# Towards the Empowerment of Social Media in the Development of Chilli Businesses in the "Tunas Harapan" Farmer Group in Pangurabaan Village, Sipirok Tapanuli Selatan

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Abstract: Tunas Harapan Farmer Group in Pangurabaan Village in Sipirok Subdistrict is the center of chilli business development not only in Sipirok District, but for South Tapanuli Regency. Besides being able to meet the needs of the local market in Sipirok District, the harvest is also marketed to West Sumatra. This phenomenon is really interesting because, this farmer group was born and developed from internet media. Another thing is also important, when viewed from the aspect of capital and technical mastery of agriculture, they exist without the involvement of the government and the Regional Representative Council of South Tapanuli Regency. This research uses mixed methods, between quantitative research through surveys and qualitative research through interviews and focus group discussions / focus group discussions. The results showed that the use of internet-based media such as Facebook and WhatsApp contributed to the development of chilli crops, but internet media had not been used for start-up marketing. The recommendation of this research is the need for training, mentoring and internet-based media literacy for the development of marketing and downstream processing of chilli products.



## 1 INTRODUCTION

Internet-based media is not a strange thing for the people of Indonesia, even the users are not only from the teenagers, they have even penetrated into various community activities, including farmers. The benefits of social media actually depend on how people use them. The use of internet-based media such as cell phones is no longer a difficult thing to find. In the past, the use of devices (gadgets) only existed in the upper classes, nowadays almost all levels of Indonesian society have been touched by the development of this technology.

Raya et al. (2011), reported that: "Education has a relationship to the use of communication media. The use of communication media includes interpersonal and internet media. The higher the level of education, then someone will often and interact with family members and people around. Likewise with internet communication media, which is able to provide all the information sought must be balanced with the skills to use media, such as computers and cellular phones."

Study Arifianto (2016) concludes that: "Internet-based (smartphone) media at this time have developed into enablers and play an important role in all sectors of human life. As a tool, it can be used as a tool for empowerment.

Harmoko and Erik Darmansyah (2016) examined the grassroots community of traditional fishermen whose conditions are still very vulnerable. In their research section said: "The factors that influence farmers in accessing agricultural information are the cosmopolitan level. The higher (often) farmers seek agricultural information, the higher access to information. In vegetable farmers and rice farmers there are significant differences in access to agricultural information, agricultural information needed by vegetable farmers is marketing, while rice farmers are technology of production (cultivation) ".

To improve farmers' access to agricultural information, farmer groups can manage information obtained from relevant partners to be disseminated to a number of farmer group members through regular group meetings. In addition, training on the use of



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information technology in the form of the internet and its devices can be considered.This research takes a "gap" that has not been filled by the three studies.

First, Raya research and friends, requires a level of education and skills when using internet-based communication media. In other respects, Arifianto's study focused on fishing communities and farmers with survey research only, while this research used mixed methods. Next research

Harmoko and Erik Darmansyah are only based on the assumption that social media is merely limited to gratification or commonly called "uses gratifications model" in the study of communication. In this study the media is not assumed to be a motive for public fulfillment, but towards the concepts of togetherness (kinship) and the spirit of sharing.

# 2 METHODOLOGY AND THEORY

This research takes mixed methods with qualitative and quantitative approaches with a qualitative research focus. All members of the farmer group were sampled and were the subject of the study. Research like this aims to analyze individually, groups and organizations (Bungin, 2015, Kriyantono, 2008). This kind of research can also be used to describe and explain the phenomenon of research subjects structurally and functionally. Data collection techniques include distributing questionnaires, Focus Group Discuss (FGD) and observation. Data analysis uses constant comparative techniques by comparing one type of data to another, (Kriyantono, 2008: 264).

