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Social Media-Based Farming Development In The Permata Hijau Millennial Farmers Group In Noelbaki Village, Kupang Tengah District, Kupang Regency

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Abstract

Technological developments have changed the business landscape in various sectors, including in terms of agricultural businesses. The agricultural sector now increasingly relies on digital marketing strategies to achieve competitive advantage in an increasingly competitive market. The Permata Hijau Millennial Farmers Group is one of the businesses engaged in sustainable agricultural businesses. This study aims to determine the benefits and obstacles faced by farmer groups in using social media in the context of developing information technology-based businesses . and Knowing effective social media-based farming business development strategies in strengthening communication, education, and digital marketing of agricultural products . The methods used include observation, interviews, and questionnaires, which are then analyzed using the SWOT method. The results of the SWOT analysis show that the development of social media-based farming businesses in the Permata Hijau Millennial Farmers Group is in Quadrant I (SO strategy), which indicates the need to utilize existing internal strengths to optimize available external opportunities .

Keywords: Business Development Strategy, Social Media, SWOT Analysis

INTRODUCTION

Background

Agribusiness is a sector that plays a strategic role in driving a country's economic growth. This sector contributes significantly to Gross Domestic Product (GDP), creates jobs, and increases the country's foreign exchange. Through an agribusiness approach, agricultural products are viewed not only as production commodities but also as products with added value, thereby increasing farmers' incomes. Furthermore, the application of

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the *agri-value chain concept* encourages integration among actors in the agribusiness system, thereby strengthening the role of all stakeholders, including farmers, in creating a sustainable and competitive agribusiness system (Singh and Sharma, 2025).

Advances in information and communication technology have brought changes to various sectors, including agriculture. The development of the internet and digital applications opens up opportunities for agribusiness modernization by increasing farmer incomes, supply chain efficiency, product traceability, and access to financial services (Costopoulou *et al.*, 2016). One digital application that has become a crucial platform for information exchange, promotion, communication, and collaboration among agribusiness actors is social media. Digital platforms such as *WhatsApp* , *Instagram* , *Facebook* , and *YouTube* play a significant role in shortening the distribution chain, expanding promotional reach, and facilitating farmers to market agricultural products directly to consumers.

The use of digital media as a communication and persuasive medium can increase the interest of the younger generation in modern agricultural practices and shape a positive perception of the millennial farming profession (Marini Wulandari *et al.*, 2025). Therefore, the Indonesian Government, through Minister of Agriculture Regulation No. 04 and 09 of 2019 concerning the Agricultural Human Resource Development Movement Towards the World Food Barn 2045 , encourages the emergence of innovative and adaptive millennial farmers to digital technology. (Menteri Pertanian Republik Indonesia, 2019).

One area with significant potential for agricultural development and support for the growth of millennial farmers is Kupang Regency, East Nusa Tenggara (NTT) Province. One such millennial farmer group in NTT is the Permata Hijau Millennial Farmers Group in Noelbaki Village, Central Kupang District, Kupang Regency. The group was founded in 2021 and has 13 members. The Permata Hijau Millennial Farmers Group's primary agricultural cultivation sector is horticulture, which includes various types of vegetables, chilies, tomatoes, and fruits such as watermelon and melon.

Based on the results of observations and interviews conducted by researchers, the agricultural products of the Permata Hijau Millennial Farmers Group are generally still marketed directly to consumers. The use of social media such as *YouTube* , *WhatsApp* and *Facebook* as digital marketing tools is still limited, even just an alternative when direct marketing is less effective. This shows that the use of social media as a far more effective marketing tool in reaching a wider market has not been carried out optimally. Based on the problem formulation above, the objectives of this study are as follows: 1. To determine the benefits and obstacles faced by farmer groups in using social media in the context of developing information technology-based businesses . 2. To determine effective social

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media-based farming business development strategies in strengthening communication, education, and digital marketing of agricultural products .

RESEARCH METHODS

Place and Time of research

This research was conducted at the Permata Hijau Millennial Farmers Group in Noelbaki Village, Kupang Tengah District, Kupang Regency. Data collection will begin in January 2026 and continue until completion.

