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Analysis of YouTube Content about Konjac as an Education of Indonesian Farmers in the Disruption Era

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ABSTRACT

The konjac plant is thought to be a nutritious meal that is good for both beauty and health. Konjac exports from Indonesia to other countries grew as a result in 2020. Nevertheless, a sharp fall was observed at the end of 2021, despite the fact that many Indonesian farmers had shifted to Konjac plants. The researcher will continue the research series with Konjac plant objects in 2022 because there are so many questions and rumors surrounding this plant. The purpose of this study is to interpret the meaning of YouTube accounts that talk about konjac plants. By generating codes from all the words collected from the 30 YouTube accounts examined, the study employed a qualitative content analysis methodology. Three code frameworks were identified as being relevant to the Konjac problem: Konjac, the Government, and Export. The Government of Indonesia appealed the findings of these three regulations regarding the attitudes of farmers who support and oppose the growing of konjac. The Indonesian government is viewed as being unprepared to deal with both the farmers themselves and the global market, and thus disregards the quality of Konjac crops for export. Conclusion: In order to improve the quality of products that will be exported and brand Konjac plants for the global market, coordination and engagement between farmers and the Indonesian government are required, as well as the involvement of academics.

Keywords: *social media; branding; konjac; YouTube; disruption era.*

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INTRODUCTION

YouTube has been considered as a communication media needed by farmers (Thakur & Chander, 2018) thus, Syahrul Yasin Limpo, Indonesia's minister of agriculture, urged improving agricultural human resources (HR), and extensionists are anticipated to become YouTube stars. The COVID-19 epidemic has had an impact on the Indonesian economy, although the country's agricultural industry is thought to be resilient because to the diligent efforts of farmers and their extension workers. Workers in agricultural extension help farmers stay productive and inventive. Food should never be an issue, according to the Indonesian Minister of Agriculture, who spoke at the webinar "extension become YouTuber" in an effort to encourage farmers and extension farmers to keep learning and working hard. (Sewell et al., 2017).

Social media platforms, such as YouTube, have emerged as powerful tools for disseminating agricultural information. Extension workers, who act as agents of change and primary disseminators of agricultural knowledge, must leverage these advancements in communication technology to fulfill their roles effectively. Previous research has demonstrated that social media not only serves as an information source but also possesses the capacity to influence intentions and modify behaviors (Sutjiadi & Prasetya, 2021; Putri & Oktaviani, 2022). Given the rapid progression of information technology, agricultural extension workers must adopt more creative approaches in delivering their counseling materials (Wulandari et al., 2021).

In Indonesia, the delivery of agricultural communication faces significant challenges due to large-scale social restrictions (PSBB) imposed to curb the spread of COVID-19. These restrictions hinder the ability of agricultural extension workers to conduct in-person counseling sessions with farmers. As a result, there is an urgent need for innovative and adaptive strategies that utilize digital platforms to ensure continuous and effective dissemination of agricultural information. Embracing these technologies can bridge the gap created by physical distancing measures and empower farmers with the knowledge and resources they need to enhance their agricultural practices. Through strategic use of social media, extension workers can maintain robust communication channels, promote sustainable farming techniques, and support the overall development of the agricultural sector in Indonesia.

Optimizing the use of technology through YouTube during the Covid - 19 pandemic is a bridge to keep the agricultural communication process going. It is expected that farmers can easily and quickly access information about agriculture. For agricultural extension workers, YouTube can also distribute agricultural extension material more easily and quickly. In just seconds, information can reach farmers and the general public. Data from the web says that YouTube is the most used media in Indonesia after WhatsApp. As the following data: the average time used by Indonesians for Youtube is 26.4 hours per month. YouTube is the first social media choice for Indonesian people to watch videos for Indonesians, which is 96.9%. The potential of YouTube to be used as an advertising medium is the first number for social media in

Indonesia, which can reach 139 million Indonesians and 67.9 percent of internet users in Indonesia are watching YouTube channels (Supadiyanto & Murti, 2022)

The YouTube content studied is the content on Konjac cultivation in Indonesia. This is in line with a special appeal from the President of the Republic of Indonesia Joko Widodo, who said that the development of agricultural commodities continues to be expanded to boost the economy. Konjac became one of the agricultural commodities requested by the president of the Republic of Indonesia to be thoughtfully developed (Karo et al., 2021). These commodities are considered to have enormous development potential. Konjac can be a new commodity that provides added value for Indonesian farmers. The Konjac market is still huge in the world. In addition to maintaining the production of these commodities, Jokowi instructed Konjac to continue to be developed so that it can produce products with added value, both domestically and for export abroad. Indonesia is serious about cultivating Konjac crops to improve the welfare of farmers and make a leap so that the agricultural sector has a more significant contribution in moving the engine of economic growth.