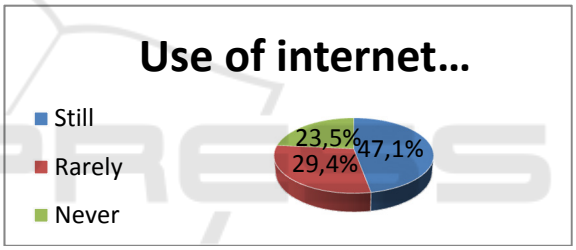
The Social Construction of Technology (SCOT) theory belonging to Bjjker & Huges Pinch (1987) holds that: "New media technology including its application content can construct social and cultural values (local wisdom) of the user community. On the contrary, the social and cultural values that develop in the community can also construct new media technologies and their application content in accordance with the user's local wisdom.Seladurai (2016) in his study argued: "Technopreneurship is the application of technology-based business concepts that play a key role in entrepreneurship and dominate the industrial world this century."

## 2.1 Activities of Internet Media / Social Media for Farming

This question was raised with an assumption when the farmer group was already actively producing chilli crops using internet-based media.

Table 1. Use of internet media or social media for the purposes of farming work

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| valid still | 8 | 47.1% | 47.1% | 47.1% |
| Rarely | 5 | 29.4% | 29.4% | 76.5% |
| Never | 4 | 23.5% | 23.5% | 100.0% |
| Total | 17 | 100.0% | 100.0% | |




From Table 1 can be seen as many as 8 respondents and the largest number chose still using internet media or social media for the purposes of working farming with a percentage of 47.1%. In the second place, 5 respondents with 29.4% chose rarely to use internet or social media for this purpose. The remaining 4 respondents chose never again as much as 23.5%. The total percentage of the results of the respondent's answer is 100% then all respondents fill in the answers to the questionnaire. From the observation activities showed that farmers who are active using WhatsApp and Facebook are Julpan, Moradi Pane and Mara Adil Hutasuhut. Even on the sidelines of the interview, occasionally Moradi showed his conversation on Facebook or even recorded the conversation via WhatsApp.

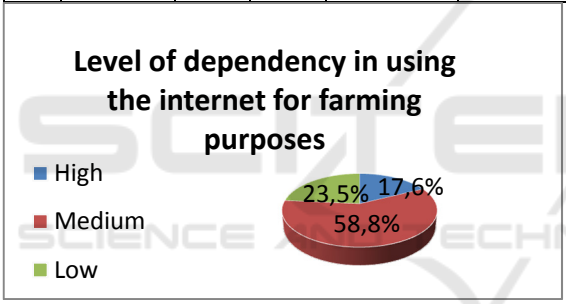
## 2.2 Level of Dependency using the Internet to Plant

Farmers with high dependency category are three social media activists in the Tunas Harapan farmer group, respectively Moradi, Julpan and Raja Siregar.

This is marked by conversations on Facebook, WhatsApp and video calls or Skype. Categories are being interpreted as occasionally using social media if needed.

Table 2. Level of dependency in using the internet for farming purposes

| | | Freq | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | High | 3 | 17.6 % | 17.6% | 17.6% |
| | Medium | 10 | 58.8 % | 58.8% | 76.5% |
| | Low | 4 | 23.5 % | 23.5% | 100.0% |
| | Total | 17 | 100.0 % | 100.0% | |




In Table 4 there are 11 respondents (64.7%) classified as internet users at the medium category level, and as many as 6 respondents (35.3%) including the beginner level.

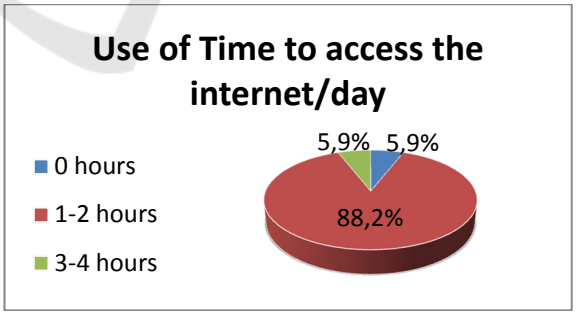
Table 2. shows there are 3 respondents and that is the lowest choice in filling out the questionnaire choosing a high level of dependency in using the internet for the purpose of planting with a percentage of 17.6%. The highest percentage of respondents is 10 respondents with 58.8% choosing rarely in terms of their level of dependence using the internet for the purposes of these needs. Four respondents chose a low dependency level of

