

**PEMANFAATAN MEDIA SOSIAL SEBAGAI MEDIA KOMUNIKASI
BAGI PENYULUH PERTANIAN DI KABUPATEN AGAM**

Tesis



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Utilization of Social Media as a Communication Media for Agricultural Extension in Agam District

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Abstract

Utilization of social media as a communication medium for agricultural extension workers where, the existence of social media is one form of communication media in society. The use of communication media in the form of social media is not only used by certain groups. Agricultural instructors as parties who act as disseminators of agricultural innovation and information are required to be able to take advantage of developments in communication technology in carrying out their main tasks and functions.

This study aims to describe the use of social media as a communication medium for agricultural extension workers and analyze the factors associated with the level of use of social media for agricultural extension. This study was designed with a descriptive correlational survey approach using quantitative data. Respondents of this study were agricultural extension workers in Agam Regency, 45 people were taken by simple random sampling. Data collection was done by submitting questionnaires and interview techniques. The data analysis technique used Spearman rank correlation.

The results of the study stated that the level of use of social media as a communication medium for agricultural extension workers in Agam Regency was measured using 2 indicators, namely duration and frequency, in the medium duration category, namely 4-6 hours/day, while the frequency of using social media as a communication medium was in the category high more than 5 times a week. Factors related to the level of use of social media for agricultural extension workers in Agam district are characteristics (age and education), motivation (getting new information), and external factors (existence of networks).

Key : Extension, communication media, and social media