Population and Sample

The population in this study was 13 active members of the Permata Hijau Millennial Farmers Group in Noelbaki Village, Kupang Tengah District, Kupang Regency, and all of them were used as respondents. In this study, the sampling technique used was *non-probability. Sampling* using the saturation *sampling method* . The saturation *sampling* method is a sampling technique that uses all members of the population as samples. This saturation method is often used when the population is relatively small, less than 30 people, or research that aims to make generalizations with very small error. Another term for saturated *sampling* is census, where all members of the population are sampled. In this study, the sample was all 13 active members of the Permata Hijau Millennial Farmers Group in Noelbaki Village, Kupang Tengah District, Kupang Regency.

Type And Source Data

The types and sources of data used in this study are primary and secondary data. Primary data was obtained through field surveys and interviews with farmers regarding social media in Noelbaki Village, Kupang Regency. Secondary data was obtained through literature review, specifically by reading articles. the books that related to the research being conducted, as well as from previous research related to the research being conducted.

Method of collecting data

This study employed three data collection techniques: interviews, observation, and documentation. These three techniques were used simultaneously to obtain more representative data on the use of social media in developing farming businesses within the Permata Hijau Millennial Farmers Group at the research site.

Data Analysis Methods

To answer the research objectives, a descriptive analysis was used, beginning with identifying internal and external factors influencing the development of social media-

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based farming businesses among members of the Permata Hijau Millennial Farmers Group. Internal factors include strengths *and* weaknesses , while external factors include opportunities *and* threats . After all these factors were identified and analyzed based on conditions in the research area, the next step was to compile *an Internal Factor Analysis Summary* (IFAS) and *External Factor Analysis Summary* (EFAS) matrix as a basis for formulating a social media-based farming business development strategy.

SWOT Matrix

The SWOT matrix is a tool used to organize a company's strategic factors. This matrix clearly outlines how the external opportunities and threats faced by a company can be aligned with its internal strengths and weaknesses (Sasoko and Mahrudi, 2023). This matrix includes four possible strategic alternatives:

RESULTS AND DISCUSSION INTERNAL FACTORS (IFAS)

Strength aspect

Social media as a means of communication and outreach

WhatsApp is primarily used for internal group communication and coordination. Through dedicated *WhatsApp groups* , group leaders and members can share information regarding activity schedules, planting and harvest plans, crop conditions, production facility requirements, and pest and disease issues. *Facebook* is generally used by group members to obtain and share information related to agricultural activities. Through *Facebook* , members can access a variety of information, including information on agriculture and price developments for horticultural agricultural products. Meanwhile, YouTube is used to obtain information and knowledge about agricultural cultivation techniques, particularly horticultural cultivation. Members can learn various information through videos, such as how to care for plants, manage pests and diseases, and other cultivation practices.

Social media is used to determine agricultural production facilities

Through social media, group members also obtain information about the experiences and recommendations of other farmers regarding the use of various production inputs. This information serves as a basis for members to compare the benefits and prices of various production input options before deciding which products to purchase or use in their cultivation activities. Interviews with group mentors confirmed that information obtained through social media is not directly used as the basis for decisions, but is first discussed with members or consulted with the mentor.

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Social media makes it easier to access cultivation information

The Group Chair and Supervisor stated that members can obtain information about cultivation activities through *WhatsApp groups, Facebook* uploads , and videos. on *YouTube* . This information can be searched for based on the type of commodity being cultivated and the problems encountered in the field. The group leader explained that frequently sought information relates to strategies for managing specific pests and diseases, fertilizer selection and use, fertilization techniques, irrigation, plant maintenance, and proper harvest timing.

Social media plays a role as a source of information regarding good farming business management.

Interviews with group mentors confirmed that social media also provides knowledge about cultivation costs, pre- and post-harvest management, sales prices, marketing, and how to communicate with consumers. This information helps members consider cost allocations, determine selling prices, and choose marketing methods for their crops. Therefore, the use of social media supports group members' understanding of farming management, including planting, maintenance, harvesting, and marketing.

Social media helps millennial farmers obtain information about prices and market conditions.

Interviews with group leaders revealed that price information is obtained through communication with traders, consumers, and fellow farmers via *WhatsApp* or *Facebook*. Members also share information with each other if they notice price changes through *WhatsApp* or *Facebook groups* . In addition to price information, communication with traders and consumers also helps members identify product needs, demand levels, and the best marketing times. This information is then used to determine selling prices, compare prices before selling agricultural products, and choose appropriate marketing locations or methods.

Weakness Aspects

The use of social media for the promotion and marketing of agricultural products is not yet optimal.

