International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Relationship Between The Effectiveness Of Using Whatsapp And Changes In Behavior Of Horticulture Farmers In Negeri Tawiri, Teluk Ambon District

Helen[1], Risyart. A. Far Far[2], Paul Melkianus Puttileihalat[3]

[1]Extension Study Program Students Pattimura University Faculty of Agriculture

[2,3] Lecturer in Agricultural Social Economics, Faculty of Agriculture, University of Pattimura

Email:helenasiregar996@ gmail. com, alberth.farfar2013@gmail.com, pmputtileihalat@gmail.com

Abstract

Study This aim For to determine the effectiveness of receiving agricultural information through WhatsApp social media in increasing the knowledge of horticultural farmers in Negeri Tawiri, Teluk Ambon District. And to analyze the relationship between the effectiveness of whatsapp users and changes in the behavior of horticultural farmers. This research was conducted in Negeri Tawiri, Ambon Bay District. From November to December 2022. Samples were taken using a purposive sampling technique by determining the sample, the head of the farmer group, the secretary of the farmer group and 2 group members, so that a sample of 32 people/farmers was obtained. Data analysis used in this study was quantitative analysis using the Spearman Rank statistical test tool to see the relationship between the effectiveness of using WhatsApp and changes in farmer behavior. The results showed that the frequency, duration and attention to use of WhatsApp media among farmers were in the medium category. The majority of farmers use whatsapp 3-4 times/week while the duration of using whatsapp is 1-2 hours/day. And then pay attention to using whatsapp 3-4 times/week. This means that farmers often use whatsapp. And the results of the analysis using the Spearman rank test, there is no relationship between the effectiveness of using WhatsApp and farmer behavior. This is because farmers using WhatsApp are not fully used to seek, receive and disseminate

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

agricultural information (horticultural crops). But whatsapp is also used as a medium of entertainment.

Keywords : _ effectiveness , use whatsapp , behavior farmer

INTRODUCTION

Information and communication technology (ICT) at any time, at any time along with science there are always new developments. We never know that at this time, we have entered an era where information and communication technology has changed behavior in society a lot. Information and communication technology develops along with the level of human needs, the more modern human life, the more modern technology is (Trisnani, 2017). The development of information and communication technology is now increasing rapidly.

Whatsapp as one of the social media currently uses a lot for the benefit and delivery of messages both by individuals and groups (Trisnani 2017). Whatsapp is a cross-platform messaging application that has the function of sending and receiving messages for free without being charged SMS fees, this is because the same internet data package for email, web browsing, also applies to whatsapp users (Andjani A et al, 2018).

Horticulture is a commodity that is one of the basic human needs because it is always available in large quantities, easy to obtain, and has very affordable prices for the community. Horticultural commodities focus on the cultivation of fruit plants, flower plants, vegetable plants, medicinal plants, and ornamental plants (Sulistiawati Asri & Handika Satyo Dwi Ibadh, 2021).

Ambon City is located on Ambon Island and is the capital of Maluku Province. Ambon City has several areas producing vegetable commodities, vegetables are part of the horticultural plant group. Tawiri Country is one of the vegetable producing countries and is a supplier of vegetables to Ambon City for the needs of the people of Ambon City.

Negeri Tawiri is one of the villages located in Teluk Ambon District. Most of the livelihoods and the majority of the population are as farmers. In addition, Negeri Tawiri is a horticultural production center with the best known production being vegetables and fruits. Tawiri farmers have used whatsapp as a medium for disseminating/receiving information and communicating. But the effectiveness of whatsapp is not yet known. To find out the effectiveness or success of using whatsapp media that is used by farmers , it is necessary to look at the exposure to its use, In addition, the effectiveness or success

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

of using WhatsApp that is used by farmers can provide changes in farmer behavior, namely knowledge, attitudes and actions.

Based on the background description above, several research objectives can be formulated: 1). For to determine the effectiveness of receiving agricultural information through WhatsApp social media in increasing the knowledge of horticultural farmers in Negeri Tawiri, Teluk Ambon District. 2). Analyzing the relationship between the effectiveness of whatsapp users and changes in the behavior of horticultural farmers.