## 2.3 Use of Time to Access the Internet / Day

Field observations indicate that the most frequent activity of farmers using social media is at day or night breaks after being at home. Their working hours are generally around 06.30-10.30 in the morning. Working hours are activities in the fields such as caring for, fertilizing, cleaning plants and harvesting chili. Harvest schedules are Wednesday and Saturday. Thursday and Sunday they are not in the fields, but rest or meet at the coffee shop. In this coffee shop they exchanged information and experience, especially information from Kembang Langit KPO in Garut, West Java. Klinik Pertanian Organik/KPO ( Organic Agriculture Clinic) is a kind of consultant or discussion partner (sharing) via the internet, WA or FB. The topic of discussion at the coffee shop was owned by Raja Hutasuhut, a community figure who was deeply attached to the heart of the members of the Tunas Harapan farmer group. The approach to the farmers is proven by placing a special room in the stall if there is a need for discussion or certain guests.

Table 3. Use of Time to access the internet/day 5%.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 0 hour | 1 | 5.9% | 5.9% | 5.9% |
| | 1-2 hours | 15 | 88.2% | 88.2% | 94.1% |
| | 3-4 hours | 1 | 5.9% | 5.9% | 100.0% |
| | Total | 17 | 100.0 | 100.0 | |



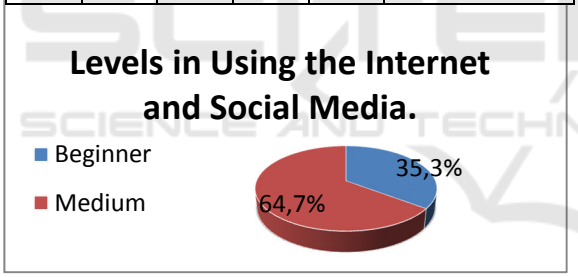

From Table 3 it can be seen that 15 respondents (88.2%) used 1-2 hours / day to access the internet / social media. While each of the 1 respondent (5.9%) spent internet and social media between 0-4 hours.

## 2.4 Levels in using the Internet and Social Media

Social media users here are classified into beginner and medium levels, although in certain cases it is difficult to distinguish between the middle and advanced classes. This is because social media devices are increasingly easier to operate and more functions are offered.

Table 4. Levels in Using the Internet and Social Media

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Beginner | 6 | 35.3% | 35.3% | 35.3% |
| | Medium | 11 | 64.7% | 64.7% | 100.0% |
| | Total | 17 | 100.0% | 100.0% | |




## 2.5 Source of Ideas from the Internet

Internet-based media, including social media turned out to be the main source of ideas. With the advantages of visual and audio display on this media, the user community is interested in trying on the farm.

Table 5. Source of Ideas From the Internet

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Vald | Yes | 16 | 94.1% | 94.1% | 94.1% |
| | No | 1 | 5.9% | 5.9% | 100.0% |
| | Total | 17 | 100.0% | 100.0% | |

From Table 5 it is known that as many as 16 respondents (94.1) said the ideas for growing chillies were sourced from the internet and social media. On the other hand, only 1 respondent (5.9%) claimed that the idea of chilli cultivation was not from the internet and social media.

# 3 DISCUSSIONS

Internet-based media in operational research in the field are the media that are used effectively and functionally in the form of webside, WhatsApp, Facebook and Skype. This media gave birth to the Tunas Harapan farmer group in Sipirok, South Tapanuli Regency. Even from internet-based media it is this that fosters, motivates and gives their life expectancy as a profession to earn a living. The social technology construction theory of Bijker and Pinch argues that technology always adjusts to the needs of its users, including the social, cultural and local wisdom of a society. This theory derives from the thought of constructivism paradigm which views this world as a result of human construction, news is the result of the construction of the media or journalists and so on.