Interviews with group mentors revealed that social media promotion and marketing have not been implemented in a planned and structured manner under the group's official account. The use of social media for promotion and marketing remains an alternative approach, while direct sales remains the most common method. This situation is related to members' greater comfort with direct marketing, limited content creation skills, and the lack of an official group marketing account.

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The ability to create content in the form of photos and videos is still limited

The Group Leader and Advisor stated that members are generally capable of taking photos and videos using mobile phones. However, the content they produce is still rudimentary and not specifically designed to support the promotion and marketing of agricultural products through social media. The Group Leader explained that challenges faced by group members include taking attractive photos, editing photos or videos, and adding product descriptions. Furthermore, members still struggle to compile descriptive promotional and marketing information related to price, product availability, quality, and location.

The group does not yet have an official social media account

Based on interviews with the Chairperson and Advisor of the Permata Hijau Millennial Farmers Group, it was discovered that the group does not yet have an official social media account specifically used to promote and market the group's horticultural agricultural products. The interview with the Group Chairperson explained that the lack of an official social media account is related to marketing patterns and habits, which are still dominated by direct sales. Furthermore, there is no designated member specifically responsible for creating and managing social media accounts on behalf of the group. As a result, promotional and marketing activities still depend on the initiative of each member and are conducted through personal accounts.

External Factors (EFAS)

Aspects of Opportunities

The high use of social media by the public

Based on the results of interviews with the Chairperson and Advisor of the Permata Hijau Millennial Farmers Group, information was obtained that the high use of social media by the community is an opportunity for the group to expand the reach of promotion and marketing of horticultural agricultural products. The group leader explained that the community has widely used *WhatsApp* and *Facebook* for communication, information exchange, and promotion and marketing of various merchandise, including agricultural products. However, the results of the interview indicate that the utilization of these opportunities by the Permata Hijau Millennial Farmers Group has not been optimally carried out, because product promotion and marketing still use *WhatsApp statuses* and personal *Facebook posts* of each member, so that the reach is relatively limited to the circle of friends of each member.

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Marketing opportunities through *marketplaces* and social media

Interviews with the Chairperson and Advisor of the Permata Hijau Millennial Farmers Group confirmed that social media and *marketplaces* have the potential to be used as promotional and marketing tools for horticultural products. This is due to the current high level of public use of social media and *marketplaces* to sell certain goods or products, including agricultural products, and to reach a wider consumer and market reach. Steps that can be taken include providing training and practical guidance from relevant parties on *marketplace use,* managing the group's social media accounts, creating engaging promotional content, and compiling product information covering types, prices, availability, and ordering methods.

There is consumer preference for local agricultural products

Interview findings indicate that consumer preference for local horticultural agricultural products is influenced by several characteristics that are valuable to consumers, especially freshness, proximity to the product source, relatively lower prices, and availability of the harvest. This could be a market opportunity that can be utilized by the Permata Hijau Millennial Farmers Group in promoting and marketing the horticultural products they produce. However, this potential is not uniform across all product types because the level of demand is influenced by consumption needs, seasons, and product availability. Therefore, the characteristics and actual condition of the product are important aspects that need to be considered in marketing efforts, so that the products offered can be tailored to consumer preferences and needs.

Consumer demand for agricultural products is relatively sustainable

The demand for agricultural products, particularly horticultural products, presents an opportunity because vegetables and fruits are essential for daily consumption. Interviews revealed that demand for vegetables tends to be more frequent, while demand for watermelons and melons can increase at certain times or seasons. This opportunity can be leveraged effectively through the use of social media to provide regular information on product availability and quantities, harvest times, and prices. With this information, groups can tailor their marketing communications to meet consumer demand. However, interviews also indicated that the use of social media to meet this demand is still suboptimal because product information has not been centrally communicated through the group's official account.

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Threat Aspects

Competition of agricultural products from other regions

The development of information technology and open market access has allowed agricultural products from various regions to easily enter the same market. This situation has created increasingly fierce competition for the Permata Hijau Millennial Farmers Group in marketing its agricultural products. This threat primarily arises when the group is unable to consistently provide products in quantities and on time that meet consumer demand, while products from other regions are more readily available. Based on the interview results, the Group Leader stated that horticultural products from other regions have also entered the market and become an alternative for consumers. Under certain conditions, these products are available in greater quantities and offered at lower prices, thus competing with the group's products. Competition is not only related to price, but also quality, volume, continuity of availability, and marketing reach.