Konjac has become an export commodity in Indonesia. From 2016 to 2019, the trend of Konjac sales to the export markets continued to increase. Konjac exports in 2018 were recorded at 254 tons, with an export value of Rp11.31 billion to Japan, China, Vietnam, Australia, and others. In the first half of 2021, Indonesia's export of Konjac commodities reached 148,000 tons. This figure has exceeded the number of exports in the first half of 2019 with 57,000 tons. The number of Konjac commodity exports in the first half of 2021 increased by 160 percent compared to the first half of 2019. The main destinations for exporting Konjac commodities are China, Vietnam, Thailand, and Japan. In Indonesia, there are already several processing centers for Konjac flour today, such as in the area of Pasuruan, Madiun, Wonogiri, Bandung, and Maros (Riptanti & Irianto, 2022).

But over time, the issue of falling Konjac prices for farmers has become a problem in itself and has made the enthusiasm to make Konjac the main commodity, as the president's appeal, has become the talk of YouTubers and Konjac farmers on social media. As mentioned by online media, the decline in Konjac prices is due to too many farmers producing Konjac, rogue exporters, and Indonesian Konjac loss in quality against exporters from Vietnam. Most of Indonesia's Konjac is to meet the export market. Konjac that has been shaped into chips (slices of Konjac that have been dried) was exported directly from Indonesia to the Chinese market. In the future, there was a case of Konjac jamuran cripic because it was less dry in the drying process, which led China to ban or stop the import of Konjac chips from Indonesia. The export of Indonesian Konjac chips to China has been suspended since June 1rst, 2020. Only five to twenty Konjac chip-producing factories survive and can export abroad. These five Konjac factories were eventually able to ship to China but had to go through Thailand. In addition, the price of Konjac is to be down because China itself is harvesting Konjac as well. So the price of Konjac in China also dropped dramatically. Previously, parts of China were hit by earthquakes and floods that destroyed agriculture, including Konjac crops.

Meanwhile, in 2020, Konjac plants in China have risen again. Since then, entrepreneurs in China have prioritized Konjac's domestic products (Davie et al., 2021).

Meanwhile, in another region, the Government of Madiun Regency, East Java, encouraged the central government through the Ministry of Agriculture and the Ministry of Trade to set a benchmark price of Konjac, which was falling. Determining the benchmark price for harvesting Konjac tubers aims to protect Konjac farmers in Indonesia, especially Madiun Regency, from losing money. Madiun Regency has been known as Sentra Konjac Regency. In a year, Konjac production in Madiun Regency reached 50,000 to 60,000 tons. Konjac flour is used as raw material for Konjac rice which is sought after by importing countries because it is considered suitable for health. As an illustration of the abundance, Konjac production that is not balanced with the expansion of the market for its exports can be seen in the following data: in 2016 in Madiun there were 1,484 hectares of Konjac land. A year later, it increased to 1,536 hectares, and in 2018 reached 1,568 hectares. In 2019, Konjac's land area experienced a drastic surge to 3,465 hectares. Then, in 2020 it increased to an area of 5,363 hectares (Shenglin et al., 2020). Konjac farmers will continue to grow with the appeal and campaign of Konjac crops as a mainstay export commodity for Indonesia. So, compared with the number of exports and production per year, Konjac plants become oversupply.

As a product, Konjac plants have a bright future. The benefits of Konjac for human health have been studied by Japanese scientists, especially in people with diabetes. 26 patients studied before and after the intervention were included in the analysis. The patients learned (88.5%) were obese, and more than half had concomitant hypertension or dyslipidemia. Most patients received at least two antidiabetic drugs; many took metformin, dipeptidyl peptidase-4 inhibitors, and sodium-glucose transporter two inhibitors. The study concluded that active consumption of Konjac or processed Konjac products could improve blood glucose control and increase blood HMW-adipo levels in Japanese patients. All the foods used in the study are available in Japan and China, where Konjac is commonly consumed. Even in European countries and the United States, Konjac pasta and desserts are readily available (Ueno et al., 2023).

Based on the preceding data, this study investigates the message construction employed by Konjac farmers on Indonesia's YouTube channels. Specifically, it examines how these messages pertain to the planting, maintaining, and harvesting processes of Konjac. Additionally, this research aims to identify solutions to the challenges faced in Konjac cultivation in Indonesia and proposes actionable strategies for the government to mitigate these issues. Furthermore, the study delves into the current state of Konjac exports, highlighting both the opportunities and obstacles present in the international market.

The findings from this study are expected to offer valuable insights for various stakeholders, including farmers, policymakers, and marketers. By understanding the communication dynamics within the Konjac farming community, stakeholders can develop a robust communication model that enhances the overall cultivation and marketing practices. This model will not only support local farmers in optimizing their

production processes but also lay the groundwork for establishing a strong international presence for Indonesian Konjac. Ultimately, this research aims to contribute to the sustainable growth of the Konjac industry in Indonesia, fostering economic development and positioning Indonesian Konjac as a competitive player in the global market.

LITERATURE REVIEW OR RESEARCH BACKGROUND

The Role of the Internet and Social Media among Farmers

Farmers in the UK have been the subject of research on the impact of the Internet and social media. Thirty farmers who operate farms in a range of soil types were interviewed by researchers. Some ranchers, farmers, and farmers who operate in agriculture with a blend of conventional and agroecological methods have arable land. The farmers who were questioned were dispersed across the UK. The purpose of the conversation is to learn more about how farmers apply for and access education. Two focus groups that followed the interview helped to further consolidate the information gathered by talking about ways to study with friends. The findings indicate that farmers in the UK confront a number of difficulties as a result of the abundance of activities and events intended to encourage knowledge sharing among their peers and participation in collaborative learning initiatives with other scholars. A farmer's motivation to participate in these activities may be reduced by factors like the cost of attending conferences and courses, as well as the distance and time required for farmers to give up their activities. This may hinder the adoption of innovative agricultural practices.

