

The Influence of Social Media on Market Access Expansion and Independence of Millennial Farmers in the Agribusiness System

Siti Fadhilah¹, Hamdani^{1*}, Al Asri Abubakar¹, Kamalia Ulfa²

¹) Agribusiness Study Program, Faculty of Agriculture, Universitas Jabal Ghafur, Sigli, Pidie, Aceh

²) Agribusiness Study Program, Faculty of Agriculture, Universitas Teuku Umar, Meulaboh, Aceh Barat, Aceh

Corresponding author : hamdanift@gmail.com

Abstract

The transformation of digital technology in rural agribusiness supply chains represents an important alternative adaptation amidst shifting public consumption patterns and the challenges of farmer regeneration. This study aims to analyze the association between social media utilization, market access expansion, and the autonomy of millennial farmers within the agribusiness system of Trienggadeng Sub-District, Pidie Jaya Regency, focusing on Gampong Tampui and Gampong Mee Peuduek as primary production centers. Employing a quantitative associative approach, this study applied a saturated sampling (census) method to a population of 40 millennial farmers who actively utilize social media. Data were collected using structured questionnaires based on a 5-point Likert scale (consisting of 24 items) and supplemented by semi-structured in-depth interviews. Statistical analysis was performed using Simple Linear Regression models. The empirical results demonstrated that social media utilization is positively and significantly associated with market access expansion ($R^2 = 0.645$, $p = 0.000$) and farmer autonomy ($R^2 = 0.512$, $p = 0.000$). In the simple regression models, the social media variable explains 64.5% of the variation in market access scores and 51.2% of the variation in autonomy scores. Qualitative findings confirmed that access to transparent information via digital networks supports farmers in expanding marketing alternatives and improves their bargaining position relative to traditional supply chains.

Keywords: Farmer autonomy, market access, millennial farmers, social media.

1. INTRODUCTION

The agricultural sector serves as a crucial backbone of the Indonesian economy, playing a vital role in providing food security, generating employment, and acting as a primary source of income for rural communities (BPS, 2024). However, the contemporary agribusiness system can no longer be managed through conventional methods. Advancements in digital technology demand fundamental transformations to enable local farmers to adapt to rapid market dynamics and evolving consumer preferences (Sari & Handayani, 2021). A tangible manifestation of this transition is the growing adoption of social media by agribusiness actors, particularly the younger generation or millennial farmers, to expand their market reach (Purnomo et al., 2023).

In analyzing agricultural digitalization, it is crucial to establish a clear distinction between generic social media platforms, general e-commerce/marketplaces, and dedicated agricultural digital platforms. Generic social media (e.g., WhatsApp, Facebook, TikTok) are organic, community-based interactive applications that rely on informal networking and user-generated content without integrated agricultural transaction standards (Rahmat & Lestari, 2022). In contrast, general e-commerce platforms (e.g., Shopee, Tokopedia) operate as formal digital marketplaces with standardized payment gateways and logistical tracking but lack specific agricultural supply chain protocols. Meanwhile, dedicated agricultural platforms (e.g., Sayurbox, Tanihub) are highly

Siti Fadhillah, Hamdani, Al Asri Abubakar, Kamalia Ulfa, 2026

specialized ecosystems designed exclusively to connect farmers to B2B or B2C markets with embedded cold-chain logistics and quality grading. In rural areas like Trienggadeng, where specialized agricultural platforms remain inaccessible due to structural constraints, generic social media becomes the primary choice for local farmers due to its low technical barriers and high cost-efficiency (Wahyudi & Utami, 2020).

Amidst the structural challenges of an aging farming population, the emergence of millennial farmers brings renewed optimism for the future of national agriculture (Suryani et al., 2022). Millennial farmers generally exhibit higher digital literacy, possess innovative marketing ideas, and demonstrate stronger entrepreneurial acumen (Fadlan & Haryanto, 2023). Their operational focus has gradually shifted from being solely confined to on-farm production activities (upstream subsystem) toward managing business development and leveraging information technology for product marketing (downstream subsystem). Through this technological integration, agricultural self-reliance is pursued a condition wherein farmers possess a robust bargaining position and are no longer continuously dictated by traditional market structures (Pradana & Wijaya, 2021).