Lack of consumer trust in agricultural products marketed *online*

Based on interviews with the Chairperson and Advisor of the Permata Hijau Millennial Farmers Group, it was discovered that some consumers are still hesitant to purchase horticultural agricultural products online from unknown sellers. Consumers generally want to see the product in person before purchasing. This hesitation is related to concerns that the product received will not match the photos or information provided, unknown product quality and seller identity, and experience or concerns about fraud via social media. This condition is also felt by members of the Permata Hijau Millennial Farmers Group who often promote and market their agricultural products using their personal social media accounts. This condition can be a challenge for the group in developing a digital market.

Disparities in access to digital infrastructure between regions

Interview results indicate that internet network availability does not fully guarantee the smooth use of social media as a marketing tool for farmers, particularly the Permata Hijau Millennial Farmers Group. Network instability can hinder the delivery of information and communication between sellers and consumers, particularly in uploading product photos, updating product availability, and responding quickly to consumer inquiries and orders. This situation has the potential to reduce the effectiveness of digital marketing activities because delays in delivering information can affect the speed of service and response to consumers. This obstacle becomes increasingly important for horticultural products, which are characterized by their perishability and relatively limited marketing period. Therefore, timely delivery of information and transactions is a factor supporting smooth product marketing.

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Limited training and assistance in the use of social media in farming from relevant agencies

The group leader stated that the group had never received training or mentoring specifically related to the use of social media, such as *WhatsApp* and *Facebook,* for agricultural product promotion and marketing activities, or the creation of video content on *YouTube* to introduce the group's identity, activities, and products to the wider public. This situation indicates that external support in the form of digital capacity building for group members is still not optimal. Thus, the limitations faced by the Permata Hijau Millennial Farmers Group are not solely related to the individual abilities of members, but also related to the uneven distribution of institutional support in increasing the digital capacity of farmer groups. These limitations are relevant in the context of developing social media-based farming businesses because the success of digital media utilization is determined not only by ownership or use of social media, but also by knowledge and skills in producing and managing information that has promotional and marketing value.

Application of SWOT Analysis to the development of social media-based farming businesses from the Permata Hijau Millennial Farmers Group

Table 4.2 shows the IFAS Matrix, which consists of strengths and weaknesses. The total IFAS score is 2.83, obtained by summing the strengths (2.17) and weaknesses (0.66) scores. A total IFAS score greater than the midpoint of the 1.4 rating scale –(2.83>2.5) indicates that the Permata Hijau Millennial Farmers Group possesses a number of relatively strong internal strengths, enabling the group's strengths to support the development of social media-based farming businesses.

Table 1*Internal Factor Analysis Summary (IFAS)* Matrix of Social Media-Based Farming Business Development from the Permata Hijau Millennial Farmers Group

No	Internal Factors	Weight	Rating	Score
Strength				
1	Social media as a means of communication and outreach	0.12	3.85	0.46
2	Social media is used to determine agricultural production facilities	0.12	3.38	0.41
3	Social media makes it easier to access cultivation information	0.12	3.77	0.45
4	Social media plays a role as a source of information regarding good farming business management.	0.12	3.46	0.42

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5	Social media helps millennial farmers obtain information about prices and market conditions.	0.12	3.62	0.43
Sub-Total		**0.60**		**2.17**
Weakness				
1	The use of social media for the promotion and marketing of agricultural products is not yet optimal.	0.14	1.85	0.26
2	The ability to create photo and video content is still limited	0.13	1.54	0.20
3	The group does not yet have an official social media account	0.13	1.54	0.20
Sub-Total		**0.40**		**0.66**
Total		**1.00**		**2.83**

Source: Primary data processed by the author, 2026

Of the various strengths presented, strengths 1 and 3, with scores of 0.46 and 0.45, respectively, are two prominent internal strengths supporting the development of social media-based farming by the Permata Hijau Millennial Farmers Group. Strength 1, namely social media as a means of communication and extension, indicates that social media has been utilized to facilitate the delivery of information and communication between group members. This utilization supports coordination and the exchange of information related to farming activities without always relying on face-to-face meetings. Thus, social media has become a communication tool that supports the smooth running of group farming activities. Strength 3, namely social media facilitating access to cultivation information, indicates that the ease of obtaining cultivation information through social media provides benefits for members in increasing knowledge and supporting the implementation of farming activities. In the weakness aspect, the suboptimal use of social media for the promotion and marketing of agricultural products obtained the highest score of 0.26.