Limitations on using information technology and social media, such as a lack of free time and access to quick and dependable internet connections, make them difficult to use. However, it is believed that the internet and social media are becoming more useful in allowing farmers from all over the UK to share their opinions and experiences, successes and failures, as well as to create online communities that support the spread of knowledge and innovation, not just for farmers in the UK but also for farmers around the world (Bos & Owen, 2016).

Prior to the creation of the internet and social media, researchers from Nigeria remarked that agricultural journals had proven to be a successful form of knowledge exchange, particularly for introducing new technologies (Azumah et al., 2018). Agricultural publications are helpful for informing literate farmers about new information. Only farmers with a college degree and upper secondary education can access the data. Currently, a lot of farmers use social media, which is thought to be more accessible and less expensive.

According to the numerous videos submitted by various users, YouTube is a well-liked social media site where young farmers and agricultural professionals look for information on agricultural breakthroughs, emerging technology, and specialized skills. The second-largest search engine and third-most-visited website on the Internet are both YouTube. Particularly in industrialized nations, about 94 percent of farmers use cell phones. In the early morning or late afternoon, farmers are more likely to be discovered on YouTube. 95.10% of YouTube subscribers fall into the 25–34 age group, which is the

youngest demographic. 2,362 people, on average, watched videos that lasted more than 3633 minutes. Additionally, it has been viewed for more than 5,25,600 minutes since it was first uploaded (Gauba et al., 2017). It was determined that the YouTube channel contributes to increased agricultural knowledge, increased innovation, and improved technology, which all help to raise agricultural output and income.

YouTube has an impact on the lives of farmers and other individuals. However, social media also has a detrimental impact, as demonstrated by Akram and Kumar's research on how social media affects numerous aspects of life, including health, business, education, and society as a whole. Their study's findings stated that social media can be used to spread a doctor's prescription to friends, family, and coworkers, which has a good impact on health. However, social media can also have a negative impact: if you upload information that is false or insufficient, you risk receiving an erroneous diagnosis for yourself. While social media has a positive effect on business since it helps organizations promote themselves globally, create relationships with customers, and better understand their needs, While the negative impacts include: the existence of internet users who express their emotions and criticize the information broadcast; unfavorable comments that express dissatisfaction; and damaging customer negative evaluations; a lot of stuff is posted, which causes the Web to be congested. Social media allows for easy communication between students and the quick sharing of knowledge, allowing for the adoption of educational advantages. Access to knowledge, learning, making necessary changes, and sharing with others are all made simple for students. Sharing of knowledge becomes easy, and self-development happens. While the drawbacks of social media in education include that students rely more on the Internet and social networking sites for information, they have less touch with real people, and they are less able to create relationships, these drawbacks are making the industry less and less satisfied. Loss of motivation in students from relying on virtual tools instead of increasing more sensible learning from the real world. Use of specific sites that affect mental as well as physical health. In short, social media can share content, images, sounds, and recordings, changing society's lifestyle (Akram & Kumar, 2017). This also applies to farmers. There are positive and negative impacts on them due to YouTube exposure.

Content Analysis of YouTube Farming

Ford and Moore conducted research on the YouTube platform and sampled five different channels. There are more than 2 million subscribers to the account understudy. More than 500 million videos in total have been viewed on its content, which promotes agricultural and scientific communications. The investigation came to the conclusion that the most watched videos on the platforms looked at were those with a sentimental theme. In light of the fact that information about friendship, irritation, and casually delivered messages greatly boosted the percentage of viewers, the researchers reasoned that viewers favored sentimental content in the category of "emotional" content. The researchers discovered that 80% (n = 16) of the YouTube videos tested

featured videos with details about the agricultural business embedded in them. messages with a unique perspective. The topic of managing crops and cattle is one that is typically exclusively covered in videos with emotive themes and product nutrition discussions (Glover & Poole, 2019).

The role of agricultural videos in farmers' education

The audience's interpretation of the message posted on YouTube is not always the same. Researchers from Ghana employed a qualitative approach to investigate a particular audience group inside a particular cultural environment in order to determine the components of social systems produced from speech acquired from the media. The researcher claims that since numbers can't quantify sense, the act of constructing meaning necessitates a qualitative explanation. The findings demonstrated that farmers can benefit from social media access to virtual-based extension concepts such as cyber extension by listening to radio, watching YouTube videos, watching television, and reading digital newspapers as well as newspapers (Tomaselli & Tomaselli, 2021). Social media platforms including YouTube channels, WhatsApp, SMS, cyber extension, and other social media platforms can be used by agricultural extension workers to educate farmers broadly. Why should YouTube be taken into account while spreading messages? Researchers from Indonesia make the point that anyone can broadcast news on YouTube in this article. Even people who are not members will find it reasonably simple to use the YouTube website. Users will view the YouTube main page when they visit the YouTube website. The primary entrance into the YouTube universe is the home page. It includes recently viewed, promoted, and highlighted videos together with a small number of extra links, navigational features, and appropriate advertisements (Zhou et al., 2016). Thus YouTube is famous, including for educational media.

