

Social Media for Women Farmers in Utilizing Yard Land at Home in Banjarbaru

Muhammad Alif¹, Hartoni², Rosalina Kumalawati³, Astinana Yuliarti⁴

muhammad_alif@ulm.ac.id, hartoni@ulm.ac.id, rosalina.kumalawati@ulm.ac.id,
astinana.yuliarti@ulm.ac.id

^{1,4}Communication Science, Lambung Mangkurat University, Banjarmasin, Indonesia

²Agribusiness, Universitas lambung mangkurat, Banjarbaru, Indonesia

³Geography, Lambung Mangkurat University, Banjarmasin, Indonesia

Abstract. The development of communication technology has an impact on women farmers, requiring them to have access to information regarding the use of home gardens in agricultural activities. This research aims to describe the use of social media for women farmers and analyze the level of social media use. This research was conducted using the observation method by selecting a sample of respondents using the Slovin formula. Respondents' level of social media use was measured based on the frequency and duration of social media use: Facebook, YouTube, Instagram, and WhatsApp. The frequency of use of social media, namely WhatsApp, is high, while the time of use of Facebook, YouTube and Instagram is in the low category. The highest use of social media is post-harvest management, economic benefits, pest and disease management, cultivation techniques and soil/compost management.

Keywords: Social Media, Women Farmers, Utilizing Yard Land Home, Banjarbaru

1 Introduction

Law No. 18/2012 on Food, which specifically stipulates that the government organizes the regulation, guidance, control and supervision of the availability of food that is sufficient, both in quantity and quality, diverse, nutritious, balanced, safe, equitable, affordable and not against the religion, beliefs and culture of the community, to live healthy, active and productive lives.

Data on calorie and protein consumption per capita per day in South Kalimantan in 2021 amounted to 2,295.99 kcal for calories and 69.34 grams for protein, then in 2022 it decreased to 2,188.80 kcal for calories and 68.01 grams for protein. Based on the average percent of expenditure, it shows that there has been a slight shift in the proportion of food expenditure per capita per month in South Kalimantan, which in 2021 amounted to 50.67% to 51.57% (BPS Kalimantan Selatan 2022; BPS Kalimantan Selatan 2023), thus there are indications that the opportunity for food security is decreasing. This is in line with what Deaton and Muellbauer (1980) stated that the higher the welfare of a country's society, the smaller the share of food expenditure of its population, and vice versa.

Farm women play an important role in managing their yards. In addition to their role as housewives, they are also responsible for fulfilling the family's food needs, (Oktarina *et al.* 2022). By utilizing yard land, farm women are expected to be able to provide healthy and cheap sources of nutrition and create additional income opportunities (Wardhani *et al.* 2023).

However, they often face barriers such as lack of knowledge of modern farming techniques and limited access to wider markets. (Tutiasri *et al.* 2022; Kanjina 2021).

With the advancement of communication technology, social media has become a very effective tool for various purposes, including sharing knowledge about agriculture. Farm women in Banjarbaru City can utilize social media to obtain information on how to plant, care for, and market their yard produce. (Alif *et al.* 2023), (Alif *et al.* 2022) Platforms like Facebook, Instagram, and YouTube make it easy for them to connect with other farming communities, learn best agricultural practices, and get ideas to utilize their yards more productively, (Refiana Said *et al.* 2023).

In this regard, the use of social media by women farmers presents both challenges and opportunities. On the one hand, social media can be a powerful tool for improving farming knowledge and skills. (Bala 2014), (Naruka *et al.* 2017), They can access video tutorials, discuss in farmer groups, and get information on agricultural innovations that suit the conditions of urban yards.

The utilization of social media for farm women in Banjarbaru presents both challenges and opportunities. On the one hand, social media can be a powerful tool to increase farm women's knowledge and skills in farming. (Normalina *et al.* 2021). They can access video tutorials, discussions in farmer groups, and get information on agricultural innovations that are suitable for the conditions of urban yards. On the other hand, their undirected use of social media can make it difficult for them to filter relevant and useful information, (Akhmad *et al.* 2020).

By identifying the role and potential of social media in backyard land management by women farmers, this research can also contribute to local economic development, (Aristin *et al.* 2023). If farm women are able to utilize social media to expand their market reach, they can potentially improve household welfare through increased income from agricultural products. This will not only have a positive impact on their families, but also on the economy of the community as a whole, (Yunani *et al.* 2020).

Therefore, this research has an urgency to be conducted to provide a more comprehensive insight into how social media can function as an empowerment tool for farm women in Banjarbaru City. By examining the use of social media in the context of home yard land utilization, it is hoped that effective strategies can be found to increase the productivity, skills, and digital literacy of farm women, so that they can contribute more to maintaining food security and the local economy.