The next analysis is the analysis of external factors using the EFAS matrix, as shown in Table 4.3 . From the table, it is known that the total EFAS value is 2.82 which is the result of the sum of the total opportunity score (2.02) and the total threat score (0.80). According to Syarbini and Sufriadi (2023), if the total EFAS value is below 2.5 then it has very weak strategic external factors. Conversely, if it has a total EFAS value above 2.5 then it has strong external factors. In this study, the total EFAS value greater than 2.5 indicates that the Permata Hijau Millennial Farmers group has relatively high external factors in supporting the development of social media-based farming businesses .

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***External Factor Analysis Summary (EFAS)* Matrix of Social Media-Based Farming Business Development from the Permata Hijau Millennial Farmers Group**

No	External Factors	Weight	Rating	Score
Opportunities				
1	The high use of social media by the public	0.13	4.00	0.52
2	Marketing opportunities through *marketplaces* and social media	0.13	3.69	0.48
3	There is consumer preference for local agricultural products	0.13	3.85	0.50
4	Consumer demand for agricultural products is relatively sustainable	0.13	4.00	0.52
Sub-Total		**0.52**		**2.02**
Threats				
1	Competition of agricultural products from other regions	0.12	2.00	0.24
2	Lack of consumer trust in new online products	0.12	1.62	0.19
3	Disparities in access to digital infrastructure between regions	0.12	1.46	0.18
4	Limited training and assistance regarding the use of social media in farming from relevant agencies	0.12	1.62	0.19
Sub-Total		**0.48**		**0.80**
Total		**1.00**		**2.82**

Source: Primary data processed by the author, 2026

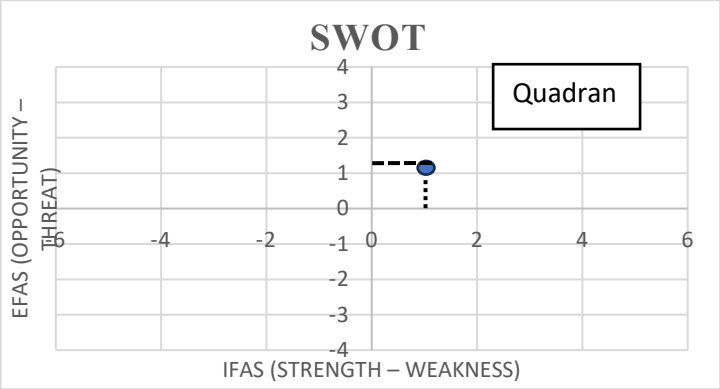
In the opportunity factor, the highest scores were achieved by the high public use of social media and consumer demand for relatively sustainable agricultural products, each with a score of 0.52. The high public use of social media indicates an external environment that supports the use of social media as part of agricultural business activities. This situation creates opportunities for groups to utilize social media to introduce products and reach a wider audience.

In the threat factor, competition from agricultural products from other regions received the highest score, at 0.24. This indicates that competition from other regions is an external factor that needs to be considered in developing social media-based agricultural businesses. The abundance of products from other regions can increase competition for attention and consumers, so groups need to be able to clearly introduce their products through social media.

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After conducting the IFAS and EFAS analyses, the next step is to create a SWOT diagram, as shown in Figure 4.2. The diagram aims to determine the position of the Permata Hijau Farmers Group's social media-based farming business in one of the strategy quadrants. This position is determined by the difference between the total strengths and weaknesses (as the x-axis), and the difference between the total opportunities and threats (as the y-axis). The quadrant position obtained is then used as a reference in determining the most appropriate social media-based farming business development strategy, such as the SO *(Strengths–Opportunities)* , WO *(Weaknesses–Opportunities)* , ST *(Strengths–Threats)* , or WT *(Weaknesses–Threats) strategy* .