The expansion of communication networks through social media, such as YouTube, has many benefits, including the availability of sustainable information with virtually limitless information, more accessible and quicker access to information, savings in costs, time, and energy due to the elimination of the need to schedule meetings between farmers and agricultural extension, accessibility from anywhere at any time, and customization to the needs of each audience (Biddinika et al., 2019). YouTube videos can help farmers further their education. Despite the benefits of social media communications, such as YouTube, there are disadvantages. Because everyone has the same freedom to share information over the internet, social media is susceptible to fake news posted by irresponsible people (Kirkpatrick et al., 2021)

Tanzania is the site of research on farmer information dissemination. The villages examined in this study were chosen on purpose. In order to collect and analyze the data for this study, a mixed-methods approach was used, combining qualitative and quantitative techniques. The study determined the extent to which extension agents and religious authorities informed farmers about agriculture. According to the study's findings, 33.3% of farmers get updates on the industry once a year. Social media is the other method. Access to extension agents that assist farmers in choosing the best crops,

land, labor, livestock, capital, and management practices. The availability of agricultural information may boost agricultural output. The findings also indicated that the majority of farmers, or 97.8%, believed that insufficient funding was the primary cause of failure. A lack of information centers, political interference, and a shortage of energy were all highlighted by farmers as factors that prevented the effective distribution of agricultural knowledge, according to 87.8% of farmers, 86.7% of farmers, and 84.4% of respondents. Another issue farmers have mentioned that makes it difficult for them to receive agricultural information is the absence of an information center. The most important factor in increasing agricultural productivity is research and extension services. Farmers also claim that political leaders are a factor in the issues they encounter. The biggest obstacle to agriculture is the political involvement that has made it difficult for people to think rationally. In many African nations, political meddling obstructs the spread of pertinent agricultural knowledge among small farmers. Information has been made possible thanks to cell phones and other electronic gadgets. Researchers advise governments and other private parties to collaborate in order to reduce obstacles preventing farmers from accessing agricultural information by allocating sufficient cash (Smidt & Jokonya, 2022).

METHODOLOGY

The content analysis method along with qualitative research methods was employed in this study. Present-day content analysis applications demonstrate three distinct approaches: traditional, guided, and summative. All three methods follow the naturalistic paradigm and are used to interpret the significance of the text data's content. The primary distinctions between the methodologies are found in the data analysis, coding scheme, and place of origin of the code. In traditional content analysis, the encoding category is obtained directly from text data. In a directed method, the starting code for the analysis is guided by a theory or pertinent research findings. Following the comparison and counting of keywords or other content, summative content analysis interprets the underlying context (Mukumbang et al., 2021).

Human artifacts found in YouTube films were the subject of the analysis. On the YouTube account, the researcher did not communicate with the informants. Researchers looked at both audible and visible YouTube account data. After that, scientists carried out both explicit and implicit content analyses. On YouTube videos, explicit information seems transparent and recognizable. Contrarily, as implicit data must be interpreted and is frequently subjective, it must be reexamined through discussion groups that concentrate on the implicit data that the research team discovered. By concentrating more on implicit data in terms of context, surrounding words, and relationships, the content analysis adopts a more comprehensive viewpoint. Comparatively to conceptual content analysis, relational content analysis has a different focus. The context will be included in this analysis, as the relational study evaluates the connections and links between other concepts rather than just looking at the numbers (Riley & Robertson, 2021). The correlational analysis looks at the relationships between

the terms in the YouTube video under investigation, groups them by identifying themes, and then interprets the results. Emotional, cultural, or environmental elements are used to obtain facts.

This study looked at 30 YouTube videos on Konjac plant cultivation and commerce that were specifically chosen based on three criteria. When the issue of falling Konjac prices becomes more widespread in Indonesia in 2022, the selection criteria will be based on the number of subscribers, watchers, and the time the video is broadcast. With the use of the tools found on the website https://anthiago.com, videos are converted into written content. Checking and rechecking perspectives among the research team and the discussion participants is how the research process is carried out. Researchers having access to the Internet should keep creating more rigorous study techniques with guidelines that take into account the mobile and interactive elements of the Internet (Uy et al., 2010). After acquiring the information from the 30 YouTube accounts, the initial code was created by identifying essential ideas. code list that was assembled using the framework. Following code collection, Konjac, government, and export codes are examined. The study was carried out again for a focus group discussion (FGD) with senior farmers, instructors at SMK Pertanian, and employees of the Indonesian Ministry of Agriculture in order to validate the implicit data purpose.

