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## ABBREVIATIONS

DPY - *DokterPupuk Yara PNS* - *Pegawai Negeri Sipil* / civil servants

P3K - *Pegawai Pemerintah dengan Perjanjian Kerja* / civil servants with an employment contract

THL TBPPD - *Tenaga Kontrak Penyuluh Pertanian Daerah* / Non contract extension agents; freelance

THL TBPP - *Tenaga Kontrak Penyuluh Pertanian* or Agricultural Extension Contract Workers; hired by central government Ministry of Agriculture

PPL - *Penyuluh Pertanian Lapangan* / Field Agricultural Extension Workers

BPP - *Badan Pelaksana Penyuluhan Pertanian* / Agricultural Extension Implementing Agency.

MDP - market development activities

SOSTAC - Situation, Objectives, Strategy, Tactics, Action, and Control.

SDL - Service-dominant logic

CDL - Customer-dominant logic

C2C - Customer-to-Customer

PT - Perseroan Terbatas / Limited Liability Company

NPK - Nitrogen, Phosphorus, and Potassium

IFA - International Fertilizer Association

BPPN - *Badan Perencanaan Pembangunan Nasional* / National Development Planning Agency

CTR - Click-Through Rate

AOV - Average Order Value