Based on Figure 4.2, it is known that the social media-based farming business development strategy of the Permata Hijau Millennial Farmers Group is in Quadrant I

Gambar 4. 1 Diagram Analisis SWOT dari Pengembangan Usaha Tani Berbasis Media Sosial

(Strength–Opportunity) with coordinates x = 1.51 and y = 1.22. This position indicates that the Permata Hijau Millennial Farmers Group has relatively very high internal strengths and is supported by considerable external opportunities. The X value of 1.51 indicates that the internal strengths of the Permata Hijau Millennial Farmers Group are relatively more dominant than the weaknesses they have. Meanwhile, the Y value of 1.22 indicates that the external opportunities of the Permata Hijau Millennial Farmers Group are relatively greater than the threats they face. The position in Quadrant I indicates that the group is in a position that supports the implementation of *the Strength–Opportunity* (SO) strategy, namely by utilizing its internal strengths to optimize available external opportunities. Therefore, the development of social media-based farming businesses needs to be directed at optimally utilizing the group's strengths, accompanied by efforts to improve the ability to seize opportunities and anticipate external threats.

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SWOT Matrix

Table 2SWOT Matrix Table

INTERNAL / EXTERNAL	***STRENGTH* (S)**	***WEAKNESS* (W)**
	1. Social media as a means of communication and outreach 2. Social media is used to determine agricultural production facilities 3. Social media makes it easier to access cultivation information. 4. Social media as a source of information on farm business management. 5. Social media helps to obtain information on prices and market conditions.	1. The use of social media for the promotion and marketing of agricultural products is not yet optimal. 2. The ability to create content in the form of photos and videos is still limited. 3. There is no official social media account for the group yet.
***OPPORTUNITIES* (O)** 1. The high use of social media by the public 2. Marketing opportunities through marketplaces and social media. 3. There is consumer preference for local agricultural products. 4. Consumer demand for agricultural products is relatively sustainable.	1. Optimizing the use of social media as a means of communication, outreach, and dissemination of cultivation information by taking advantage of the high use of social media by the public. 2. Utilizing price information and market conditions obtained through social media to support the marketing of agricultural products through marketplaces and social media. 3. Utilizing social media to introduce local agricultural	1. Improve members' capabilities in digital marketing and content creation through training and mentoring to optimize the promotion and marketing of agricultural products through social media and *marketplaces.* 2. Establishing an official social media account for the group that is specifically managed to take advantage of the high use of social media as a means of promoting and marketing agricultural products. 3. Improve the ability to create informative and interesting

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	products by highlighting product characteristics and availability to consumers. 4. Utilizing information on cultivation and farm management obtained through social media to support the provision of agricultural products according to consumer demand.	photo and video content to introduce local agricultural products to consumers and support digital marketing. 4. Developing more targeted group social media management to convey product information and meet consumer demand for agricultural products.
***THREATS* (T)** 1. Competition of agricultural products from other regions. 2. Lack of consumer trust in new online products. 3. Disparities in access to digital infrastructure between regions 4. Limited training and assistance regarding the use of social media in farming from relevant agencies .	1. Utilizing social media as a promotional tool to introduce the characteristics, quality, and availability of agricultural products in the face of competition from other regions. 2. Utilizing social media as a means of communication and delivering clear product information to build consumer trust in agricultural products marketed online. 3. Utilizing price information and market conditions obtained through social media as comparative material in determining prices and making marketing decisions. 4. Optimizing social media as a means of obtaining and sharing agricultural information to help	1. Improving digital promotion and marketing capabilities through training and mentoring to face competition from agricultural products from other regions. 2. Establish and manage the group's official social media accounts in a structured manner to convey product, price and availability information consistently so as to increase consumer trust. 3. Improve members' ability to compile and convey product and price information clearly and transparently to reduce dependence on price information from collectors via social media. 4. Building collaboration with extension workers and

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	members improve their knowledge and skills amidst limited training and mentoring from relevant agencies.	related agencies to obtain training and assistance in content creation, social media account management, and digital marketing.

Source: Primary data processed by the author, 2026

CLOSING

Conclusion

1. Social media provides benefits in supporting farming activities, particularly as a means of communication and coordination, outreach, access to cultivation information, farm management information, and information on prices and market conditions. However, its utilization still faces several challenges, including suboptimal product promotion and marketing, limited photo and video content creation capabilities, and the lack of official group social media accounts.
2. The social media-based farming business development strategy was formulated through a SWOT analysis, leveraging the group's strengths and opportunities. The resulting strategy includes optimizing social media for communication, agricultural extension, and information dissemination, developing promotions and marketing through social media and *marketplaces,* enhancing content creation and management capabilities for the group's official accounts, and strengthening collaboration with extension workers and relevant agencies through training and mentoring. This strategy is aimed at strengthening communication, education, and digital marketing of agricultural products.

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