2 Method

This research uses quantitative descriptive observation method, data collection was conducted from April to July 2024. The location was determined by purposive sampling in Banjarbaru City with consideration because Banjarbaru City is an urban area that has a fairly active farmer group. The population of this study were members of farm women's groups, determining the sample using the Slovin formula and obtained as many as 165 farm women in Banjarbaru. Data were collected through direct observation, questionnaires and interviews.

3 Result and Discussion

Table 1. Commodity Types Cultivated in Home Gardens

No.	Commodity Type	Totals (farmers)	Percentage (%)
1	Sources of vitamins and minerals (vegetables and fruits)	98	59,4
2	Sources carbohydra (Cassava, Sweet Potato, Corn, etc)	19	11,5
3	Sources Proteins (Chicken, Duck, Goat, Fish)	35	21,2
4	Medicinal herbs (ginger, aromatic ginger, Kidney Tea Plants, etc))	10	6,06
5	Other	3	1,9
Total		165	100

The majority of farmers (59.4%,) utilize their yard to grow vegetables such as spinach, carrots, kale and others, utilizing the yard to grow vegetables is a wise step that provides many benefits, both in terms of economy and health. By growing our own vegetables, we can get fresh food that is free from harmful chemicals, while saving on household expenses. With proper utilization, home gardens can be a source of healthy and sustainable food for the family. In addition, 21% of farmers utilize their yards to raise chickens, goats or fish, and 19% plant carbohydrate sources, such as cassava, sweet potatoes, and others.

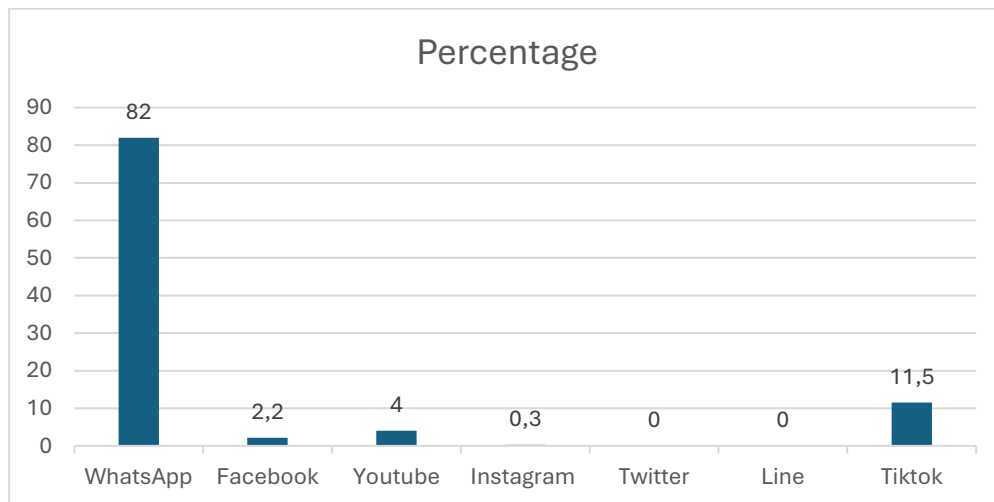


Fig. 1. Media platforms used in finding AOTP information

The data above shows that WhatsApp users are the highest as many as 82 percent of farm women use WhatsApp as a medium to obtain agricultural insurance information. The results of the study Singh Nai n *et al.* (2019), Media applications such as WhatsApp are very useful for transformative change for farmers, with this application accelerating the process of farmer and institutional innovation. This conversational social media technology can solve many obstacles,

both related to information to the audience or related to the production process in maintaining precise agricultural management, marketing sector and so on. (Hashem *et al.* 2021).

In this study, forum media is limited as media access utilized by farmers in obtaining information through social media facilities. Social media is seen based on platforms that are often used in finding information consisting of Whatsapp (WA), Facebook (FB), YouTube, Instagram (IG), Twitter, Line, Tiktok, and others. (Das en Pradip 2021). The platform that is often used by farm women in finding information related to the utilization of home yards is Whatsapp (WA). Most farmers always use Whatsapp (WA) to find information about the utilization of the yard, which is shown by farmers accessing information using WA every day. (Alif *et al.* 2022). This is in line with the results of Humaidi's research (2020) that WA is the most visited social media. The high utilization of WA by many farm women has joined groups both internal and external. Based on the utilization of forum media through WhatsApp groups.