RESEARCH METHODS

This method uses quantitative research methods to answer the objectives of this study. According to Sugiyono (2018) quantitative data is a research method that is based on positivstic (concrete data), research data in the form of numbers that will be measured using statistics as a calculation test tool related to the problem under study to produce a conclusion.

Time and Location of Research

This research was conducted in Negeri Tawiri, Ambon Bay District. Which is one of the horticultural production centers in Ambon City. Data collection will be carried out from November to December 2022.

Population and Sample

The population in this study were horticultural farmers who were members of 8 farmer groups in Negeri Tawiri. Samples were taken using purposive sampling technique by determining the sample, the head of the farmer group, the secretary of the farmer group and 2 group members, so that a sample of 32 people/farmers was obtained.

Data Analysis Techniques

Data analysis used in this study was quantitative analysis using the Spearman Rank statistical test tool to see the relationship between the effectiveness of using WhatsApp and changes in the behavior of horticultural farmers. According to Sugiyono (2007) Spearman's rank correlation is used to find out the relationship or by testing the significance of the associative hypothesis if each of the variables linked to the data is ordinal.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

RESULTS AND DISCUSSION

The effectiveness of receiving agricultural information through WhatsApp social media in increasing the knowledge of horticultural farmers in Negeri Tawiri

The use of WhatsApp media by farmers is media exposure or an illustration of how often and how long they use WhatsApp social media. Media exposure is the activity of hearing, seeing, reading messages through the mass media or having experience and attention to messages that occur in individuals or groups.

Table 1. The effectiveness of receiving agricultural information through WhatsApp social media in increasing the knowledge of horticultural farmers in Negeri Tawiri

The effectiveness of using whatsapp	Category	N (person)	Percentage
Frequency	Low (1-2 times/week) Moderate (3-4 times/week High (> 5 times/week)	3 19 10	9,38 59,38 31.25
		32	100.00
Duration	Low (<1 hour/day) Moderate (1-2 hours/day) High (> 3h/day)	3 22 7	9,38 68.75 21.88
		32	100.00
Attention	Low (1-2 times/week) Moderate (3-4 times/week High (> 5 times/week)	11 12 9	34,38 7.50 28,13
		32	100.00

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The frequency of the low category is users who use WhatsApp media 1-2 times/week. Medium category frequency is users who use WhatsApp media 3-4 times /week. while in the high category are users who use WhatsApp media more than 5 times/week. The table shows the frequency of using whatsapp media, the majority of respondents are in the medium category, namely 59.38% or 19 people. The high category is equal to 31.25% or 10 people. And in the low category that is equal to 9.38% or 3 people.

In Table 1. Shows the duration of WhatsApp media use by farmers in the low category, namely 9.38% or 3 people, the medium category, namely 68.75% or 22 people, and the last high category, namely 21.88% or 7 people. Thus the majority of farmers indicate that the duration of using WhatsApp media is in the medium category or 1-2 hours/day.

In Table 1. Shows attention to the use of whatsapp media by farmers in the low category, namely 34.38% or 11 people, while the medium category is 37.50% or 12 people and in the high category, namely 28.13% or 9 people. Thus the majority of farmers show that the attention of farmers in using WhatsApp media is in the medium category or 3-4 times/week.

Based on the results of research in the field, the frequency, duration and attention to use of whatsapp media for respondents in the low category is because respondents rarely use or open whatsapp media with the reason that respondents are preoccupied with working in the field, therefore respondents do not have much free time to use/open whatsapp media and Respondents cannot use WhatsApp every day due to quota limitations. In contrast to respondents in the medium and high categories, they have free time to use or open WhatsApp media during resting periods in the field and often or always read agricultural information, especially information about horticultural crops that are available on WhatsApp media. Respondents also use WhatsApp not only to look for agricultural information but also as an entertainment medium. They can also use whatsapp every day because they have enough quota.

