RJOAS: Russian Journal of Agricultural and Socio-Economic Sciences
ISSN 2226-1184 (Online) | Issue 11(143), November 2023

UDC 331; DOI 10.18551/rjoas.2023-11.13

BEHAVIOR OF WOMEN FARMERS' GROUP MEMBERS (KWT) IN AGRICULTURAL EXTENSION ACTIVITIES DURING THE ERA OF DIGITALIZATION IN THE CONDITIONS OF BANJARBARU CITY

Firmansyah Hairi*, **Mariani**
Study Program of Agribusiness, Faculty of Agriculture, University of Lambung Mangkurat, Banjarbaru, Indonesia
*E-mail: hairi_firmansyah@ulm.ac.id

ABSTRACT
This research aims to analyze the behavior of members of the Women's Farmers Group (KWT) in agricultural extension activities in the era of digitalization in Banjarabru City. The research was carried out in Banjarbaru City with a total of 60 respondents, members of the Women's Farmers Group (KWT). The results obtained from this research show (1) the intensity of internet usage behavior by members of women farmer groups (KWT) in participating in agricultural extension activities during the planting season (business period) is around 4-5 times (54%), 2-3 times (42 %), less than 1 time (4%) and more than 6 times (29%). (2), behavioral intensity of use of special agricultural extension applications for Planting Calendar (KATAM) (100%), Cyber Extension (47%), i-Tani (22%) and MyAgry (11%).

KEY WORDS
Behavior, digitalization, internet, counseling.

Extension is a learning process for main actors and business actors so that they are willing and able to help and organize themselves as an effort to increase productivity, business efficiency, income and welfare. Along with advances in information technology, agricultural instructors are required to be more creative in delivering extension materials. The use of audio visual media is absolutely necessary. (Saputra, 2016). Internet-based counseling media can be used inside or outside meetings to replace indoor counseling, but if the two are combined, counseling will be more effective and flexible. Everyone can watch the material via uploaded videos. The dissemination of information becomes wider and reaches the target of counseling more quickly. (Atoel, 2011).

The main problem is that there are still many people who do not know how to use the internet and social media platforms in agricultural extension, then there are also people who only use the internet and social media applications to look for entertainment and pornographic information, but on the one hand, the development of information technology cannot yet be utilized effectively. maximum by agricultural extension workers to increase their work productivity to increase the knowledge and skills of the community at large.

Based on this background, in this activity it is necessary to carry out research aimed at the behavior of Women Farmer Group (KWT) members in extension activities in the era of digitalization in Banjarbaru City.

METHODS OF RESEARCH

Research Methods were carried out in five sub-districts in Banjarbaru City, namely Liang Anggang District, North Banjarbaru District, South Banjarbaru District, Landasan Ulin District, and Cempaka District. The research location was determined deliberately, taking into consideration that the location was an environmental area that had farming businesses farming businesses that continue to exist in urban areas and have active KWT. Research activities were carried out for six months, starting in May 2023 until October 2023.

The subjects in this research were respondents. Respondents are people who are selected to tell about themselves or who have directly experienced the social phenomenon

being studied. Informants are people who can provide information about themselves, other people and the surrounding environment. The unit of analysis in this research is the KWT members in the research area. The population in this study were all KWT members at the research location. The sampling technique in this study was a multistage random system starting with random selection of the Women Farmers Group (KWT) using simple random sampling, followed by selecting a sample unit of KWT members also in a simple way. random sampling so that 100 samples were selected. The simple random sampling technique was chosen because the population of KWT members was considered to have homogeneity and the same opportunity to be used as a sample unit or respondent.

Qualitative and quantitative data processing is carried out through data reduction, namely sorting, focusing attention, and simplifying the data so that it can be used to answer research objectives. Quantitative data obtained through questionnaires will be processed using Microsoft Excel and then described.

RESULTS AND DISCUSSION

There is a description of the intensity of internet use by KWT members in receiving agricultural extension activities during each planting season (business period) in Banjarbaru City which we present will contain the internet use by KWT members, the following results were obtained:

Table 1 – Intensity of internet use by women farmer group members in receiving agricultural extension activities during each planting season (business period) in the wetlands of South Kalimantan in 2023

No.	Intensity of internet use (times)	Number of users (people)	Percentage (%)
1	≤ 1	4	4
2	2 - 3	42	42
3	4 – 5	52	52
4	> 6	2	2

Source: Primary data processing, 2023.

The intensity of internet use by KWT members in receiving agricultural extension activities every planting season (business period) in the next Banjarbaru City and the largest number is the use of the internet in receiving extension activities 4-5 times with a percentage of 52%. Where when receiving extension activities, the KWT member respondents very often used the internet to search for literacy sources as material for the extension material being carried out, there was a feeling of inadequacy within the KWT members if the extension material delivered was not looking for and comparing the extension material with what which is on the internet. Apart from materials and data on the internet, they also tend to be more updated than the data and materials they get if they only read books, journals or reports.