Trienggadeng Sub-District represents a highly potential agricultural zone in Pidie Jaya Regency, characterized by comparative advantages in major commodities such as rice, corn, and coconuts. According to the Trienggadeng Sub-District Monograph Data (2025), out of 20 villages, Gampong Tampui and Gampong Mee Peuduek are identified as the primary agricultural centers due to their expansive productive land areas and high concentration of active millennial farmer groups. Initial interviews with the Sub-District Head (Camat) of Trienggadeng as a key informant corroborate these conditions, revealing that young farmers in both villages have begun integrating smartphones and social media platforms to support group coordination and market their harvests independently.

Nevertheless, empirical realities indicate that social media utilization remains sub-optimal and has not significantly enhanced the farmers' economic welfare. The marketing chain in Trienggadeng is still constrained by information asymmetry. The majority of millennial farmers in Gampong Tampui and Mee Peuduek only utilize social media for basic communication or sporadic product postings. They have not yet mastered sophisticated digital marketing strategies, such as engaging content creation (copywriting), logistics management, or structured market networking. Consequently, dependency on local middlemen remains high, and the envisioned economic independence has not been fully realized.

Prior studies have extensively examined the impacts of specialized agricultural e-commerce platforms on farmers' income (Gunawan, 2021; Wardani & Saputra, 2022). However, empirical literature focusing on how community-based, generic social media networks influence market access and autonomy among millennial farmers in localized rural agribusiness systems remains scarce. This study addresses this empirical gap by evaluating these dynamics specifically within Gampong Tampui and Gampong Mee Peuduek.

The explicit objectives of this study are: (1) to analyze the influence of social media utilization on market access expansion among millennial farmers in the research locations, and (2) to analyze the influence of social media utilization on the autonomy of millennial farmers within the local agribusiness system. Based on these objectives, the following hypotheses are formulated:

H₁: Social media utilization has a positive and significant influence on market access expansion for millennial farmers.

H₂: Social media utilization has a positive and significant influence on the autonomy of millennial farmers.

Siti Fadhillah, Hamdani, Al Asri Abubakar, Kamalia Ulfa, 2026

2. METHODS

2.1. Research Design and Settings

This study employed a quantitative associative research design to examine the causal relationship between the independent variable and dependent variables, supplemented by descriptive qualitative data from in-depth interviews. Fieldwork was conducted in Gampong Tampui and Gampong Mee Peuduek, Trienggadeng Sub-District, Pidie Jaya Regency, Aceh, from February to April 2026.

2.2. Population, Sample, and Inclusion Criteria

The target population consisted of all millennial farmers in the designated production centers. A saturated sampling (census) technique was applied because the total population meeting the specific inclusion criteria was small ($N = 40$) based on records from the Trienggadeng Agricultural Office (2025). The inclusion criteria required that respondents: (1) were aged 19–40 years, (2) actively managed an agribusiness farm in rice, maize, or coconut, and (3) actively utilized at least one social media platform (e.g., WhatsApp, Facebook, TikTok) for business operations. Thus, all 40 population members were included as direct respondents, minimizing sampling error.

2.3. Operational Definitions and Instrumentation

Data were collected using a structured questionnaire based on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). The instrument comprised 3 main variables broken down into 24 items, detailed systematically in Table 1.

Table 1. Operational Definitions, Indicators, and Measurement Items.

Variable	Operational Definition	Indicators	Total Items	Sample Question (5-point Likert Scale)
Social Media Utilization (X)	The intensity, duration, and diversity of digital platform usage by farmers for daily agribusiness interactions.	- Usage frequency - Media duration - Interaction intensity - Promotional diversity	8 items	"I routinely use social media groups (e.g., WhatsApp) to share real-time information about harvest availability."
Market Access Expansion (Y1)	The shifting capacity of farmers to reach wider geographical consumer networks and reduce marketing layers.	- Geographical reach - New business partners - Disintermediation level	8 items	"Social media utilization helps me secure direct crop buyers from outside my immediate sub-district."
Farmer Autonomy (Y2)	The independent capacity of farmers to make business choices and manage finance without external pressure.	- Price-setting independence - Input purchase freedom - Capital management self-reliance	8 items	"I can determine the final selling price of my crops based on digital information without pressure from middlemen."

