stimulate others to respond in a certain way.

Jalaludin (2003:49-67) argues that the stimulus response has an effect that gives rise to a specific reaction to the stimulus, so that people can expect and estimate the conformity between the reaction and the message received. Some of the elements in this theoretical model are:

a. Stimulus (Message)

   Stimulus is a stimulus that contains ideas or messages. Stimuli or stimuli received by the audience through YouTube media "Babang Laper"

b. Organism

   An organism is an individual as an object in a method of communication. In this study, the audience becomes the object when the communication process takes place. The three elements used to stimulate organisms are knowledge, attention, and interpretation. Knowledge is information that individuals receive through the media. Attention is a mental process when a series of stimuli stands out more than others. Meanwhile, interpretation is an individual process in interpreting the show.

c. Response

   Response is the effect that occurs from the provision of stimulus by the communicator. This effect is used to find out how it responds when receiving stimuli from different directions. This response is also reinforced by three components of the effect in mass communication.

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This theory is used to understand how stimuli (YouTube content) affect organisms (audiences) and generate responses (audience perceptions and reactions). Agricultural content created by YouTube creators, such as the "Babang Laper" program, is a stimulus aimed at viewers who access the platform. This audience, as an organism, receives and responds to the content presented. The perception and response of the audience to the agricultural content is important to study, because it can provide an overview of the effectiveness of the message conveyed and how the audience interprets and responds to it.The use of social media is very much needed by farmers, the information needed by farmers in managing farming businesses is very diverse, this is in accordance with the farming commodities that the farmers are working on. Information is part of the message, where the communication process between communicators (farmers) obtains agricultural information messages, can be in the form of innovation, technology, production, product marketing, climate/weather, demand, / supply and capital in farming (Destrian et al., 2018).

In this study, the researcher began by examining the analysis of information about agriculture in YouTube content, by referring to several relevant previous studies. Prayoga, (2017), mentioned that the Ministry of Agriculture and related institutions under it have provided information through social media and show that this information is widely accepted by the community. The potential for providing information and counseling helps the community know cultivation techniques, technology, and marketing. Extension activities that utilize social media need to be optimized because the number of users continues to increase.

Internet media is very helpful for extension workers in extension activities because it can be done quickly and effectively. Extension with internet features is used by all groups ranging from the agricultural office, extension workers and also farmers. The material that has been programmed can be accessed by all parties from the national to the village level. The most widely used media by farmers and extension workers is Youtube because it is very accessible and able to provide information at any time.

This study aims to analyze the audience's perception of the YouTube content "Babang Laper" about agricultural content where the topics raised contain information that can add insight to farmers in cultivating their land, especially the problem of planting rice and fertilizers used.

II. RESEARCH METHODS

This study uses descriptive qualitative research methods to investigate and describe and provide an understanding of a deep framework for understanding complex and contextual phenomena in specific contexts. With this approach, researchers can investigate a single case or multiple cases that are considered representative in a broader context. The subjects and objects of this research involve farmers, RT Heads, RW Heads, Village Heads, and Farmer Group Heads in Gempol District, Pasuruan Regency. They were chosen as subjects because of their relevant role in the context of the use of digital platforms in agricultural businesses. The location of the research was carried out in Gempol District, Pasuruan Regency, in accordance with the context relevant to the research topic regarding the use of digital platforms in agriculture.

The technique for determining informants or sampling techniques used in this study is purposive sampling, where the selection of informants is based on. The considerations are, first, this informant

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owns the land and who cultivates the land, second, farmers can already use youtube, the research informant consists of several individuals who have insight and experience relevant to the research topic, such as MK (Head of Watu Kosek Village), SP (Chairman of RT 02 Watu Kosek Village), DM and JY (Watu Kosek Village Farmers), and JB (Chairman of the Watu Kosek Village Farmer Group).

The data collection techniques in this study include in-depth interviews, participatory observations, and document analysis. Through these techniques, researchers can gain an in-depth understanding of the contexts, processes, and dynamics involved in the use of digital platforms in agriculture. The data analysis techniques used include triangulation, where data from various sources are analyzed together to obtain a more comprehensive understanding. Qualitative data analysis was conducted to generate an in-depth understanding of the impact of the use of digital platforms in agriculture and the obstacles that may be faced.

III. RESULTS AND DISCUSSION

Based on research that has been carried out at the research site, the use of digital media shows significant reactions and perceptions after seeing the Youtube content of "Babang Laper" whose audience characteristics are diverse in Watukosek Village.

