

THE ROLE OF SOCIAL MEDIA IN MASTERING BROILER LIVESTOCK MANAGEMENT

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Abstract

Social media has a significant impact on broiler livestock industry, such as increasing practical broiler management skills by, providing easy and fast access to information, education, and interaction between individuals. This research aimed to analyze the influence of social media as an information media, educational media, and networking communication media for mastering broiler management. This research used a quantitative approach using a survey method. The research sample was determined through purposive sampling broiler farmers who actively use social media and were partnering with PT. Ciomas Adisatwa in Glempang Pasir Village, Pedasong Village, and Karangbenda Village, Cilacap Regency. Data were collected through direct interviews using structured questionnaires with a Likert scale of 1-5, observation, and documentation. The data was analyzed using multiple regression analysis and descriptive analysis. The results indicate that simultaneously, the information media, educational media, and networking and communication media significantly affect broiler management mastery. Partially, information media and networking communication media significantly influence management mastery, while educational media does not. It can be concluded that social media plays a significant role in enhancing broiler management mastery, with information media being the most dominant variable.

Keywords: broiler, maintenance management, social media

PERAN MEDIA SOSIAL TERHADAP PENGUASAAN MANAJEMEN PEMELIHARAAN TERNAK BROILER

Abstrak

Media sosial memainkan peran penting dalam meningkatkan penguasaan manajemen pemeliharaan ternak broiler yang efektif, diantaranya berperan dalam menyediakan akses mudah dan cepat terhadap informasi, edukasi, dan interaksi antar individu. Tujuan penelitian ini adalah untuk menganalisis pengaruh peran media sosial sebagai media informasi, media edukasi, media networking & komunikasi terhadap penguasaan manajemen pemeliharaan broiler. Metode penelitian menggunakan pendekatan kuantitatif dengan metode survei. Sampel penelitian ditentukan secara purposive sampling kepada peternak broiler mitra PT. Ciomas Adisatwa yang berada di Desa Glempang Pasir, Desa Pedasong, dan Desa Karangbenda Kabupaten Cilacap yang aktif menggunakan media sosial sebanyak 30 peternak. Data primer diperoleh melalui interview menggunakan kuesioner terstruktur dengan skala likert skor 1-5. Data selanjutnya dianalisis menggunakan analisis regresi berganda dan analisis deskriptif. Hasil penelitian menunjukkan bahwa variabel media informasi, media edukasi, media networking & komunikasi secara simultan berpengaruh signifikan terhadap penguasaan manajemen pemeliharaan broiler. Secara parsial, media informasi dan media networking & komunikasi memiliki pengaruh signifikan terhadap penguasaan manajemen pemeliharaan broiler, sedangkan media edukasi tidak memiliki pengaruh signifikan. Disimpulkan bahwa media sosial memiliki peran yang signifikan dalam meningkatkan penguasaan manajemen pemeliharaan broiler, dengan media informasi menjadi variabel yang paling dominan.

Kata kunci: broiler, manajemen pemeliharaan, sosial media

INTRODUCTION

The broiler farming industry plays a vital role in meeting the demand for chicken meat for public consumption. The ever-increasing demand for chicken meat makes this industry even more critical in supporting food security. The broiler industry is an economic base with a high potential to increase economic growth and broadly distribute employment opportunities

(Septana et al., 2017). Maintenance management has a vital role in running the broiler farming industry, and raising broiler livestock is a crucial aspect of the livestock industry. Maintenance management is an essential factor in the success of broiler businesses (Samadi et al., 2021).

Social media has become a part of everyday life, especially in the growing digitalization (IoT) era, including the livestock

industry. According to Mamgain et al. (2020), many social media are used in outreach services worldwide, with Facebook having the highest popularity. In recent years, social media has experienced significant growth, changing the way we access information, interact and learn. In the livestock industry, social media provides a platform that allows broiler breeders to share knowledge, experience, and best practices in raising livestock. According to Barau and Afrad (2017), most parties involved in the agricultural sector use social media intention of seeking information. According to a survey conducted by Poultry World in 2021, around 68% of farmers worldwide use social media to share information and experiences and obtain information about the latest technologies and innovations in the broiler farming industry. This offers new opportunities to improve mastery of broiler rearing management and increase farm productivity and operational efficiency. In several countries, social media has been used to access agriculture-related information. As stated by Abraham *et al.* (2022) in their research, 93.8% of respondents used social media to obtain information from extension workers. The results of research by Singh *et al.* (2021) also state that as many as 94% of young farmers in India use social media to access agricultural information and provide information to other farmers.