RESULTS AND DISCUSSION

Table 1: The video examined (Author Doc, 2021)

Account Name	Subscribers	No of the Videos Studied
Konjac Sultan Medan	19.000	4
Konjac Indonesia	2.000	3
Petani Milenial Nusantara	15.700	3
Serba Serbi Informasi	13.400	3
Teori Pertanian	33.700	2
Paidi Konjac Official	203.000	3
Envir Agro TV	184.000	3
Aksara Agro and Farm	208.000	2
OMG Solo Konjac	202.000	3
Tunggul TV Konjac	206.000	2
Sarjana Tani	453.000	2

Konjac plant in Indonesia

Konjac was the subject of this research up until it was used as an element of communication on the research object and integrated into the first code, decrypted using 5W + 1 H. In the first ten videos, the terms are mentioned 144 times; in the second ten movies, 150 times; and in the third ten videos, 144 times. In the 30 videos we reviewed, Konjac's statements were mentioned 338 times in total. About 12% of the 30 videos' overall word count was examined. There are 27,546 words in the entire text.

Despite the small percentage, the data indicated the Konjac farmers' current situation in Indonesia.

The detail is decomposed through 5W and 1 H (What, When, Where, Who, Why, and How), as below:

What

“The staple food of the future.”
"Planting Konjac relies on rainfall while the rainy season is uncertain in some places.”
“From one Konjac tree can produce 40 frogs (Konjac seeds) so that in the second season, farmers can add other Konjac trees as many as 40 trees.”
"The growth of Konjac from tuber seedlings will produce tubers weighing 10-30 kg. Konjac shoots can produce two buds.”
"Dormant one tree can produce 5-6 large and small frogs. “
"Konjac entering its dormant period begins with the color of the stems and leaves that have begun to turn yellow, and the STEM began to collapse, frog fruit has begun to escape from the tree stalk.”
“Konjac flour can be in the form of starch and fiber.”
“There are 21 actual derivative products that can be processed, the more downstream the value, the more it has added value.”
"Konjac tubers have entered the food market in addition to cosmetics.
"Patiently waiting for the Konjac processing plant open in each area.”
“The year 2020 Konjac is very promising at a tempting price.”

The construction of Konjac said in the YouTube video illustrates the great hope in plants that are considered promising for farmers' future and the Indonesian nation's future. Indonesia is fertile with a lot of rainfall every year, making Konjac a mainstay plant. The ability to process Konjac from tubers into derivative products is a challenge. Konjac farmers were happy with the high selling price of Konjac which then decreased in late 2021. How Konjac is told as a plant that can continue to be cultivated without rebuying seeds becomes a good agricultural product. Like previous research, farmers often have difficulty finding funds for seedlings after their crops run out to cover the cost of living (Yunus et al., 2021). The statements on YouTube above can be trusted because the information of extension workers and farmers meet on social media, as mentioned by researchers from India who stated that most extension workers use mobile phones to seek the participation of farmers and services stakeholders (Albizua et al., 2021).

With qualitative content analysis research methods, this study has been tested with the characteristics of content analysis involving three main phases: preparation, organization, and reporting results. Code findings: this Konjac has been examined and can be generalized or transferred to other groups. In this case in the group that is a participant FGD.

When

"Planting Konjac must be at a certain time that becomes the season."
"Each region has a different Konjac's planting season."
"At the age of 6 months, Konjac from dormant can be harvested."
"Planting Konjac can start from October or November, at the beginning we plant. In July this year, there is planting too; it lasts until February in November. So until February, it was a vegetative period."
"The enlargement of Konjac tubers began from February to March."
"The harvest period of Konjac in May-June."
"Konjac farmers plant in late October when the rainy season comes."

When Konjac is planted and harvested is seen in the explicit data above. It is illustrated that farmers must be observant in agriculture to know the time. Planning in managing Konjac is the key to successfully cultivating this Konjac planting. (Chakma et al., 2022) mentioned that YouTube has helped farmers provide this information. The rapid development of technology makes all access to relationships and networks between people and has no boundaries of space and time through social media Konjac's farmers should understand this to manage their farms to the maximum. The community must look at their area's soil condition and rainfall when deciding to plant Konjac. Konjac information on YouTube can inspire farmers to plant Konjac immediately. As (Soukup, 2006) have pointed out that audiences are active creators of meaning concerning the text. They bring their existing cultural competencies to them and work on the importance they capture on Youtube differently). According to (Prayoga, 2017), there is still a stagnation of innovation in the delivery of agricultural information, so creating a video conference (webinar) is expected to help farmers in crop management and dealing with pests. This mode of communication will combine research institutions, extension workers, academics, farmers, and other stakeholders (social media and counseling).

