

Conference Paper

Marketing Communication Strategy for Millennial Farmers of Yogyakarta Special Region through Social Media

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ABSTRACT

Millennial farmers from the Special Region of Yogyakarta (DIY) take advantage of social media as a marketing communication strategy for agricultural products. DIY millennial farmers focus on three fields, namely, food crop agriculture, animal husbandry, and horticulture. The products they produce are very diverse, including organic plants, vegetables, fruits, ornamental plants, quality livestock, and processed agricultural products. Many millennial farmers produce quality crops and livestock or experience an increase compared to the results produced by reliable farmers. Millennial farmers are farmers aged 19-39 years, and those aged above 39 are called reliable farmers. They also package processed agricultural products more attractively and can last longer. Social media is used as a means of communicating with extension workers, and fellow millennial farmers or to introduce products produced by millennial farmers using marketing communication strategies in cyberspace. Millennial farmers are part of the information society, they use communication media to support the development process. The purpose of this study is to describe the marketing communication strategy of agricultural products carried out by millennial farmers using various types of social media platforms. This study, uses a qualitative descriptive research method by conducting interviews with millennial farmers from Bantul, Sleman, Kulonprogo, Kota, and Gunungkidul. The results of this study indicate that farmers use social media social networks and media sharing to market their agricultural products.

Keywords: Millennial farmers, Special Region of Yogyakarta, marketing strategy

Introduction

Technological developments change human civilization and the creation of an information society. They use the information to carry out distribution activities, as well as to manipulate information to make profits creatively and productively. Millennial farmers are part of the information society, they use technology to obtain information and share information related to agriculture. The use of gadgets in rural areas was previously only limited to communication and entertainment tools, due to the changing times due to the COVID-19 pandemic, all activities maximize the use of gadgets (Puspita & Wahyu, 2021). The COVID-19 pandemic has created a limit when it comes to communicating face-to-face. This makes rural farmers maximize the use of gadgets to support agricultural, horticultural, and livestock businesses from starting activities to post-harvest. The year 2020 is the year, where people around the world adapt to the use of gadgets as a tool to carry out all activities. Information-seeking activities related to agriculture have also

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begun, and many farmers are media literate because of the demands of a new civilization. The use of gadgets can make it easier for farmers to market agricultural, horticultural, and livestock products, as well as increase the selling value. The use of gadgets as a communication medium can overcome the information asymmetry that often occurs and is experienced by farmers, especially in marketing their products. The decision-making process in increasing household productivity and food security is also a benefit of the use of gadgets (Soedarto & Hendrarini, 2019).

Agricultural activity is the main activity of the State of Indonesia because it plays an important role in advancing the community's economy. In 2020-2035 the Indonesian state will enjoy a rare era where the number of productive ages is on the highest graph in history, reaching 64% of the total population of Indonesia of 297 million people (Konyep, 2021). This is a strategic opportunity for a country in accelerating economic development, due to the support of productive human resources. The productive age also describes problems in the agricultural sector, especially in the field of human resources. Millennial farmers are farmers aged 19 to 39 years, they are already familiar with technology and keep up with the times (Tutiasri et al., 2022). According to Simarmata (2019), Millennial farmers are farmers who are able and able to take advantage of technology and smart innovation or digital farming in managing land, planting maintenance, monitoring, harvesting, processing results (increasing added value), and marketing products. The utilization of technology and smart farming is aimed at making agriculture more efficient, profitable, and environmentally friendly in a sustainable manner. Millennial farmers have 4 characteristics, namely: adept at using technology, innovative or capital-intensive activities and technology, industrial-based product processing to increase competitiveness, value, and benefits, and efficient marketing using information or digital technology. Millennial farmers are a program from the government for the younger generation, so that they are interested in managing agriculture in a modern way. This program does not stand alone but is also supported by other programs such as intensification (increasing land productivity by providing superior varieties and fertilizers), and innovation in cultivation technology from various sub-sectors.