The use of social media in the livestock industry continues to increase, a research that focuses on the role of social media in increasing mastery of broiler rearing management is still limited. Not many studies comprehensively explore how social media's role can be used to obtain information, increase understanding of maintenance management, and facilitate communication and collaboration between broiler breeders. This research offers novelty in delving deeper into the role of social media as an effective tool to increase mastery of broiler-raising management in the nucleus-plasma partnership pattern. Through a comprehensive analysis, this research provides a better understanding of how social media can effects rearing practices, information dissemination, and interactions among broiler farmers. The purpose of this study was to analyze the role of social media as an information medium, educational media, as well as networking & communication media on mastery of broiler maintenance management in Glempang Pasir

Village, Pedasong Village, and Karangbenda Village, Cilacap Regency, Central Java. It is hoped that the results of this research can contribute to the development of the livestock industry and provide practical information for broiler breeders in utilizing social media effectively and efficiently, particularly in efforts to master the management of broiler livestock farming.

MATERIALS AND METHODS

This research was conducted on broiler breeders in partnership with PT. Ciomas Adisatwa Purbalingga unit in 3 (three) villages, namely Glempang Pasir Village, Pedasong Village, and Karangbenda Village, Adipala District, Cilacap Regency, Central Java Province, starting from January to March 2023. The research method uses a quantitative approach with survey methods. Data were collected through interviews using a structured questionnaire containing a series of questions to broiler breeders using a Likert scale score range of 1-5 (from a gradation of positive answers (very involved/SB) to negative answers (not involved/TB)). The results of respondents' perceptions regarding the role of social media on mastery of maintenance management were measured using a Likert scale with a score of 1-5. According to Sumartini et al. (2020), the use of a Likert scale of 1-5 is relatively easy to understand and used by respondents, so it can produce responses that are more consistent and can be measured better. Likert scales of 1-5 also tend to be more efficient and can minimize the tendency of respondents to give middle or neutral responses. The following is the result of the calculation of each variable (Table 1).

Direct observation and documentation were conducted to complement the primary data. Secondary data was obtained through recordings from field extension officers (PPL), Dispet, and relevant literature. The sample was determined by purposive sampling with the criteria of broiler breeders who are: plasma farmers of PT. Ciomas Adisatwa, located in the 3 (three) selected villages; and actively uses social media; resulting in 30 sample farmers. A feasibility test of the research instrument was carried out to see the quality of the resulting data, including validity and reliability tests.

Table 1. Scores of respondents' answers and ranges of scores regarding the role of social media in mastery of broiler livestock raising management.

Response Category	Likert score (<i>Likert scale</i>)	Score range
- Very Contributing (VC)	5	(4.21 - 5.00)
- Contributing (C)	4	(3.41 - 4.20)
- Contributing Enough (CE)	3	(2.61 - 3.40)
- Less Contributing (LC)	2	(1.81 - 2.60)
- None (N)	1	(1.00 - 1.80)

Then the data were analyzed using descriptive analysis, classical assumption tests (including normality tests, multicollinearity tests, and heteroscedasticity tests) and continued with multiple regression analysis using SPSS software version 26.0.

RESULTS AND DISCUSSION

Description of Research Locations

Adipala District is located in a lowland with several hills and rivers crossing the area and has a fairly stable temperature throughout the year (Figure 1). Adipala sub-district has good infrastructure, such as well-connected roads and adequate accessibility. This facilitates the transportation and distribution of feed from the nucleus to the plasma breeder pens and sending DOC from the hatchery to the breeder pens. In addition, good infrastructure also facilitates the broiler harvesting process because the majority of *brokers* come from outside the region. Even though Adipala District is located in a coastal area where the air temperature is relatively higher during the day,

this does not affect the process of raising broiler chickens because all plasma breeder cages use a closed type of cage which regulates the needs of broiler chickens (temperature, air humidity, air circulation) according to livestock needs automatically (Figure 2).