The relationship between the effectiveness of whatsapp users and changes in farmer behavior

The relationship between the effectiveness of WhatsApp usage and farmer behavior was analyzed using Spearman's rank. This relates to decision making whether there is a relationship between the use of whatsapp, namely frequency, duration and attention with farmer behavior or there is no relationship between whatsapp use and

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

farmer behavior. The results of Spearman's rank correlation analysis are shown in Table 2.

This relationship analysis is used to see the extent to which the exposure factor of the use of whatsapp is with the farmer's behavior. The results of the analysis will be presented using the Spearman rank test. The initial hypothesis (H0) states that there is no relationship between WhatsApp use and farmer behavior. (H1) states that there is a relationship between WhatsApp use and farmer behavior. For more details can be seen in table 2.

Table 2. The relationship between the effectiveness of whatsapp users and changes in farmer behavior

Connection	Rs	Alpha	Decision
Frequency (X1) with knowledge (Y1)	0.208	0.05	There is no relationship
Frequency (X1) with attitude (Y2)	0.006	0.05	There is no relationship
Frequency (X1) with action (Y3)	0.208	0.05	There is no relationship
Duration (X2) with knowledge (Y1)	072	0.05	There is no relationship
Duration (X2) with attitude (Y2)	108	0.05	No connection
Duration (X2) with action (Y3)	072	0.05	No connection
Attention (X3) with knowledge (Y1)	280	0.05	No connection
Attention (X3) with attitude (Y2)	190	0.05	No connection
Attention (X3) with action (Y3)	280	0.05	No connection

Based on Table 2. It can be explained that the frequency (X1) of WhatsApp use is not related to knowledge (Y1), attitudes (Y2) and farmers' actions (Y3). The frequency of accessing whatsapp in how many times a week does not affect changes in behavior in

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

respondents. This is because most farmers do not always use whatsapp as a source of information for horticultural crops. This is because farmers are more busy working in the fields than taking the time to open WhatsApp so that farmers do not know about horticultural crops on WhatsApp media.

Based on Table 2. It can be explained that the duration (X2) of whatsapp use is not related to knowledge (Y1), attitudes (Y2) and farmers' actions (Y3). The duration of accessing WhatsApp in hours did not affect changes in behavior in respondents. Results in the field, Farmers use WhatsApp not only to disseminate or obtain agricultural information, but sometimes farmers also use WhatsApp as a medium of entertainment, to contact distant families, make video calls as well so it's not always about the agriculture they are looking for . For some farmers, the time used to access information via WhatsApp is less than 2 hours per day.

Based on Table 2. It can be explained that attention (X3) to using WhatsApp is not related to farmer behavior, namely knowledge (Y1), attitudes (Y2) and farmer actions (Y3). The results from the field show that farmers often use WhatsApp 3-4 times a week, but the frequency of using WhatsApp does not necessarily mean that farmers often pay attention to agricultural information or about horticultural crops that are on WhatsApp and pay attention to the status of friends related to horticultural farming.

CONCLUSION

a. Based on the results of the study, the frequency, duration and attention to use of whatsapp media among farmers are in the medium category. The majority of farmers use whatsapp 3-4 times/week while the duration of using whatsapp is 1-2 hours/day. And then pay attention to using whatsapp 3-4 times/week. This means that farmers often use whatsapp.
b. The results of the analysis using the Spearman rank test, there is no relationship between the effectiveness of WhatsApp usage and farmer behavior. This is because farmers using WhatsApp are not fully used to seek, receive and disseminate agricultural information (horticultural crops). But whatsapp is also used as a medium of entertainment

REFERENCES

Anjani, A., Ratnamulyani, IA, & Kusumadinata, AA (2018). Use of WhatsApp Communication Media on Employee Performance Effectiveness. *Komunikatio Journal,* 4(1).

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Sugiyono. (2018). *Quantitative, qualitative, and* R&D Research Methods. Alphabet.

Trisnani, T. (2017). Utilization of Whatsaap as a Communication Media and Satisfaction in Delivering Messages Among Community Figures. *Journal of Komunika* : *Journal of Communication, Media and Informatics* , 6(3), 1-12.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.