

**PEMANFAATAN MEDIA SOSIAL SEBAGAI SUMBER INFORMASI PERTANIAN
OLEH PEMUDA TANI DALAM PENERAPAN PERTANIAN TERPADU DI
KAPANEWON PIYUNGAN KABUPATEN BANTUL**

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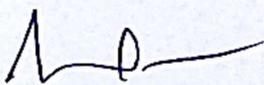
INTISARI

Penelitian ini dilakukan dengan tujuan (1) Mengetahui jenis dan tingkat pemanfaatan media sosial sebagai sumber informasi pertanian bagi pemuda tani di Kapanewon Piyungan, Kabupaten Bantul, (2) Mengetahui faktor-faktor yang memengaruhi pemanfaatan media sosial sebagai sumber informasi pertanian bagi pemuda tani di Kapanewon Piyungan, Kabupaten Bantul. Metode yang digunakan dalam penelitian ini adalah metode deskriptif dengan pendekatan kuantitatif. Pengambilan sampel kelompok tani dilakukan di Kapanewon Piyungan, Kabupaten Bantul. Pemilihan lokasi tersebut dikarenakan Kapanewon Piyungan terdapat kelompok pemuda tani pencetus pertanian terpadu. Dari sampel kelompok tani diambil 40 sampel anggota kelompok secara sensus. Data dianalisis dengan menggunakan uji proporsi, regresi linear berganda, dan regresi linear sederhana. Hasil penelitian menunjukkan bahwa kurang dari atau sama dengan 50% tingkat pemanfaatan media sosial bagi pemuda tani pada penerapan pertanian terpadu di Kapanewon Piyungan, Kabupaten Bantul adalah tinggi. Faktor yang memengaruhi tingkat pemanfaatan media sosial sebagai sumber informasi pertanian bagi pemuda tani di Kapanewon Piyungan, Kabupaten Bantul adalah intensitas akses media sosial. Intensitas akses media sosial berpengaruh positif terhadap pemanfaatan media sosial sebagai sumber informasi pertanian bagi pemuda tani.

Kata kunci: Media Sosial, Sumber Informasi, Pemuda Tani, Pertanian Terpadu

Dosen Pembimbing Utama Skripsi

Dosen Pembimbing Pendamping Skripsi



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***SOCIAL MEDIA UTILIZATION AS AGRICULTURAL INFORMATION SOURCES FOR
YOUNG FARMERS IN IMPLEMENTATION OF INTEGRATED FARMING IN
PIYUNGAN SUB-DISTRICT BANTUL REGENCY***

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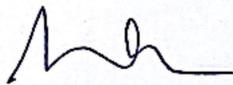
ABSTRACT

This research was conducted with the aim of (1) determining the types and levels of utilization of social media as a source of agricultural information for young farmers in the Piyungan Subdistrict, Bantul Regency, (2) identifying the factors influencing the utilization of social media as a source of agricultural information for young farmers in the Piyungan Subdistrict, Bantul Regency. The method used in this research is a descriptive method with a quantitative approach. The sampling of farmer groups was carried out in the Piyungan Subdistrict, Bantul Regency. The selection of this location was due to the presence of youth farmer groups pioneering integrated farming in the Piyungan Subdistrict. From the sample of farmer groups, 40 member samples were taken using a census method. The data were analyzed using proportion tests, multiple linear regression, and simple linear regression. The research results show that the utilization of social media for young farmers in the implementation of integrated farming in the Piyungan Subdistrict, Bantul Regency, is high when it is less than or equal to 50%. The factor influencing the level of utilization of social media as a source of agricultural information for young farmers in the Piyungan Subdistrict, Bantul Regency, is the intensity of social media access. The intensity of social media access has a positive influence on the utilization of social media as a source of agricultural information for young farmers.

Keywords : Social Media, Information Source, Youth Farmers, Integrated Farming

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