The Role of Social Media on Mastery of Broiler Maintenance Management

The Role of Social Media As Information Media

Information media is one of the functions or roles of social media. Through social media, information can be quickly disseminated to a broader audience and reach audiences from various parts of the region. The variables measured on the role of social media as an information media were the ease with which farmers can access broiler maintenance management information, fast access to information on broiler maintenance management, and inexpensive information access on broiler maintenance management (Table 2).

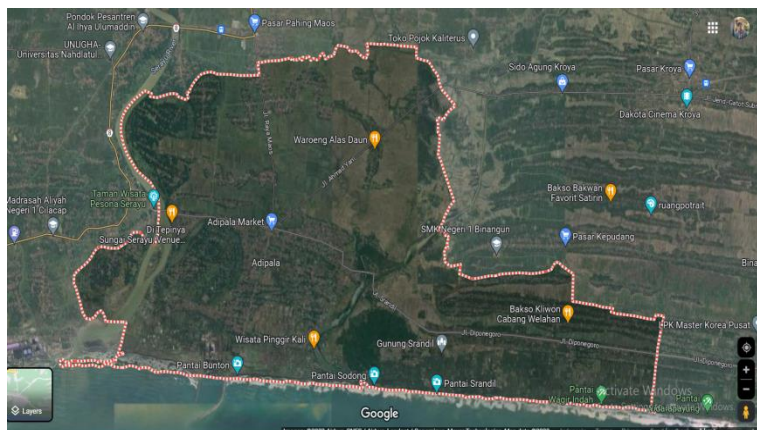
**Figure 1.** Map of the Adipala District, Cilacap Regency**Figure 2.** Photo of a broiler farmer's closed broiler house

Table 2. Frequency of respondents' answers to the role of information media

The role of social media as an information medium	Likert Score					Average
	1	2	3	4	5	
Provides easy access to information regarding chick-in management	0	1	6	19	5	3.90
Provides easy access to information regarding sanitation management and biosecurity	0	0	7	19	4	3.90
Providing convenience in accessing information regarding livestock health management	0	0	5	17	6	3.83
Providing convenience in accessing information regarding feeding management	0	1	8	16	5	3.83
Quickly access information about chick-in management	0	1	9	14	6	3.83
Quickly access information on sanitation management and biosecurity	0	0	10	13	7	3.90
Quickly access information about livestock health management	0	2	9	13	6	3.77
Quickly access information on feeding management	0	1	9	12	8	3.90
Access information about chick-in management at low prices	0	0	7	15	8	4.03
Access information on sanitation management and biosecurity at low prices	0	1	5	17	7	4.00
Access information on livestock health management at low prices	0	1	5	17	7	4.00
Access information on feeding management at low prices	0	0	6	18	6	4.00
Score average						3.91

Based on Table 2, the average answer score from breeders was 3.91. This shows that the role of social media as an information media was in the '**contributing**' category (3.41 - 4.20). Plasma broiler breeders commonly utilize social media platforms such as WhatsApp (WA) to exchange information with other farming communities. For instance, the WhatsApp group (WAG) "Forkom Adipala" serves as a platform for partner breeders affiliated with PT. Cioimas Adisatwa.

Additionally, some breeders utilize other social media platforms, including YouTube and Facebook. Through Facebook, several farmers join special groups for broiler breeders, such as the Poultry Group and Central Java Broiler Chickens. Through this media, they get information about broiler maintenance management, such as husk management,

brooding management, and disease management. This aligns with the statement of Novianti et al. (2020), that social media effectively disseminates information in Indonesia, where YouTube, WhatsApp (wa), Facebook (fb), Instagram (ig), line, and other platforms are the most widely used. The research results obtained by Mwakatobe et al. (2019) also indicated that Facebook has an important role in helping farmers obtain information regarding broiler management, livestock health, and better rearing technology. Facebook also serves as a platform that allows farmers to share experiences and skills among breeders and is widely used. Farmers obtain broiler-rearing management information from social media, this can increase their knowledge and understanding of farmers to optimize their livestock-rearing practices and achieve better

results in the broiler-farming business. This aligns with the statement of Zulkarnain and Riyanto (2017), that information media has a decisive role in influencing a person, increasing knowledge, and changing people's attitudes and behavior. Rogers (2003) states that channels or media are one factor that accelerates the adoption and diffusion of innovations.