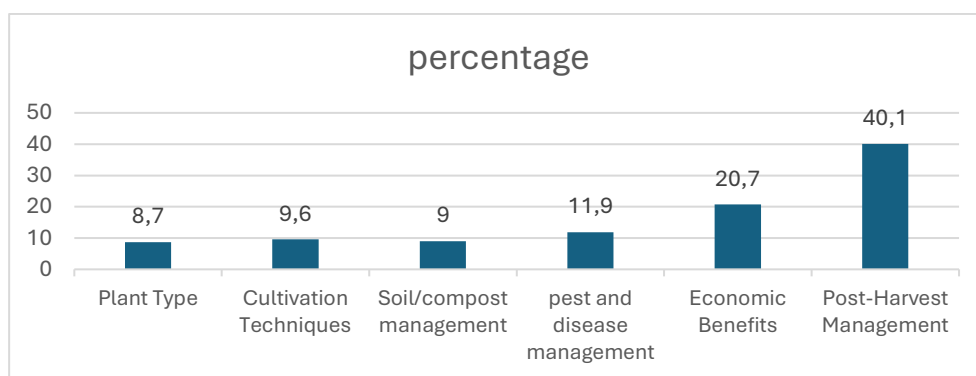


Fig. 2. Types of Agricultural Information on the Utilization of Home Yards Needed by Farm Women

Farm women need a variety of information in utilizing their yards for agriculture, which can increase the productivity and food security of the family. Information on the types of plants that are suitable for planting in the yard is one of the most important things. (Santos *et al.* 2022). Crops that have a short harvest period, such as vegetables, herbs, or small fruits, can help families meet their daily food needs, (Said *et al.* 2022). In addition, they also need to know efficient farming techniques, such as the proper use of planting media, the placement of plants according to the intensity of sunlight, and how to care for plants to keep them fertile, (Blakstad *et al.* 2022).

In addition to plant species, farm women also need information on environmentally friendly yard management techniques, (Pandyaswargo *et al.* 2022). For example, how to use kitchen scraps as compost, how to manage water to water plants economically, and the application of organic farming methods that are safe and healthy for the family. This knowledge will help farm women create sustainable farming systems in their yards, which not only provide food, but also maintain environmental balance, (Arisanty *et al.* 2023).

Equally important, farm women also need information on marketing yard products that have the potential to provide additional income for the family. For example, how to process yard produce into value-added products such as processed vegetables or herbs, and how to utilize digital platforms to promote and sell these products. This information can help them optimize their yards, not only for their own consumption but also as a source of additional income..

4 Conclusion

In conclusion, the utilization of social media by women farmers in Banjarbaru City has great potential in increasing productivity and efficiency of home yard land utilization. Social media can serve as a means to obtain agricultural information, share experiences, and expand markets through digital marketing strategies. With support in the form of digital literacy training and online community-based mentoring, farm women can be more optimal in managing their yards and marketing their products. This contributes not only to improving household welfare, but also to local food security and sustainable economic development.

Acknowledgments.

We would like to thank Lambung Mangkurat University for funding the research through the Competitive Research PNBP Internal Grant based on the announcement letter no 961/UN8.2/PG/2024 regarding the Competitive Research selection results.

References

- [1] Akhmad BA, Suryadi B, Rajiani I. 2020. Communicating the dissatisfaction in workplace among public sector employees : loyalty and neglect as an alternative model of responses. *Polish J Manag Stud.* 21(1):9–21.
- [2] Alif M, . S, Sarwoprasodjo S, Fatchiya A. 2022. Communication Strategy on Agricultural Insurance in South Kalimantan. *Commun J Ilmu Komun.* 6(2):133–152. doi:10.15575/cjik.v6i2.20022.
- [3] Alif M, Sarwoprasodjo S, Anna F. 2023. Use of Social Media in Agricultural Insurance activities in the tidal swamp area in Barito Kuala Regency. *Proc 4th Int Conf Rural Socio-Economic Transform RUSSET.*, voorhande.
- [4] Arisanty D, Hastuti KP, Alviawati E, Aristin NF, Angriani P, Abbas EW, Syahril, Muhaimin M. 2023. The livelihood of farmers cultivating fire-prone peatlands: Keeping the ecology and economy sustainable. *Asian J Agric Rural Dev.* 13(3):215–224. doi:10.55493/5005.v13i3.4853.
- [5] Aristin NF, Purnomo A, Sejati SP. 2023. Sustainability of Dryland, Farmers, and Local Industry: Dryland of Cassava Model. *J Sustain Sci Manag.* 18(7):104–125. doi:10.46754/jssm.2023.07.007.
- [6] Bala K. 2014. Social Media and Changing Communication Patterns. *Glob Media J Indian Ed.* 5(1):1–6. <http://proxy.lib.csus.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=98477971>.
- [7] Blakstad MM, Mosha D, Bliznashka L, Bellows AL, Canavan CR, Yussuf MH, Mlalama K, Madzorera I, Chen JT, Noor RA, *et al.* 2022. Are home gardening programs a sustainable way to improve nutrition? Lessons from a cluster-randomized controlled trial in Rufiji, Tanzania. *Food Policy.* 109. doi:10.1016/j.foodpol.2022.102248.
- [8] BPS Kalimantan Selatan. 2022. Indikator Kesejahteraan Rakyat Provinsi Kalimantan Selatan 2022. Banjarbaru.
- [9] BPS Kalimantan Selatan. 2023. Indikator Kesejahteraan Rakyat Provinsi Kalimantan Selatan 2023. Banjarbaru.
- [10] Das P, Pradip D. 2021. Usability and effectiveness of new media in agricultural learning and

development: a case study on the southern states of India. *J Soc Mark.*, voorhande.