Source: Synthesized for Instrument Development, 2026

Siti Fadhilah, Hamdani, Al Asri Abubakar, Kamalia Ulfa, 2026

To interpret the descriptive distribution of the respondents' mean scores for each variable, the scale range was calculated using the following formula:

$$Rs = \frac{\text{Maximum Score} - \text{Minimum Score}}{\text{Number of Categories}}$$

Given the 5-point Likert scale, the calculated interval width is 0.80. Consequently, the mean scores are interpreted through five evaluation categories: 1.00–1.80 (Very Low), 1.81–2.60 (Low), 2.61–3.40 (Moderate), 3.41–4.20 (High), and 4.21–5.00 (Very High).

2.4. Data Collection and Ethical Procedures

The primary data collection procedure was executed through direct door-to-door visits and field surveys during farmer group meetings. In terms of research ethics and formal permissions, official clearance was issued by the head of the Trienggadeng Agricultural Office under letter number 400/Agri/2026. Every respondent was explicitly briefed on the academic purpose of the study and signed a formal informed consent form ensuring data anonymity and the right to withdraw from the interview process at any stage without penalty.

2.5. Instrument Validity and Reliability

A pilot test was conducted on 15 similar millennial farmers outside the core sample area. Instrument validity was verified via Pearson's Product-Moment Correlation, confirming that all 24 items had $r_{\text{statistic}} > 0.514$ (r_{table} for $n=15$, $\alpha=5\%$), thus proving valid. Reliability testing yielded Cronbach's Alpha coefficients of 0.842 (X), 0.811 (Y_1), and 0.875 (Y_2), exceeding the mandatory threshold of 0.60, confirming high internal consistency.

2.6. Data Analysis and Classical Assumption Tests

Quantitative analysis was executed via simple linear regression using IBM SPSS Statistics version 26 software. Before hypothesis testing, classical regression assumption tests were conducted to ensure data eligibility:

- Normalities: Verified through the Shapiro-Wilk test, yielding $p > 0.05$, confirming that residuals were normally distributed.
- Linearities: Confirmed via the Deviation from Linearity test ($p > 0.05$), validating a linear relationship.
- Heteroskedasticity: Checked via the Glejser test, where all variables showed $p > 0.05$, indicating no heteroskedasticity issues.

Two separate regression models were computed:

$$Y_1 = a + b_1X + e \quad (\text{Model 1})$$

$$Y_2 = a + b_2X + e \quad (\text{Model 2})$$

Where a is the constant, b is the regression coefficient, and e is the random error. The partial effects were evaluated using t-tests at a significance level of $\alpha = 0.05$.

Siti Fadhillah, Hamdani, Al Asri Abubakar, Kamalia Ulfa, 2026

2.7. Qualitative Integration and Limits of Generalization

To complement the quantitative findings, semi-structured in-depth interviews were conducted with 5 key informants (1 sub-district head, 2 farmer group leaders, and 2 active millennial farmers). The qualitative data were analyzed using manual thematic analysis (data reduction, data display, and conclusion drawing) to provide deep context on local trading mechanisms. Due to the census technique and localized structural conditions, the findings of this study have limits of generalization; they are highly applicable to rural contexts in Aceh with similar infrastructure profiles but cannot be generalized across large-scale digitized agricultural zones.