The Role of Social Media as Educational Media

Social media can serve as an effective educational medium for broiler breeders to enhance their knowledge and skills in broiler maintenance management. According to Fitriani (2021), social media can be used to deliver educational content or digital learning. The utilization of social media as a means of delivering digital educational content helps users gain new knowledge and insights. The perception results of the role of social media as an educational medium is shown in (Table 3).

The average Likert scale answers from the respondent farmers regarding the role of social media as an educational medium was 4.03. This value indicates that farmers agree that social media can be an effective educational medium. Based on the grouping of likert scale scores, the value of 4.03 falls within the 'contributing'

category, which has a value range between (3.41 - 4.20). Most farmers in this study believe that social media has great potential to provide education regarding broiler management as shown in the question scores of sanitation management and biosecurity, which scored the highest.

Observation results show that farmers use social media such as Facebook, WhatsApp, and YouTube as sources of information to broaden their knowledge in terms of broiler management. Out of the three social media, Facebook and WhatsApp are the most commonly used in accessing broiler management information due to their ease of use and relatively low cost. Broiler farmers can easily access information related to maintenance techniques, feed, sanitation, and livestock health, helping to increase understanding of effective livestock farming methods. Based on the results of interviews with farmers, several channels related to broiler maintenance management often watched by farmers are Unfa Broiler and Berkah Organic Chicken. Both channels have helpful and informative content for broiler breeders and often upload videos discussing good and correct broiler maintenance techniques, from feeding to health management.

Table 3. Frequency of respondents' answers on the role of educational media

The Role of Social Media as an Educational Media	Likert score					Average
	1	2	3	4	5	
Add insight into chick-in management	0	0	4	16	10	4.20
Increase knowledge about sanitation management and biosecurity	0	0	4	16	10	4.20
Increase knowledge about livestock health management	0	2	2	16	10	4.13
Add insight into the management of feeding	0	0	4	15	11	4.23
Finding new ideas and inspiration regarding chick-in management	0	1	10	13	6	3.80
Finding new ideas and inspiration regarding sanitation management and biosecurity	0	0	9	14	7	3.93
Finding new ideas and inspiration regarding livestock health management	0	0	10	15	5	3.83
Finding new ideas and inspiration regarding feeding management	0	0	9	15	6	3.90
Average Score						4.03

The Role of Social Media As Media Networking & Communication

The other function of social media is as a medium of communication. Many social media platforms are made specifically and are intended as a medium of communication, either through chats or calls, for example, WhatsApp (WA), telegram, line, messenger, etc. The results of respondents' perceptions of the role of social media as a networking and communication medium can be seen in Table 4.

Table 4 shows that the average score of answers given by breeders to the variable role of social media as a networking and communication medium was 3.80, which is in the **'contributing'** category (3.41-4.20). This score indicated that using social media is essential for farmers to expand their network of friends/relationships and share ideas/opinions

and information related to broiler maintenance management. Farmers can interact and exchange information with other breeders online and get support, advice, and input from experts in the field. All farmers state that they use Whatsapp (WA) application to share information and thoughts/ideas related to broiler maintenance management. WA is widely chosen and used for discussion, exchange/update of information, or sharing experiences regarding various aspects of broiler farming management with other breeders or PPL because it is cheap, easy to use, and well-known to many people (famous/expected). Using WhatsApp demonstrates its role in facilitating communication and collaboration among broiler breeders, thereby enhancing their understanding and skills in managing broiler rearing.