Farmers who often use youtube media for information in the agricultural sector are initially as much as 20%. Youtube: a video-sharing website created by a former PayPal employee in February 2005 that allows users to upload, watch and share videos. Any positive video content can be accessed through the application. Youtube can be an alternative media with limited print or electronic media provided by BPP or extension institutions. Youtube can also be used as a tutorial media as an alternative when the implementation of agricultural training is getting minimal. Youtube is a popular video sharing service where users can upload, search, watch videos, discuss/ask questions about videos and at the same time share video clips for free.

The results of the study show that one of the digital communication media used in supporting farming is from the YouTube platform such as in the "Babang Laper" channel. Through this platform, farmers in Watukosek Village can access information related to farming techniques, crop care, land management, and the promotion of their agricultural products. However, in reality, farmers are still unable to optimize the use of digital information, because there are many problems that hinder the use of digital information.

From the interviews conducted, most farmers in Watukosek Village admitted that they did not fully understand the benefits of using Youtube digital media in supporting their farming business. They tend to prefer traditional methods of obtaining information, such as through farmer group meetings or direct advice from fellow farmers.

However, after explaining the benefits of watching Youtube content about agriculture, the community was able to grow new ideas and ways to care for their land.

Based on an interview with SP, the Chairman of RT 02 Watu Kosek Village, it can be seen that their knowledge about the world of digital media in agriculture is still limited and they find it difficult to

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implement it due to a lack of digital knowledge and skills. The following is an explanation from the informant:

> *"Their understanding of digital media that supports agriculture is still lacking, only a few modern people have mastered digital media, especially remembering that some farmers here have also entered the age of the elderly who are very blind to digital media like today. Some of them revealed that there is awareness of the benefits of platforms such as YouTube in providing information related to the latest agricultural practices, the use of digital technology."*

The interview also revealed that after watching Youtube content, they were able to add information about agriculture and many of the speakers were able to collaborate traditional ways with modern ways.

> *"After knowing that there is agricultural Youtube content, it is very helpful for agricultural businesses here to consider the infrastructure that can be said to be adequate, it's just that we farmers must know how to manage it. Land in the village is very capable of financing the daily lives of residents, but I think it would be better if the land was optimized as much as possible because of the help from digital media. From youtube, it turns out that we can also communicate with many people through the comment column, if I'm not mistaken, it's the name, like we can exchange questions and exchange answers about the farm.*"

The results of observations in the field, extension workers using Youtube social media are quite satisfactory, although from the results of interviews with extension workers there are still several challenges faced. According to research conducted by (Alhabib & Arisena, 2023) The results were obtained that The majority of interest and responses to watching agribusiness content on YouTube are in the good category. Where watching agricultural content on youtube can expand information and add insight. SIn addition, it also has an effect on the entrepreneurial motivation for farmers

The majority of people are still unable to accept or use technology. Although in fact the village government has provided sufficient facilities. In the theory stated above, the Watukosek Village community whose livelihood as farmers is classified as *a lately majority* where they have only adopted an innovation or technology after seeing the positive impact in real terms.

However, there is a growing awareness among farmers and local leaders about the importance of adapting to the development of information technology. They welcomed the idea of improving digital literacy through training and mentoring organized by related parties, this group is included in the *early adopters*.

The role of RT, RW, and Village Head is recognized as the key in facilitating the integration of digital media and providing understanding of Youtube media in agricultural activities, especially the benefits that farmers can feel the change. With their help, it is hoped that farmers can more easily access digital information and use it to improve their farming business. Because in fact, people prefer to follow in the footsteps of their leaders, such as RTs, RWs, and Village Heads.

This was strengthened by an answer from JB, Chairman of the Watu Kosek Village Farmers Group.

> *"Yes, that's right, if we are not moved by them like it's useless. As they are now explaining to farmers about Youtube channels that we can look at to help in terms of agriculture. We as farmers*

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who can also be said to have this gap helped by this, it turns out that not all traditional ways that go down and down always bear fruit. Well, from there we think that a plant like this can still be saved with such a thing. That's how it is."

In the interviews conducted by the researchers, the researchers also interviewed farmers directly. There are differences from the two farmers interviewed.