3. RESULTS AND DISCUSSION

3.1. General Overview of the Research Location

This study took place in Trienggadeng Subdistrict, Pidie Jaya Regency, focusing primarily on two central farming villages: Tampui and Mee Peuduek. Geographically speaking, this region enjoys a solid comparative advantage in agriculture, with food crops and smallholder plantations mainly rice, maize, and coconut serving as the economic backbone. We chose these two specific villages based on subdistrict monograph data, which highlighted them as areas with the largest productive land ownership and a high concentration of younger farmers. From a socio-economic perspective, the area is currently undergoing a cultural shift in agricultural marketing; younger farmers are increasingly adopting mobile devices and social media, gradually replacing conventional agribusiness interactions.

3.2. Respondent Characteristics

We analyzed the characteristics of the respondents to establish a fundamental overview of the demographic profiles and personal capacities of millennial farmers in Tampui and Mee Peuduek. Internal factors like gender, age, formal education levels, and farming experience heavily shape how these agribusiness actors respond to technological advancements and build their business independence. Table 2 comprehensively summarizes the demographic profiles of the 40 respondents involved:

Table 2. Summary of Respondents' Demographic Characteristics

Respondent Charateristic	Category	Number og People	Percentage (%)
Gender	Male	38	95,0
	Female	2	5,0
Age	19 – 25 Year Old	12	30,0
	26 – 35 Year Old	18	45,0
	36 – 40 Year Old	10	25,0
Education Level	Elementary School (SD)	5	12,5
	Junior High School (SMP)	10	25,0

Siti Fadhilah, Hamdani, Al Asri Abubakar, Kamalia Ulfa, 2026

	Senior High School (SMA)	25	62,5
Farming	< 2 Year	8	20,0
	2 – 5 Year	22	55,0
	> 5 Year	10	25,0
Total		40	100,0

Source: Primary Data, 2025 (Processed)

Looking at the accumulated data in Table 2, it is clear that the vast majority of millennial farmers at the research site are male, totaling 38 individuals (95.0%). This uneven representation confirms that the agricultural sector in Trienggadeng Subdistrict remains culturally dominated by men, particularly within the on-farm subsystem which demands significant physical capacity. This pattern aligns directly with the findings of Suryani et al. (2022), who point out that male involvement in farm ownership and operational decision-making in rural areas is still highly dominant. In contrast, women's roles are typically clustered around post-production subsystems or managing the farm household's finances.

In terms of age, the largest proportion of respondents falls within the 26–35 age bracket, accounting for 18 people (45.0%). This range represents a highly mature and productive phase where individuals possess both emotional stability and the flexibility needed to adopt technological innovations. Farmers in this age group tend to display a more aggressive entrepreneurial motivation and are more willing to take risks compared to older generations. As noted by Fadlan and Haryanto (2023), the close relationship between the younger generation and the digital ecosystem (as digital natives) makes them highly adaptive in utilizing visual information media as business instruments a crucial asset for transforming local agribusiness systems.

The intellectual capacity of the respondents, reflected through formal education levels, shows that most are high school (SMA) graduates, totaling 25 individuals (62.5%). The fact that the majority of millennial farmers in Tampui and Mee Peuduek have completed secondary education points to a promising pool of human capital. Adequate education makes it much easier for them to overcome technical hurdles when learning digital marketing algorithms, drafting promotional messages, or evaluating market trends independently. A prior study by Sari and Handayani (2021) confirms that formal education levels correlate positively with the adoption rate of digital agricultural innovations, simply because better-educated farmers tend to view new market opportunities more rationally.

Furthermore, looking at field experience, most respondents have been farming for 2 to 5 years, totaling 22 individuals (55.0%). This timeframe indicates that these millennial farmers have successfully moved past the initial adaptation phase of agricultural operations and hold a baseline understanding of local commodity production cycles. This fieldwork experience provides a sturdy foundation as they begin integrating information technology into their agribusinesses. As Pradana and Wijaya (2021) explained, combining hands-on farming experience with digital marketing innovations accelerates economic independence because the farmers are already familiar with production risks before focusing on expanding market access in the downstream subsystem.