Agricultural development is closely related to the participation of farmers, where the development has the aim of achieving a prosperous society. This is very important in the development process carried out by the government. The participation of farmers in government programs is influenced by several factors, both from the community and from the farmers themselves. The involvement of farmers in development programs can have an impact on themselves, their lives, and their environment. The participation of the parties involved is considered a way to achieve success in increasing production and realizing food security. The participation of farmers in an activity is a manifestation of the magnitude of the farmer's assessment of the benefits compared to the costs that must be incurred. Participation will be carried out by farmers as long as farmers get benefits or feel satisfied and benefit from participating in these activities.

The existence of millennial farmers can increase community innovation, as well as become an initiator in the agricultural sector in the field of technology and information. Millennial farmers have more opportunities to make progress compared to mainstay farmers, namely farmers with an age of more than 39 years (Tutiasri et al., 2021). Technology plays a very important role in improving the quality of agricultural products, both in the search for initial information and in the distribution of results. Pertaniandigital. (2020) The role of millennial farmers is very important to continue development in the agricultural sector, which requires advanced, independent, and modern human resources. Millennial farmers can take advantage of both crop cultivation technology and or information and communication technology, for the distribution and marketing of agricultural products to be more effective and efficient (Lakitan, 2019).

According to Savira et al. (2020), Millennial farmers must be able to take advantage of gadgets and use applications to encourage the success of Indonesian agriculture. Millennial farmers not only use their devices to get information related to food crop farming, animal husbandry, and horticulture, or as a means of communication either between farmers or with extension workers,

but also as a marketing strategy for agricultural products. Research results from (Feryanto & Rosiana, 2021), Farmers who are adaptive and able to use their gadgets to support their agricultural business activities will be able to open wider market opportunities, get information faster and be able to improve their welfare in the long term. Subsequent research was conducted by Trymastuty et al. (2020), the use of social media can help farmers to facilitate the marketing of agricultural products and increase the selling value to increase farmers' income. Agriculture among the millennial generation is identical to the use of technology to optimize production. The use of technology will give rise to various types of startups that allow bright ideas from the younger generation to develop into innovative solutions solving various agricultural problems (Rachmawati & Gunawan, 2020).

The Ministry of Agriculture through the Agency for Extension and Development of Agricultural Human Resources has a program to foster the interest of the younger generation or millennial generation, to work in agriculture, for the sake of agricultural sustainability in the future or the growth and strengthening of millennial farmers. The Government of the Special Region of Yogyakarta (DIY) is one of the areas targeted to create millennial farmer groups for the sustainability of the agricultural sector in the future. The DIY government supports the government's program in growing 2.4 million millennial farmers by 2024. This commitment can be seen from the inauguration of 1000 millennial farmers in July 2022. Every DIY district is growing and strengthening millennial farmers to maximize the target of creating millennial farmers from DIY. One of the programs related to sales or millennial farmer entrepreneurship is Youth Entrepreneur and Employment Support Services (YESS) which focuses on producing agricultural millennials who are reliable, creative, innovative, and superior professionals of course in realizing young agricultural entrepreneurs. This program is successful in DIY, this can be seen from conducting an inter-provincial comparative study to DI Yogyakarta on 23-25 March 2022. Millennial farmer groups in DIY have selected commodities in the form of horticulture cultivation, food crops, livestock, and post-harvest processing. Based on the facts on the ground, the DIY millennial farmer group has the potential and marketing communication strategies to optimally market their business results through social media. Based on the description above, it is necessary to research the marketing strategy of millennial farmers in the Special Region of Yogyakarta (DIY).

Material and Methods

Research on Marketing Communication Strategy for Millennial Farmers of Yogyakarta Special Region through Social Media uses descriptive qualitative research, the aim is to explain a phenomenon in depth, find complex realities, and gain an understanding of the meaning of the research topic. Qualitative research is research that uses a natural setting, to interpret and describe a phenomenon that occurs involving various methods (Moleong, 2007). Determination of informants in this study using a non-probability sampling technique, namely the determination of informants based on certain considerations, which are related to the problem of this research topic, so that the information obtained is expected to be precise and accurate. The informants here are millennial farmers who use various types of social media platforms in marketing horticultural, agricultural, and livestock products. The data collection process uses in-depth interview techniques, so the researchers will conduct in-depth interviews with millennial farmer informants from Bantul, Sleman, Kulonprogo, Kota, and Gunungkidul. Furthermore, the results of the interviews will be transcribed for the data analysis process, testing the validity of the data to conclude the results.