Where

"Konjac which is planted at a depth of 12 meters above sea level is included in very low calorie"
"Konjac throughout Indonesia is uneven depending on their respective regions. If in Lombok NTB, it is also uneven, usually the hotter the drier the dormant first"

The word where for the Konjac plant above does not always indicate the location and in what depth of soil depth. There is a particular technique that considers the height of the land location and the depth of the Konjac plant when it is first planted. The YouTube accounts were studied from various regions of the planting location. YouTube videos reviewed are videos from various areas in Indonesia that represent the center of Konjac in Indonesia, such as Madiun, Purworejo, Sumatra, West Java, Lombok, and Bali. Almost all land in Indonesia can be planted with Konjac, but Konjac maintenance procedures are the key to the success of farmers, especially in maintaining the quality of crops with export quality. Farmers only have the spirit of planting without maintaining the quality of the tubers and the process of managing them into Konjac chips that can play in the global market. Coggins et al told how it is not easy to change the behavior of

small-scale farmers by using Digital Extension Tools (DET) on African, Asian, and Southeast Asian farmers, who are respondents to their research. Det has weaknesses found by researchers such as; Det tool is not known by farmers; Det difficult to understand in the language of local farmers; Det provides information that is not relevant and not trusted by farmers (Coggins et al., 2022). The first time, DET was provided to help extension workers represent the government. Although considered to be an advanced technology that farmers can access, the message from the government is not achieved through the use of DET. From this study, it can be learned that technology does not guarantee farmers' trust in the government. Farmers more need willingness and good understanding from the government.

Who

"The Coordinating Ministry for Economic Affairs coordinates Konjac processing to establish Konjac network development clusters, together with the Ministry of Agriculture in terms of raw materials and also technology injection from the industrial side."

The speakers on this YouTube account are all men. According to (Shisler & Sbicca, 2019) research, agriculture discussion in social media has been male-dominated from age between 30 and 40 years. They access their social media through their mobile phones Konjac farmers are assumed to be all men, but who should pay attention to these Indonesian farmers connected with the culture in Indonesia, where these men become the primary breadwinner so that the success of Konjac cultivation becomes the hope of all family members. Therefore, the development of Konjac cultivation needs several ministries' involvement, not only the Ministry of Agriculture but also in the world of industry and technology. What is happening in Tanzania can serve as an example for Indonesia that agriculture provides the needs of 85% of exports, employs 85% of labor, contributes 75% of the country's foreign exchange income, and contributes about 25.8% to the national Gross Domestic Product, although in Tanzania agriculture is dominated by small-scale farmers. Still, they can make money according to the expectations of farmers (Siyao, 2012). At least three ministries coordinate to assist farmers, namely the Ministry of Agriculture, the Ministry of Trade, and the Ministry of Industry, and if it can be supported by the Ministry of Foreign Affairs to facilitate export markets.

Why

"Many Konjac farmers are sluggish. There is no significant innovation, even though the need for export is increasing."

"Be selective in social media in finding information, especially the cultivation of Konjac"

"All Konjac farmers are expected to unite, communicate with each other, and strengthen farmers."

"It was the first time in the world of Agriculture that also went directly to Konjac"

"The registration of Konjac Gardens is one of the requirements so that Konjac we have can be exported abroad by the results of the MOU between the government of Indonesia and China through the Ministry of Agriculture"
"Stay optimistic for Konjac farmer's friends. Please do not be pessimistic."
"Konjac prices fell related to the pandemic, second: related to export regulations. The farmer was disappointed."
"Konjac products that have been processed have added value."
"Konjac has its own fertilizer needs."
"The Konjac must be treated to not fail the harvest."
"BRI often disburse credit or give credit directly to farmers but farmers abuse credit."

The data above shows the weakness of farmers in managing their business. Their morale decreases when the selling price of crops falls, adding to issues on social media that are not necessarily true according to the facts. Trusting the government is an essential key for the farmers. Contrary, the Government should also express its willingness to protect farmers. And the other hand, farmers are not adequately prepared to handle their finances. When there is a credit facility, it becomes even more problematic for farmers and banks that provide credit. In market prospect, Konjac (Konjac) is a plant product containing glucomannan (KGM), a hydrocolloid polysaccharide of dietary fiber isolated from the tubers of amorphophallus konjac. Purified KGM has been offered as a food additive as well as a dietary supplement in many countries. Also, diets containing konjac flour or KGM are considered healthier, and these foods are popular in many Asian and European markets (Coggins et al. 2022). No doubt, the market for Konjac is in Asia and Europe.

The Indonesian government needs to put into practice the theory of diffusion of innovation and social marketing, as mentioned. The Theory of diffusion shows an important attribute of innovation, namely, showing the advantages of Konjac products that have been processed, and tried on a small scale, taking into account the cost of course. Conducting social marketing, using marketing principles to influence audiences to voluntarily accept, and modify Konjac for the benefit of individuals, groups, or society, and lead to sustainable behavior change (Devaraj et al., 2019)

Information about Konjac on YouTube can also be wrong, as research by (Kirkpatrick et al., 2021) is dedicated to researching vaccine and measles information on YouTube. YouTube has been used to inform and misinform the public about the safety of vaccines related to health threats such as measles and COVID-19. The government needs to observe YouTube content, which can lead to misinformation about agricultural products. (Cinelli et al., 2020) mentioned that the negative effect of social media is if people use social media for bad purposes. There is a potential that YouTube can also be a place to attack the government with the confusion of information delivered.