Table 4. Frequency of respondents' answers to the role of media networking communication

The Role of Social Media as Media Networking & Communication	Likert score					Average
	1	2	3	4	5	
Exchange of information regarding chick-in management	0	0	5	17	8	4.10
Exchange of information on sanitation management and biosecurity	0	0	5	17	8	4.10
Exchange of information on livestock health management	0	1	4	16	9	4.10
Exchange of information regarding feeding management	0	0	5	16	9	4.13
Share your thoughts and opinions on chick-in management	0	0	4	17	9	4.17
Share thoughts and opinions on sanitation management and biosecurity	0	1	3	17	9	4.13
Share thoughts and opinions regarding livestock health management	0	0	6	14	10	4.13
Share thoughts and opinions on feeding management	0	0	5	15	10	4.17
Play a role in making decisions regarding chick-in management	0	7	16	5	2	3.07
Play a role in decision-making regarding sanitation management and biosecurity	0	8	14	5	3	3.10
Play a role in decision-making regarding livestock health management	0	6	16	4	4	3.20
Plays a role in decision-making regarding feeding management	0	7	15	4	4	3.17
Average score						3.80

This research demonstrates Whatsapp to be an effective tool in supporting continuous learning among broiler farmers. This is in line with Fauzi's opinion (2021) that social media platforms are generally designed to facilitate individuals' convenience in interacting and communicating with others, strengthening friendships (bonding), and expanding social networks. The opinion of Mishra et al. (2022) reinforces that social media platforms are online-based communication tools that allow users to interact with other individuals, personally and in groups/groups, to exchange and share information and ideas, which can influence the decision-making process.

The Influence of Social Media on Mastery of Broiler Maintenance Management

The influence of social media on the mastery of broiler cultivation management is answered using the multiple regression analysis presented in Table 5.

The effect of the role of social media as an information medium on mastery of broiler farming management

The results of the multiple regression analysis test showed a constant value of 5.552 with the highest coefficient value in the information media variable (X_1) of 0.498. The coefficient value of the role of social media as an information medium was positive at 0.498 with a $t_{\text{count}} (3.776) > t_{\text{table}} (2.056)$ and a significance value of 0.001, meaning a

significant effect ($0.001 < 0.05$). This could indicate that the role of social media as an information medium has a significant influence and important role in mastering the management of broiler livestock maintenance/cultivation.

Social media provides easier and wider access for breeders to obtain information and interact with fellow breeders so that they can broaden their horizons, increase their understanding and skills, as well as the ability to quality management of broiler livestock. This is in line with the opinion of Suratini et al. (2021), that it is easier to do interactions between individuals or groups with advances in communication and information technology. One form of liveliness among breeders is joining discussion groups on broiler farming on Facebook (FB), WhatsApp (WA) or updating video tutorials on YouTube. Some farmers also actively follow Facebook accounts from manufacturers of tools (technology) that can support the efficiency of the process of raising broiler livestock, such as heaters, brooders, blowers, nozzles, automatic feeding, and drinking containers. Farmers can gain new knowledge and insights into broiler maintenance management through discussion groups for broiler farmers, sending technical information, consulting and exchanging information with other farmers, and sharing experiences with other farmers. Disclosure of information is essential for broiler breeders to increase the livestock business's efficiency, productivity, and success (Umela, 2015).

Table 5. Test results of multiple regression analysis

Model	Unstandardized Coefficient			Sig
	β coefficient	Std error	t	
Constants	5,552	6,777	0.819	0.420
Media Role as Information Media (X_1)	0.498	0,132	3,776	0.001**
The Role of Media as Educational Media (X_2)	-0.125	0,252	-0.495	0.625
Role as Media Networking & Communication (X_3)	0.481	0,153	3.156	0.004**

** significant at level $\alpha < 0.05$ or 5%

The coefficient of determination (R square) = 0.640 (64%)

Adjusted R square (adjusted R^2) = 0.598 (59.8%)

Based on Table 5, the regression equation model is as follows:

$$Y = 5.552 + 0.498X_1 - 0.125X_2 + 0.481X_3$$

The influence of the role of social media as an educational media on the mastery of broiler farming management

The role of social media as an educational medium (X2) showed a negative coefficient of -0.125, with a $t_{\text{count}} (-0.495) < t_{\text{table}} (2.056)$ and a significance value greater than 0.05, and since $0.625 > 0.05$, it can be concluded that the variable X2 had no significant effect. This indicated that the role of social media as an educational medium is still not optimal in providing the information and knowledge needed by breeders in managing broiler livestock raising. Farmers do not use social media to get education about broiler maintenance management.

