

INTISARI

Penelitian ini bertujuan untuk mengetahui tantangan, peluang dan penggunaan aplikasi WhatsApp serta memberikan strategi pemanfaatan peluang untuk menjawab tantangan penggunaan aplikasi Whatsapp selama pandemi Covid-19 pada pasar lelang cabai di Kalurahan Bugel Kapanewon Panjatan Kabupaten Kulon Progo. Penelitian ini dilaksanakan pada bulan Maret hingga April 2021 di Pedukuhan I dan II Kalurahan Bugel, Kapanewon Panjatan, Kabupaten Kulon Progo, Yogyakarta. Penelitian dilakukan dengan pendekatan deskriptif dan metode analisis deskriptif kualitatif. Data diambil menggunakan metode *indepth interview* dan FGD dengan uji validitas menggunakan teknik triangulasi data yaitu teknik dan sumber. Informan yang digunakan dalam penelitian ini adalah petani, pengurus kelompok tani Gisik Pranaji dan Gisik Wonotoro, pengurus pasar lelang kelompok Gisik Pranaji dan Gisik Wonotoro, pemerintah Kalurahan Bugel, dan penyuluh pertanian. Penggunaan aplikasi Whatsapp selama Covid-19 dalam kegiatan pasar lelang cabai Kalurahan Bugel antara lain sebagai sarana komunikasi yang membentuk komunitas daring yaitu komunitas pemuda tani, komunitas pedukuhan dan komunitas pasar lelang cabai pesisir pantai selatan, sarana interaksi antar individu dan antar kelompok, sarana berbagi informasi seputar pertanian dan pasar lelang, akses pemasaran hasil panen cabai dengan sistem pelelangan secara *online*. Tantangan yang ditemukan dalam penggunaan aplikasi Whatsapp selama Covid-19 dalam kegiatan pasar lelang cabai Kalurahan Bugel yaitu saluran komunikasi pelelang cabai terbatas, kemampuan penggunaan aplikasi Whatsapp belum optimal, miskomunikasi dan krisis kepercayaan. Peluang dalam penggunaan aplikasi Whatsapp selama Covid-19 pada pasar lelang cabai Kalurahan Bugel yaitu membangun hubungan dengan pihak lain lebih mudah, menambah nilai produk yang dipasarkan, memperluas jaringan pasar, transparansi harga. Strategi penggunaan aplikasi Whatsapp selama Covid-19 pada pasar lelang cabai Kalurahan Bugel yaitu mempromosikan hasil panen melalui Whatsapp *group* petani cabai se Indonesia, mencoba konsumen baru, pengolahan pasca panen, regenerasi petani dan pengadaan pelatihan aplikasi TIK, penyuluhan tentang penyortiran, dan bekerjasama dengan pasar lelang lain untuk membuat peraturan pembayaran.

Kata kunci: pasar lelang, kelompok tani, Whatsapp, tantangan, peluang, strategi.

ABSTRACT

The aims of this research was to find out the threat, opportunity, and use of the Whatsapp application as well as provide strategies for utilizing opportunities to respond the threat by using the Whatsapp application during the Covid-19 pandemic at chili auction market in Bugel Village, Panjatan Sub-district, Kulon Progo Regency. This research was conducted from March until April 2021 in Pedukuhan I and II of Bugel Village, Panjatan Sub-district, Kulon Progo Regency, Yogyakarta. This research was conducted by using descriptive approaches and qualitative descriptive analysis method. The data were taken by using in-depth interview and FGDs method and were tested with validity testing using triangulation system which was based on techniques and sources. The informants that were interviewed in this research were representative of farmers, administrators of Gisik Pranaji and Gisik Wonotoro farmer groups, and the auction market administrators of Gisik Pranaji and Gisik Wonotoro groups, government staffs of Bugel Village and field agricultural extension staff. The use of Whatsapp Application during Covid-19 pandemic in the auction market of Bugel Village were as a media of communication that forms an online community which is youth farmer community members, hamlet community members, and chili auction market of south coastal community members, a means of interaction between individuals and between groups and medium of sharing information about agriculture and auction market, marketing access for harvested using auction method based on online system. The threat that was found in the use of Whatsapp application during Covid-19 pandemic in the chili auction market activities were limited communication, channels for chili auctioneers, the ability to use the Whatsapp application was not optimal, miscommunication and a crisis of trust. The opportunities in using the Whatsapp application during Covid-19 in the chili auction market of Bugel Village were to build better relationships with other parties to be easier, add value to marketed products, expand market networks, and price transparency. The strategy for using the Whatsapp application during Covid-19 in the chili auction market of Bugel Village is promoting harvested products through Whatsapp groups of chili farmers throughout Indonesia, trying new consumers, post-harvest processing, farmer regeneration and providing ICT application training, extension services particularly on sorting of product, and collaborating with another auction market to make payment rules.

Keywords: auction market, farmer group, Whatsapp, threat, opportunity, strategy.