How

“The first Konjac processing is entered into the kompayer, then into the washing machine. After it goes into the automatic cutting machine, then it is dried using an automatic turbo.
Do not forget to sanitize the tree. Cleaned of contaminated Konjac trunks. So that it is not contagious.”
"Sanitation and cleaning effective way to be able to maintain Konjac.”
"Drainage is also important for Konjac cultivation.“
“The concept of integrated production house as an effort to equalize the quality standards of chip production people and Konjac flour.”
"Konjac flour and Chips should meet the rules of food safety and quality standards for export.”
"The development of Konjac processing centers through a special allocation fund mechanism and middle-class industry of Konjac processing assistance also improves technology and production facilities.”
“Gradually we can build Konjac flour due to the market demand, which will involve exporters and large industries.”
“The funding facility for Konjac farmers in East Java is equal to 50 trillion.”

These parts of the How are the solutions to the problems that exist in the Why. Implied from the statements above that. Konjac became popular among farmers and the general public, due to campaigns from the Minister of Agriculture on social media and supported by the President. This motivates farmers and ordinary people to plunge into Konjac farming without providing complete information, ranging from breeding, planting, and maintaining effective Konjac crops and marketing its products that rely on the majority for export to certain countries. The amount of Konjac harvest production is abundant, causing an oversupply of raw materials such as Konjac tubers. Public expectations of the success of this Konjac cultivation are very high, but it is felt that the assistance carried out by the government is still very limited. As mentioned in the research report by (Agha et al. 2018) that the absence of Information Centers for farmers affects agricultural productivity. Referring to research on information in Asia, the dissemination of information and technology using agricultural extension methods based on social networks, especially utilizing the farmer’s trainers themselves to be trainers through demonstrations in the field, has been effective and provides input for government policy decisions (Minh et al., 2010; Agha et al. 2018).

The implementation of education for farmers can be supported by Youtube trusted extension workers as mentioned by (Irungu et al., 2015) repackaging agricultural information using audio-visual can be effective in this era of technological disruption (Abeysinghe et al., 2021). While in China, there are various ways in developing, disseminating, and managing Agricultural Information Services. Service mechanisms can be categorized into three types: government-conducted, market-driven, and support from the community itself. In this analysis, it is seen that Indonesia needs to pay attention to services to farmers, which can be done in different patterns in each region. Currently, Indonesia is still predominantly dependent on the government. The

government needs to make market information clear and motivate farmers to be independent. Farmers are trained not only in farming skills but also in mindset as agricultural entrepreneurs. They need to learn how to access overseas markets for export and not rely on the government's helping hand. Government regulation should be able to support the sustainability of agricultural enterprises, including Konjac farmers.

Government Policies related to Indonesian Konjac Plants

This word is used as a second code considering its role in policy-making and participating in providing support as a solution to existing problems. The number of words "Government " is as many as 23 words, which means only 0.8 % were mentioned in the videos studied. This word was chosen to be the code, because of the fierce Konjac campaign to cultivate Konjac from the government and the comments of farmers who blame the government.

An explicit meaning that addresses the code: Government.

"It is increasingly clear and clear that the government is not ready to face global trade."

"The government, which was originally heated the spirit of planting Konjac, when the price of Konjac tubers fell freely, could not do anything. We hope this man is not like any other farm. But get ready for the price to plunge."

"Government support must be intensive to find a breakthrough to diversify Konjac-based products and markets "Good luck and farmers do not be disappointed again."

"The government should have anticipated this extraordinary surge in Konjac production from the beginning is associated with market limitations that result in free fall prices."

"The government is currently trying to do the best for farmers but we as farmers must also be smart to innovate and do not expect too much from the government, we also have to find a market and develop products from Konjac."

"To the government so that the price of Konjac is better than last year, yes, hope like this for possible mass calculation for the price raised how safe point."

"It can be exported abroad according to the results of the MoU between the government of Indonesia and China through the Ministry of Agriculture and the CEO of China."

"The commitment of the local government because to build a center through this special allocation fund, the region must have a clear Central development pattern, then there is a strategic plan, then the business plan"

"We need to coordinate well with Bappenas and then with the Ministry of Agriculture and the regional government."

"Building a local government ecosystem."

"Being a government program about Konjac becomes a solution for the welfare of the people."

"The government subsidizes credit in the sense that we cannot be indiscriminate."

The underlying meaning of the YouTube account was understood from the above-mentioned extensive data to mean that different public reactions to price variations in Konjac While some farmers are dissatisfied, others advise them to be

independent and open to new ideas. Farmers who have a positive outlook are more likely to succeed in their education; they need to be mentally ready and avoid blaming government regulations in favor of striving to discover answers. If the farmers are right, breakthroughs and innovations brought forth at their own initiative should result in Indonesia becoming more advanced. The mindset of farmers who need to be strengthened by their independence is looking for a way out of the existing problems.

The level of education of farmers is also limited. Still very minimal, the number of farmers with undergraduate education, the majority of their high school education to under 22. A proactive attitude is also suggested to farmers and academics; if there is a strong relationship between academics and farmers, farmers can be freer to voice the issues and problems they experience in academics, and even academics can help promote innovative technologies and agricultural practices so that they become land for academics in their research. 11. Bachelor of Agriculture in Indonesia generally do not become farmers, usually, they are in the city and make a career in other professions, such as banking or being a journalist.