Results and Discussion

Agricultural product marketing social network

Social networking according to Wong (2021) used to help people or organizations to connect online and share information and ideas on it. Social networking sites are examples of types of social media that have been used for a long time. Examples of social networking sites that are

popularly used are Facebook, Twitter, and LinkedIn. Millennial farmers market their products using the network that is often used Facebook. Facebook is a social networking site, which was created to provide technological facilities to its users so that they can socialize or interact in cyberspace (internet). With this site, users can find friends, send messages, save/send photos and videos, and much more. Facebook As a social networking site, provides a variety of features and is easy to operate. Following are the advantages possessed by Facebook according to Madcoms (2011), Clean layout: Very good layout on Facebook even though there are some menus whose positions are not easy to find, No Advertising: There are no banners or flashy image ads. Facebook has a block or feature, namely a flyer to advertise something but users will not think it is an ad, Network: At the beginning of account creation, you are asked to choose the main network by country. With this feature, you can easily find friends in Indonesia, Group: Unlike Friendster, which requires you to create an account for a community or school, on Facebook you can create a group. Where this group has excellent features for forming online communities or forums such as discussions, photos, walls or testimonials, and other features, Photo album: Can create photo albums so that the photos can be grouped into categories, and the fantastic number of photos is not displayed. limit, Selling: Facebook has a feature that allows offering goods or services to other users. In contrast to other social networking sites that only provide bulletins, Event: Can fill in activities that other users want to know about, for example, there is a party or product launching, can fill in events so other users can see it. Other networking sites can only be entered in the bulletin, Status update: Can fill in any current status. For example, at home, going to college, all of that can be updated and can be seen by other users. So, you can know your friends' daily activities, Mobile access: A very mobile feature. Can update your status, add friends, or do other activities on Facebook by sending sms. Similar to SMS Banking, Mobile Browsing: Can access the Facebook website directly from a cell phone (cell phone). With a display that is adjusted to the condition of the cellphone, access is easier and faster than accessing the website with a desktop display from a cellphone, Tag photo: With this feature, when taking photos together, fellow Facebook users can tag or tag other people in the photo, and will be sent to the tagged person's Facebook, Game: Many interesting games that can be played directly on Facebook.

From the advantages of Facebook, it attracts millennial farmers to introduce products and markets using this platform.

Informant 1:

I use Facebook more for marketing

Informant 2:

I use Facebook to sell my ornamental plants and as a place to exchange information both with fellow traders, as well as with my potential customers and consumers.

Informant 3:

I use Facebook as a medium to market my farm products.

Informant 6:

I advertise my livestock products using Facebook, and many are interested.

Facebook is used by millennial farmers of the Special Region of Yogyakarta to market their products, exchange messages with fellow farmers who market their products using Facebook, exchange messages with potential consumers, and with consumers who have become consumers to maintain good relations. Through social media, Facebook Information can be easily accessed in this digital era as well as a potential marketing medium (Atmoko & Rianto Rahadi, 2021). Facebook is relatively easy to use compared to other social media, daily or marketing, it is often used so there is no need for adaptation. Facebook's flexibility to be used on various platforms (desktop/mobile), can be used anywhere and anytime helps marketing to stay productive in promoting. Facebook provides a variety of options ranging from free to paid advertising. According to Marta (2015), Facebook is one of the most widely used promotional media options for both companies and local governments. In direct marketing, promotional communication is

addressed to consumers personally, with the aim that these messages are responded to by the consumers concerned, either by telephone, messages on social networking media (Twitter, Facebook, blog, web), or by coming directly to the marketing place. That way it will make it easier for customers or consumers to get their satisfaction or desire (Tjiptono, 1997).