Farmer 1 *"For example, we were told to open youtube, actually, it's a hardship, my people just hold the cellphone, I only use it for telephone tok. But my cellphone turned out to be able to be made on Youtube and yes, I finally joined the agricultural channel which I thought was good for improving the agricultural business in my field. This is next month after harvesting one of the fields, I want to plant rice like on youtube, so that yo doesn't go out of style"*

Farmer 2 "*If I am very helped by the existence of Youtube that explains how to cultivate agricultural land, I have helped in the rice fields since I was a child, so my benchmark is what Mr. Mas taught, it turns out that modern methods are easier and minimize labor."*

From the results, the researcher concluded that there was a lack of literacy and understanding from the village, because it should not only be the facilities provided but also the understanding services for the community, especially the farmers. Farmer 1 is classified as a cultue shcok group that cannot accept changes, but the second farmer still accepts but waits for a movement from the village government.

The interview also highlighted the need for an approach that is tailored to the needs and level of digital literacy of the people of Watukosek Village. Training and mentoring programs should be designed in an inclusive and participatory manner to ensure that all parties can follow and implement the knowledge gained effectively.

The importance of literacy for farmers in learning technology in an effort to increase agricultural yield cannot be overstated. First of all, technological literacy gives farmers access to up-to-date information on best agricultural practices, tillage techniques, water management, and the selection of crop varieties that are appropriate to local environmental conditions. By understanding technology, farmers can optimize the use of their resources, such as fertilizers, pesticides, and irrigation water, which in turn can improve the productivity and quality of their agricultural products. Second, technological literacy allows farmers to take advantage of digital tools and applications that can help in agricultural monitoring, crop planning, inventory management, and data analysis. By doing so, they can make more timely and effective decisions, as well as reduce the risk of losses due to factors such as extreme weather or pest infestation.

In addition, technological literacy also opens the door for farmers to get involved in networks and online communities that share knowledge and experience in agriculture. By joining discussion forums or social media groups related to agriculture, farmers can expand their network, learn the latest practices, and collaborate with fellow farmers or agronomists. This not only enriches their knowledge but also strengthens unity and solidarity within the farming community. Thus, technological literacy is not only about understanding hardware and software, but also about accessing and participating in a broader information ecosystem that can increase farmers' capacity and independence in facing the challenges of modern agriculture.

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The challenges faced in optimizing the use of digital media also require support from local governments and related stakeholders. Investment in information technology infrastructure and ongoing training programs is needed to ensure the successful implementation of digital media in the agricultural sector of Watukosek Village.

The results of the study show that although there is great potential in the use of digital media to support farming in Watukosek Village, there are still various challenges that need to be overcome. One of the main challenges is the low level of digital literacy among farmers and local leaders.

The lack of digital understanding and skills results in farmers tending to rely on traditional methods in obtaining information about agriculture. This hinders the potential for the use of digital media which can actually provide wider access and more up-to-date information. An approach that is tailored to the level of digital literacy of the community is the key to overcoming this challenge. The training and mentoring programs that are organized must be designed by taking into account the needs and capabilities of the community.

The results of the study show that based on the analysis of the data collected, it can be seen that some of the elements contained in the S-O-R (Stimulus Organism Response) theory model are:

a. Stimulus (Message)

   The message in the youtube content "Babang Laper" gives a positive message to the farmers of Watukosek village, especially in land cultivation, a type of superior seed where farmers are sometimes afraid to try or apply new things.

b. Organism

   In this case, the role of village leaders is needed to help develop and provide an overview of agriculture by using Youtube digital media. Continuous education to farmers about the benefits and importance of technological literacy in improving agricultural yields and the sustainability of their agricultural businesses.

   This can be done through extension campaigns, trainings, or field demonstrations that demonstrate firsthand how technology can help farmers improve efficiency and productivity.

   In addition, farmers must also be able to adjust and be willing to learn to improve their agricultural output. With the existence of this Youtube ceiling, it is easier for farmers to gain knowledge about the world of agriculture.

c. Response

   The response obtained from this study is satisfactory, there are benefits from Youtube digital media for farmers. In addition, many of them collaborate traditional farming methods in a modern way.

   Judging from the results of the interviews that have been presented, many farmers feel the effects of the use of this Youtube digital media, ranging from young farmers to long-time farmers.

IV. CONCLUSION

Based on the results of research in Watukosek Village, Pasuruan Regency, it can be concluded that farmers get positive benefits regarding the content presented on the Babang Laper Youtube account.

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They received educational information on how to grow rice well, optimize the use of infrastructure, and increase agricultural productivity.

Farmers' perception of digital literacy is an arena that opens the door for them to access the latest information on best agricultural practices, leverage digital tools and applications in agricultural monitoring and management, and join online networks and communities to share knowledge and experiences. Meanwhile, the response shows that farmers combine traditional and modern farming methods.

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