- [11] Deaton A, Muellbauer J. 1980. *Economics and consumer behavior*. Cambridge university press.
- [12] Hashem NM, Hassanein EM, Hocquette JF, Gonzalez-Bulnes A, Ahmed FA, Attia YA, Asiry KA. 2021. Agro-livestock farming system sustainability during the covid-19 era: A cross-sectional study on the role of information and communication technologies. *Sustain.*, voorhande.
- [13] Humaidi L. 2020. Pemanfaatan Media Sosial dan Peran Kelembagaan Penyuluhan dalam Peningkatan Kompetensi Penyuluh Pertanian. Disertasi, Institut Pertanian Bogor (IPB).
- [14] Kanjina S. 2021. Farmers' Use of Social Media and its Implications for Agricultural Extension: Evidence from Thailand. *Asian J Agric Rural Dev.*, voorhande. <https://api.semanticscholar.org/CorpusID:243473939>.
- [15] Naruka P, Verma S, Sarangdevot S, Pachauri C, Kerketta S, Singh J. 2017. A Study on Role of WhatsApp in Agriculture Value Chains. *Asian J Agric Extension, Econ Sociol.*, voorhande.
- [16] Normalina, Hatta M, Hafizianoor, Hamdani. 2021. Sustainable natural resources and environmental management systems: Approach of green leadership model. *Int J Biol Biomed Eng.* 15:142–149. doi:10.46300/91011.2021.15.18.
- [17] Oktarina S, Sumardjo S, Purnaningsih N, Hapsari DR. 2022. Participatory Communication and Affecting Factors on Empowering Women Farmers in The Urban Farming Program at Bogor City and Bogor Regency. *Nyimak J Commun.* 6(1):77. doi:10.31000/nyimak.v6i1.5156.
- [18] Pandyaswargo AH, Wibowo AD, Onoda H. 2022. Socio-techno-economic assessment to design an appropriate renewable energy system for remote agricultural communities in developing countries. *Sustain Prod Consum.* 31:492–511. doi:<https://doi.org/10.1016/j.spc.2022.03.009>.
- [19] Refiana Said L, Arifin Z, Said M. 2023. Improving Task Performance through Virtual Team Communication. *IUST (International J Ind Eng Prod Res.* 34(2):1–11. doi:10.22068/ijiepr.34.2.1.
- [20] Said LR, Anisah HU, Firdaus MR, Rusniati R, Rachman MK. 2022. The Impact of Perceived Benefits of Corporate Social Responsibility Initiatives on Wetland Farming Communities in Indonesia. *WSEAS Trans Bus Econ.* 19:402–413. doi:10.37394/23207.2022.19.36.
- [21] Santos M, Moreira H, Cabral JA, Gabriel R, Teixeira A, Bastos R, Aires A. 2022. Contribution of Home Gardens to Sustainable Development: Perspectives from A Supported Opinion Essay. *Int J Environ Res Public Health.* 19(20). doi:10.3390/ijerph192013715.
- [22] Singh Nain M, Singh R, Mishra JR. 2019. Social networking of innovative farmers through WhatsApp messenger for learning exchange: A study of content sharing. *Indian J Agric Sci.*, voorhande.
- [23] Tutiasri RP, Rahmawati DH, Rahmawati A, Febriyanti SN, Kusumajanti K. 2022. Social Media Utilization in the Yogyakarta Millennial Farmer Community. *Proc 3rd Int Media Conf 2021 (IMC 2021)*. 672 September 2020:151–156. doi:10.2991/assehr.k.220705.015.
- [24] Wardhani DF, Arisanty D, Nugroho A, Utami UBL. 2023. The Local Wisdom of the Paramasan Dayak Tribe in Environmental Management. *Environ Ecol Res.* 11(5):859–872. doi:10.13189/eer.2023.110514.
- [25] Yunani A, Dalle J, Miar, Maulida S. 2020. CAN LIFE QUALITY DIMENSIONS ALTER ECOLOGICAL FOOTPRINT FOR SUSTAINABILITY OF ASEAN COUNTRIES? ROLE OF PER CAPITA INCOME, HAPPINESS AND HUMAN DEVELOPMENT. *J Secur Sustain Issues.* 6(4):627–636. <http://creativecommons.org/licenses/by/4.0/>.