Several facts in the field show that breeders tend to trust maintenance management techniques based on personal experience or the experience of other breeders that have proven results. Farmers rely more on the knowledge they gain from practical experience in raising livestock, both from their trial and error and from the knowledge they gain through interaction with other farmers in the community (livestock group) or raising forums, compared to maintenance management that farmers get from content. social media. This is in line with the opinion of Anggrani et al. (2015) that farmers rely more on knowledge gained through hereditary experience, which they apply in managing livestock business.

Another thing that makes educational media not play a role is the limited content discussing broiler maintenance management on social media and content irrelevant to the needs of broiler breeders. Nuzulita et al. (2022) explained that social media can be integrated with various lines and used to disseminate relevant content according to societal targets and also for the benefit of achieving the organization's vision, mission, and goals. However, further efforts are needed to ensure that more quality educational content that meets the needs of broiler breeders is available on social media platforms. With relevant and useful content, social media can be an effective means of increasing mastery of broiler rearing management and providing greater benefits to the broiler farming industry as a whole. Based on the results of interviews with farmers, the lack of the role of social media as an educational medium is also due to the limited content creators discussing broiler maintenance

management, and not all farmers use applications such as Youtube and Facebook as the most potential social media in providing learning content about broiler maintenance management.

The influence of the role of social media as a media networking & communication on the mastery of the management of broiler livestock cultivation

The networking and communication variable (X3) also had a positive value of 0.481, which means that if the role of social media as a networking and communication medium is increased, it will enhance breeders' mastery in managing broiler livestock farming. Based on Table 5, since the $t_{\text{count}} (3.156) > t_{\text{table}} (2.056)$ and the significance level was less than 5%, namely $0.004 < 0.05$, we can accept hypothesis H_1 and reject H_0 . This means that the media networking and communication variables have a significant influence on mastery of broiler livestock raising management. This is in line with the opinion of Umela (2015); Destrian et al. (2018) that the use of social media allows farmers to share information both technically and economically easily, get advice from competent experts in their fields, stay connected with the latest developments in the broiler livestock industry, and use this information effectively and efficient in decision making in the business it manages.

With social media as a networking and communication medium, broiler breeders can expand their networks and build mutually beneficial collaborations to improve quality and efficiency in broiler farming management. This is in accordance with the results of research by Mishra et al. (2022), which states that the use of Facebook, Whatsapp, and Youtube has the potential to be used as a medium for conveying knowledge and sharing information about updating issues in agriculture and animal husbandry so that users can use them to discuss and then implement them in their businesses. Muharram and Persada (2020) explain that using social media has many positive benefits, including better cost and time efficiency, and allows discussions between farmers without distance and time restrictions.

Eventhough social media as an educational medium showed a negative coefficient, the results of the F test showed that the F_{value} is calculated $(15.426) > F_{\text{table value}} (2.980)$, so it

could be said that the role of social media as an information medium, educational media, as well as networking and communication media in this regression model simultaneously (together) influences mastery of broiler livestock raising management. In other words, all independent variables/independent variables simultaneously influence the dependent variable/dependent variable (Yulyanti & Enang, 2018). So it can be concluded that social media has an important and influential role in providing information, education, networking, and communication facilities for broiler breeders. This is in line with the opinion of Suratini et al. (2021), who state that with advances in communication and information technology, interactions between individuals are getting easier. Through social media, information related to modern agriculture becomes more accessible, and farmer-breeders and agricultural industry players can quickly obtain the latest information on agricultural and agro-complex technologies, best practices, and the latest developments in the agricultural sector.

CONCLUSIONS AND RECOMMENDATIONS

Simultaneously, social media as a medium of information, education, networking, and communication significantly affected mastery of broiler maintenance management. Partially, social media as an information medium and communication network significantly affected mastery of broiler maintenance management. In contrast, social media as an educational medium had no significant effect on mastery of broiler maintenance management. It is recommended to enhance both the quality and quantity of broiler maintenance management content across diverse social media platforms beyond YouTube and Facebook. This would ensure that the educational role of social media can have the maximum impact on broiler breeders.

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