Siti Fadhillah, Hamdani, Al Asri Abubakar, Kamalia Ulfa, 2026

3.3. Social Media Usage

We measured social media usage patterns to map out which digital platforms are most prominently accessed and utilized by respondents to maintain their agribusiness interactions. The specific data regarding these digital platform usage patterns are detailed in Table 3 below:

Table 3. Respondents' Social Media Usage Patterns

Social Media Usage	Number of People (Orang)*	Percentage (%)
WhatsApp	40	100
Facebook	28	70
TikTok	12	30

*Note: Respondents could choose more than one platform (multiple responses)

Source: Primary Data, 2025 (Processed)

3.4. Descriptive Statistics of Main Variables

Before running the regression models, statistical descriptions of the main variables were evaluated based on the absolute empirical scores of the 5-point Likert scale instrument (theoretical range per variable: 8 to 40). The values are presented in Table 4.

Table 4. Descriptive Statistics and Interval Interpretation of Main Variables

Variable	Mean	Std. Dev	Min	Max	Interval Category
Social Media Utilization (X)	29.45	3.12	22	36	High
Market Access Expansion (Y ₁)	28.1	4.05	18	38	High
Farmer Autonomy (Y ₂)	26.85	3.98	19	35	Moderate to High

Source: Primary Data, 2025 (Processed)

The descriptive stats in Table 4 reveal that Social Media Utilization (X) exhibits a mean score of 29.45, placing it in the high usage category according to the calculated scale range (3.41–4.20). This confirms an active integration of digital networking in the study locations. The dependent variable Market Access (Y₁) also positions at a high interval mean (28.10), while Farmer Autonomy (Y₂) trends slightly lower but remains relatively robust at 26.85, confirming stable baseline capacities across the respondent groups.

3.5. Simple Linear Regression Analysis and Discussion

We applied simple linear regression testing in this study to measure how much social media utilization (X) drives market access expansion (Y₁) and millennial farmer autonomy (Y₂) in Tampui and Mee Peuduek villages.

Siti Fadhillah, Hamdani, Al Asri Abubakar, Kamalia Ulfa, 2026

Table 5. Comprehensive Parameter Estimation of Simple Linear Regression Models

Regression Model	Predictor Variable	Unstandardized Coeff. (B)	Std. Error	tstatistic	Fstatistic	Sig. (p)	R-Square (R ²)
Model 1 (Y1)	(Constant)	8.12	1.308	6.208	38.56	0.000	0.645
	Social Media (X)	0.724	0.117	6.21			
Model 2 (Y2)	(Constant)	10.33	1.934	5.341	28.51	0.000	0.512
	Social Media (X)	0.591	0.111	5.34			

Source: Primary Data, 2025 (Processed)

3.5.1. The Influence of Social Media on Market Access Expansion (Y1)

Based on the data analysis shown in Table 5, the simple linear regression equation for Model 1 is expressed as follows:

$$Y_1 = 8.120 + 0.724X$$

The constant value of 8.120 implies that if social media utilization is assumed to be zero, the market access expansion for millennial farmers at the research site already sits at a baseline score of 8.120 through existing traditional marketing channels. Meanwhile, the regression coefficient for the social media variable shows a positive value of 0.724. This figure means that for every single unit increase in social media utilization activities, the capacity of millennial farmers in Tampui and Mee Peuduek to expand their market access increases by 0.724 units. This positive impact is further backed by the partial hypothesis test t-test. The calculated $t_{\text{statistic}}$ value stands at 6.210, which is well above the t_{table} threshold of 2.024, yielding a significance value of $p = 0.000$ (well below the 0.05 benchmark).

This result rejects H_0 and accepts H_a , confirming that social media usage exerts a statistically clear and significant influence on market access expansion. Furthermore, the coefficient of determination (R^2) of 0.645 indicates that in the simple regression model, the social media variable explains 64.5% of the variation in market access scores. The remaining 35.5% is driven by outside factors not captured in this model, such as road infrastructure, physical proximity to wholesale markets, or overall production volumes.