Export of Indonesia Konjac

The number of words “export " on the video studied was 0.14 percent only. Very few numbers, if compared with the target of this Konjac plant are for export. Especially in the form of chips.

The explicit sentence is listed as follows:

“How is the government's performance in managing Konjac exports?”

“The result will be maximum. For export, selling is tasting with the oven, not with the sun.”

"Konjac is 23.35 percent down from previous exports in 2016 to 2020 by 40 percent. The largest exporting countries are China then Thailand and Malaysia. The Total value reached 6, 7 percent or 13.8 million US dollars. “

“One of the problems is the issue of Civil Aspects in society. There is no adjustment if exports to the country stop.”

“In addition, export data is still mixed with other tubers so that it is not known exactly export data Konjac. Provincial planting data shows an increase in East Java, Central Java, North Sumatra, South Sulawesi, and DKI Jakarta.”

"Only four countries officially accept exports, namely Belgium, Korea, Myanmar, and Japan.”

“For this reason, it is proposed that the search for a solution be associated also with the ambassadors and together with the staff living in the country. The proposal must be in accordance with applicable regulations and also related to quality assurance and food safety assurance through the exporter registration scheme.”

“In addition, it is proposed that the product is not incorporated with other products. In addition, it is also necessary to think about the need for a name, brand promotion because often products are sold again by Japan with a different name but a higher price.”

“The need for understanding and ideas about exports.”
“It is also necessary to export Konjac products that have been processed to provide added tilapia.”
"Register the Kebon Konjac that we have to the nearest district or city Agricultural Office so that the production Konjac that we have can be accepted by the factory and export value.”
“The benefits are so extraordinary that it enters the export market, the use for foodstuffs.”
“Konjac prices fell related to the pandemic, both related to export regulations.”
"Hopefully in 2022, this regulation on exports will be facilitated by the relevant parties.”
"This exporter is a cofactor of Konjac processing SMEs and course in cooperation with universities and R & D agencies and its center with large industries and exporters partnerships “

The lack of government readiness in Indonesia to deal with international Konjac market links is implied by the word "export." Some believe that government regulations make it challenging for farmers to expand their international markets. The export potential of this Konjac product has not been supported by the agricultural environment. To help farmers and maintain steady prices, the government can collaborate with academics to identify answers. The government cannot solve this issue alone; farmers must also be made aware of the need to transform Konjac plants into high-value products. Academics can help establish networks with other nations about the availability of Konjac derivative products, particularly glucomannan, which has the potential to be an exceptional Indonesian product for food, beauty, and health. According to research conducted in Indonesia (Salampessy, 2022) on vegetable growers in Cianjur, West Java, there is no issue with agricultural information. This demonstrates that in order to assist farmers in making transaction decisions and marketing their goods, the administration of price information and agricultural marketing information from the government needs to be upgraded once more through applications that farmers' mobile phones can access.

It is suggested, based on the three codes chosen and examined in this study, that there exists a model of communication between related parties, such as farmers, extension personnel, universities, exporters, and governments, who collaborate with one another in a mutually supportive ecosystem, so that farmers can be optimistic about managing Konjac cultivation. However, to remain competitive, farmers must adopt a strong entrepreneurial spirit, look for market breakthroughs abroad, be creative, and maintain the quality of their product processing. Instead of considering the market for Konjac plants holistically, only concentrate on quantity and your own personal profit mindset. The government can work with farmers as partners and frequently engage in conversation to facilitate engagement. In order to help the welfare and health of the Indonesian people, we are looking for ways to brand Konjac products created in Indonesia independently and without relying on other parties.

CONCLUSION

According to the YouTube video of the account under investigation, Indonesian farmers appear skeptical about the viability of konjac farming. Concerns are raised about the ability of these farmers to produce high-quality chips that can compete in export markets. To address this, the Indonesian government must explore innovative strategies to transform konjac into high-value, marketable goods. Farmers growing konjac need an innovative approach and market-opening support, relying on the government to facilitate international market access. This collaboration should include mutual trust, academic support for processing konjac into derivative products, and effective branding strategies.

This study recommends implementing a communication model between the government and farmers through YouTube accounts managed by extension workers. These accounts should invite farmers to participate as resource persons and open public spaces through regularly scheduled webinars, making them permanent events. The content should encompass plant maintenance, pricing, and product marketing education to empower farmers, reducing their dependence on intermediaries who might manipulate market prices.

Webinars and YouTube can effectively facilitate communication between the government and farmers, especially given the widespread accessibility of mobile phones. Extension workers should continue to produce warm, friendly video content, opening future discussion spaces by inviting successful farmers and agricultural entrepreneurs. Exporters should also be involved to ensure the products meet global market standards. Regularly uploading these activities on YouTube can maintain engagement and provide ongoing education.

However, this study has limitations. It cannot predict the future of the konjac market in Indonesia. With fewer farmers growing konjac and reduced export supply, prices might stabilize, but the government's credibility in supporting konjac farmers remains questionable, especially for those who have switched from other crops. Future research should apply this qualitative content analysis method to other agricultural issues, using YouTube as a foundation for branding Indonesian products in the global market.

Declaration

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