**Correlations**

| | | Use of internet media for farming purposes | Level of dependency in using the internet to grow chillies |
|---|---|---|---|
| Use of internet media for farming purposes | Pearson Correlation | 1 | -.430 |
| | Sig. (2-tailed) | | .085 |
| | N | 17 | 17 |
| Level of dependency in using the internet to grow chillies | Pearson Correlation | -.430 | 1 |
| | Sig. (2-tailed) | .085 | |
| | N | 17 | 17 |

**Coefficients[a]**

| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|

| | | B | Std. Error | Beta | | |
|---|---|---|---|---|---|---|
| 1 | (Constant) | -.267 | .658 | | -.405 | .691 |
| | Use of Time to access the internet/day | .733 | .473 | .461 | 1.551 | .143 |
| | Source of Ideas From the Internet | .533 | .689 | .230 | .774 | .452 |

a. Dependent Variable: Levels in Using the Internet and social media

The data above shows that the value of Sig. for the length of time spent accessing the internet in a day is 0.143 (p> 0.05), therefore the hypothesis is rejected, meaning the variable time spent to access the internet in a day does not have a significant effect on the level of using the internet.

Furthermore, for the variable ideas obtained from the internet, the data above shows the value of Sig. amounting to 0.452 (p> 0.05), therefore the hypothesis is rejected, meaning that the idea variables obtained from the internet have no significant effect on the level of using the internet.

**ANOVA[a]**

| Model | | Sum of Squares | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| 1 | Regression | 2.125 | 1.063 | 5.072 | .022[b] |
| | Residual | 2.933 | .210 | | |
| | Total | 5.059 | | | |

a. Dependent Variable: Levels in Using the Internet and social media

b. Predictors: (Constant), Ideas obtained from the internet, length of time spent accessing the internet in a day

This hypothesis supports social technology construction theory which argues that a technology always adjusts to human needs. Exemplified by the bicycle as a finding of technology in its time, it was originally intended for men's needs, but human needs developed and adjusted to the situation so that eventually bicycles were also produced for women's needs.The use of new media to access information in the agricultural sector is related to the proximity of information needs, at the level of social and cultural structures in society.

The proximity of information needs, can be interpreted by the type of information that is in accordance with the social and cultural structure of farmers and fishermen. Social structures are social structures or structures that make up social groups in a society. The social structure can be horizontal or vertical. Examples of horizontal social structures are groups of farmers. It could also be a group of farmers who are Muslims, Christians, Catholics, Hindus, Buddhists, Confucians and the like. His distinctive characteristics in the group are not multilevel. In the community, the position is the same between one group and another.

While examples of vertical social structures are groups of farmers and rich fishermen and poor farmers and fishermen groups. This concept clearly shows a different position in society. The rich are in a higher place than the poor. While the cultural structure something that affects the level of knowledge, ideas and ideas in the human mind, in the pattern of everyday life.

Concrete patterns of community life that influence the perspective of farmers' culture and in using internet-based media.These three components can affect a person in communicating through the media, including when farmers use social media to access information needs.

Differences in the way of communicating, or patterns of use of internet-based internet are not limited to the peasant community. The difference in diversity also occurs between different farming communities in different geographical, social and cultural structures. This diversity of social and cultural communication patterns distinguishes their perspective in accessing information through the use of new internet-based media.

# 4 RESULTS

For the Tunas Harapan farmer group, internet-based technology does not determine human actions, but technology is formed to adapt human needs.

The use of internet-based media such as WhatsApp and and Facebook relates to its social context, as in South Tapanuli, the philosophy of

"Dalihan Na Tolu" is to determine the benefits of technology.

## 5 CONCLUSION AND RECOMENDATION

To optimize the downstream chili products and their derivatives, the Farmers Group in Sipirok needs to partner with the government and entrepreneurs from South Tapanuli.

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