Critical Deepening on Localized Mechanisms and Constraints

A deeper, critical evaluation of field conditions reveals that the actual mechanism of social media utilization operates through highly localized channels. In Gampong Tampui and Mee Peuduek, WhatsApp serves as the primary operational pipeline for transactional enforcement and micro-negotiations. Farmers use WhatsApp groups to coordinate harvest times and lock in spot-market prices with local aggregators. Meanwhile, Facebook is utilized extensively through localized regional marketplace groups (such as "Jual Beli Online Pidie Jaya"). This network allows millennial farmers to broadcast bulk supplies of maize and coconuts to inter-district wholesalers, creating alternative horizontal trade channels that bypass standard physical roadblocks. On the other hand, TikTok is accessed sporadically, serving primarily as a visual framing tool to showcase product quality during rice harvests, which attracts premium niche buyers.

However, this digital structural shift is heavily constrained by technical limitations. The thematic analysis of in-depth interviews highlighted that social media adoption remains highly sporadic and vulnerable to structural friction. As noted by a local farmer group leader (Informant 3): "We use

Siti Fadhillah, Hamdani, Al Asri Abubakar, Kamalia Ulfa, 2026

Facebook and WhatsApp regularly, but we are fully dependent on individual buyer honesty because there are no secured payment systems like in major apps. If the buyer cancels from another town, we lose our shipping capital." Furthermore, algorithmic visibility changes and poor rural telecommunications infrastructure mean that digital market access is highly volatile, preventing farmers from completely breaking away from conventional physical supply chains (Wahyudi & Utami, 2020).

3.5.2. *The Influence of Social Media on Millennial Farmer Autonomy (Y2)*

For the second model, the statistical analysis yields the following simple linear regression equation:

$$Y_2 = 10.330 + 0.591X$$

The constant value of 10.330 represents the baseline level of autonomy among millennial farmers before receiving any influence or intervention from social media usage. The regression coefficient for the social media variable is positive at 0.591, meaning that every single-unit increase in social media usage intensity triggers a 0.591-unit increase in the economic and managerial independence of these young farmers. Through the partial test, we found a $t_{\text{statistic}}$ value of 5.340 with a significance level of 0.000 (less than 0.05). This statistical evidence proves that the independent variable significantly shapes the autonomy of millennial farmers. Looking at the R^2 value of 0.512, social media usage contributes 51.2% to the formation of this independent attitude. The remaining 48.8% is determined by external variables, including access to formal credit institutions and the frequency of agricultural extension services in the field.

The primary impact of digital connectivity on autonomy is the reduction of localized information asymmetry. Historically, traditional middlemen controlled pricing structures due to their monopoly on external wholesale market data. Access to transparent real-time price updates via social media grants millennial farmers an enhanced bargaining baseline during field negotiations. However, complete economic autonomy is not yet fully achieved. Qualitative insights reveal that while young farmers gain psychological independence in price-setting, they are still structurally tied to local middlemen for informal credit and production inputs (e.g., fertilizers and seeds on credit terms). This dynamic indicates that while generic social media acts as an effective catalyst for reducing informational dependence (Pradana & Wijaya, 2021), it must be integrated with local institutional credit reforms to foster genuine, long-term rural economic autonomy.

4. CONCLUSION

Social media utilization is positively and significantly associated with market access expansion and the autonomy of millennial farmers in Gampong Tampui and Gampong Mee Peuduek, Trienggadeng Sub-District. In the simple regression models, the social media variable explains 64.5% of the variation in market access scores and 51.2% of the variation in autonomy scores. The empirical results confirm that generic social media platforms like WhatsApp and Facebook support local young farmers by expanding their alternative trade networks and reducing immediate information asymmetry, which improves their bargaining position.

This study acknowledges several critical limitations. First, the sample size is limited to 40 respondents due to the census approach in a highly specific rural zone, meaning the findings cannot be widely generalized to regions with advanced dedicated agricultural platforms or different

Siti Fadhilah, Hamdani, Al Asri Abubakar, Kamalia Ulfa, 2026

infrastructural developments. Second, the analytical model is restricted to a simple linear regression design that does not control for confounding institutional variables such as formal cooperative memberships or farm-to-market road qualities.