The intensity of internet use by KWT members in receiving agricultural extension activities during each planting season (business period) in Banjarbaru City is the use of the internet 2 - 3 times both for preparation and implementation of agricultural extension activities. The number of KWT member respondents who were in this range was 42 people or 42% of the research respondents. The main reason respondents used the internet to receive and conduct outreach activities was to facilitate the implementation of activities and strengthen the outreach material that had been delivered.

There are 4% of KWT member respondents in Banjarbaru City who use the internet only once or never at all in receiving extension activities that have been delivered by PPLs to KWT members who are members of assisted farmer groups, the proximity and convenience factors that they provide. with the assisted farmers who are members of farmer groups is what causes this. The last group using the internet by KWT members in accepting agricultural extension activities during each planting season (business period) in Banjarbaru City is the group of KWT members who use the internet more than 6 times per planting season in each farmer group. This group can be said to be able to carry out extension

activities in a hybrid manner, including extension activities by visiting farmer groups as well as carrying out extension activities using the internet network. In fact, one of the KWTs has been able to try to carry out online meeting activities using zoom meeting so that there is already material delivered using the internet.

The activity of receiving agricultural extension by KWT members in Banjarbaru City also uses various applications that can be downloaded for free which are specifically used for agricultural extension activities such as Cyber extension, MyAgri, katam, Rice docter and i-tani which share a lot of information in the agricultural sector. not limited either locally or from various regions in Indonesia and even from abroad as long as the application is used by KWT members and farmers. Below we present the use of a special application for agricultural extension activities used by KWT members in Banjarbaru City.

Table 2 – Intensity of use of special agricultural extension applications by KWT members in agricultural extension activities in Banjarbaru City

No.	Agricultural extension application	Number of users (people)	Percentage (%)
1	*Cyber Extension*	47	47
2	*MyAgri*	11	11
3	K ATAM	100	100
4	*i* - Tani	22	22

Source: Primary data processing, 2023.

The use of the KATAM application is intended to anticipate climate variability which can be accessed by anyone, both farmers and extension workers and stakeholders, both at the central and regional levels. In the KATAM application, guidelines or tools are also provided that provide spatial and tabular information about season predictions, early planting time, planting patterns, potential planting area, areas prone to drought and flooding, recommended dosages and fertilizer requirements, suitable varieties (on irrigated rice fields , rainfed and swamp) based on climate forecasts so that it is possible to avoid crop failure due to climate variables in farming. The number of KWT members who use it is 100% because it is very useful in agricultural extension activities.

The next use of the application for extension activities is the use of the Cyber Extension application, which reached 47% of research respondents, where this application will help farmers to disseminate their extension material digitally and no longer disseminate it conventionally, which costs a lot of money and energy, apart from that, disseminating the material widely Digital extension will also enable all extension activities to be properly archived and monitored because they will have a clear digital footprint and if necessary, the material can be reviewed again.

The next application that is also used is the i-Tani application, where this application is an application that combines the features of reading digital books and interacting between citizens via social media features that can be adjusted. In i-Tani there is a membership period, number of copies of books, borrowing time, and number of books to be borrowed. Not only that, i-Tani, which is equipped with social media features, can be accessed online and offline, whether via tablet, smartphone, laptop or PC. There are 22% of KWT members who have used this application and they tend to use it to obtain counseling materials that will be delivered to farmers.

The last application that is also used by KWT members is the MyAgri application which is used by 11% of KWT members in Banjarbaru City. This application generally contains more information about varieties and cultivation of vegetable plants, calculating plant fertilizers, knowing pests and diseases of vegetable plants and how to control them, spraying pesticides, agricultural machinery, post-harvest, market information, questions and answers with experts, and so on. Even though this application is specifically about cultivating vegetable crops, it is still used by KWT members because the farming activities of farmers in Banjarbaru City are also diverse, including vegetable crops.

CONCLUSION

Based on the results of the research we carried out and the data analysis we carried out, the following conclusions were drawn:

1. The magnitude of the intensity of internet usage behavior by KWT members in accepting agricultural extension activities during each planting season (business period):
   - 4 - 5 times per growing season by 52 %;
   - 2 - 3 times per growing season by 42%;
   - ≤ 1 time per growing season at 4%;
   - ≥ 6 times per growing season at 2%.
2. The magnitude of the behavioral intensity of using special agricultural extension applications by KWT members in agricultural extension activities in Banjarbaru City:
   - *Planting Calendar* (KATAM) of 100%;
   - *Cyber Extension* by 47%;
   - Tani by 22%;
   - *MyAgry* by 11%.

ACKNOWLEDGMENTS

We would like to express our thanks to the Gasul Mangkurat University through the ULM Institute for Research and Community Service (LPPM) for research funding assistance through the 2023 Mandatory Lecturer research program and all parties involved in this research.

REFERENCES

1. Hopma, A. Sergeant, L. 2011. Planning education with and for youth. UNESCO-IIEP. Paris.
2. Saputra, F.A. 2016. Effectiveness of Using Audio Visual Media in Agricultural Extension. Bogor Agricultural Institute, Bogor.
3. Singarimbun and Effendi, 1989. Survey Research Methods, LPES: Jakarta.