In addition to marketing the products produced by millennial farmers, Facebook is used to communicate with other farmers, by utilizing the group feature. According to Yusmawati (2018), there are several types of groups on Facebook, according to the purpose or needs of each of its formations. For example, Hobbyist community groups, Professional Communities, Online Sales groups to Discussion and education groups, including in the health sector. Groups with the purpose of discussion on Facebook are the formation of online communities that are currently starting to take shape. Like informants 15 and 20 below:

Informant 15:

On Facebook, there is a group feature to communicate with other farmers, so they can exchange information and market their products

Informant 20 :

Usually, we use Facebook, we already have melon farmer groups throughout Indonesia, and there we discuss, market, and look for melon seeds too. For local Kulon Progo, we use the WhatsApp group

The two informants above take advantage of the Facebook group to exchange information and market products. Facebook makes it easy for users to create profiles and use them to share information and communicate with people. The social networking site Facebook is very useful for marketing employees because it provides several services for interacting with customers (Syaharullah et al., 2021). How to promote according to Priansa (2017) through groups, namely by conducting market identification. Target market identification can also be done easily by joining groups that have the same interests and needs. Facebook also helps companies to promote by taking advantage of existing features on Facebook.

Millennial farmer media sharing network

Media sharing networks by Storm (2020) the types of social media platforms that focus the most on showing the visual side. The main difference between social media is that focuses on social networking and media sharing. In general, media-sharing networks focus on sharing photos and videos. Examples of social media sharing networks are Instagram, YouTube, Snapchat, and TikTok. Although Facebook and Twitter also have features for sharing photos and videos, these two social media are not included in this type. With media-sharing networks such as Instagram or YouTube, users can build a business visually so that it can attract the attention of potential users. Millennial farmers use media-sharing networks to build businesses using Instagram. As stated by millennial farmers as follows:

Informant 4:

Instagram is more suitable for marketing ornamental plants because people can see how the trees, and flowers, they are more confident when they open my Instagram

Informant 5:

For packaged products, I post on my Instagram, and many people comment, or at least like my post.

Informant 12 :

For posts on Instagram, you usually need extra when taking photos, both lighting and composition so that the posts are interesting.

Instagram is a popular and easiest medium to do when doing business (Rahmawati et al, 2021). Instagram is a special device application for social media, is one of the digital media that has almost the same function as Twitter, the difference lies in taking photos in the form or place

to share user information. Instagram also inspires its users and can increase creativity, because Instagram has features that can make photos more beautiful, more artistic and better. (B. D. Atmoko, 2012). Instagram social media is widely used by the public, because it is easy to use this application. The difference with word-of-mouth sellers who do not use applications to find buyers only with an offer. This is one of the reasons why Instagram has various benefits for business people to build and develop a business brand (Untari & Fajariana, 2018). Millennial farmers take advantage of the features available on Instagram social media, both Insta stories, insta live, and feeds.

Informant 13:

Through insta stories, when I post I can see how many people have seen my status, if I go through the feed, I don't see who has seen it.

Informant 19:

It's neater when posting sales on Instagram, so it needs to be organized for photos.

Informant 18:

Sometimes I use insta live when I'm taking care of my farm animals, so others know how to take care of the animals that I do

Informant 17:

When I was packing mushroom processed products, I made an insta story post so people would be interested and know that my mushroom product was available.

Planned marketing communications will include how to use the right marketing media so that the goals desired by marketers are easily achieved (Setyowati et al., 2021). Millennial farmers use Instagram as a medium to promote products, both ready-to-sell products and when they are in the process of being worked on. Instagram has features that can be used according to the needs of its users, to suit their target market. Millennial farmers from the special region of Yogyakarta use Instagram as a medium to market their products.

Conclusion

Millennial farmers from special regions take advantage of social media, Agricultural product marketing social networks, and media sharing networks to promote the products produced, both for industrial, agricultural, and livestock products. The selected media is adjusted to the target market to be targeted so that it is right on target. The social networking used by millennial farmers is Facebook, while the media network is Instagram.

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