Based on these findings, we recommend that millennial farmers start improving the creativity of their digital promotional content to maximize the online appeal of their agricultural products. Proportionately, it is highly recommended that the Pidie Jaya Regency Agricultural Office establish structured digital literacy programs that move beyond basic social networking. These programs should focus heavily on basic digital bookkeeping, direct logistics management, and formal agreement tracking. Furthermore, local village governments should support these initiatives by funding community-based internet hotspots in major agricultural production centers to sustain low-cost connectivity for young agricultural entrepreneurs.

REFERENCES

- Arikunto, S. (2014). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- BPS. (2024). *Analisis Hasil Sensus Pertanian 2023 Tahap I*. Jakarta: Badan Pusat Statistik RI.
- Fadlan, M., & Haryanto, T. (2023). Karakteristik dan Motivasi Petani Milenial dalam Pengembangan Usaha Tani Berbasis Digital. *Jurnal Penyuluhan Pertanian*, 19(2), 115-128. <https://doi.org/10.25015/192023.47312>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gujarati, D. N., & Porter, D. C. (2012). *Dasar-Dasar Ekonometrika (Buku 1, Edisi 5)*. Jakarta: Salemba Empat.
- Gunawan, I. (2021). Dampak Marketplace Pertanian (E-Commerce) terhadap Pendapatan dan Efisiening Pemasaran Petani Lokal. *Jurnal Agribisnis Indonesia*, 9(1), 45-56. <https://doi.org/10.29244/jai.2021.9.1.45-56>
- Hafidh, M. R., & Pratama, A. Y. (2024). Strategi Branding Produk Pertanian Melalui Media Sosial Instagram untuk Meningkatkan Nilai Jual. *Jurnal Sosial Ekonomi Pertanian*, 18(1), 22-35. <https://doi.org/10.19184/jsep.v18i1.41102>
- Pradana, G. W., & Wijaya, A. (2021). Konstruksi Kemandirian Ekonomi Petani Melalui Penguatan Posisi Tawar di Pasar Digital. *Jurnal Ekonomi dan Pembangunan Pedesaan*, 13(2), 89-102. <https://doi.org/10.29244/jede.v13i2.38910>
- Purnomo, S., Rahmawati, A., & Utomo, B. (2023). Adopsi Teknologi Digital dan Pemanfaatan Media Sosial oleh Kelompok Tani Muda di Era Pemulihan Ekonomi. *Jurnal Manajemen Agribisnis*, 21(3), 301-314. <https://doi.org/10.24843/JMA.2023.v21.i03.p07>
- Rahmat, H., & Lestari, S. (2022). Efektivitas Pemanfaatan TikTok dan Instagram sebagai Media Pemasaran Hasil Pertanian Hidroponik. *Jurnal Komunikasi Pembangunan*, 20(2), 140-153. <https://doi.org/10.46937/20202241902>
- Sari, D. P., & Handayani, W. (2021). Transformasi Digital pada Rantai Pasok Agribisnis: Tantangan dan Peluang di Era Kontemporer. *Jurnal Agriseip*, 20(1), 77-90. <https://doi.org/10.31186/jagrisep.20.1.77-90>
- Silalahi, U. (2015). *Metode Penelitian Sosial*. Jakarta: Refika Aditama.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Siti Fadhilah, Hamdani, Al Asri Abubakar, Kamalia Ulfa, 2026

Sugiyono. (2019). Statistika untuk Penelitian. Bandung: Alfabeta.

Suryani, E., Hermawan, R., & Widiastuti, N. (2022). Regenerasi Petani dan Peran Generasi Milenial dalam Mendukung Ketahanan Pangan Nasional. Jurnal Kebijakan Pembangunan, 17(2), 211-224. <https://doi.org/10.37374/jkp.v17i2.492>

Wahyudi, A., & Utami, T. (2020). Disintermediasi Pemasaran Pertanian Melalui Pemanfaatan WhatsApp Business. Jurnal Ilmiah Agribisnis, 5(2), 64-73. <https://doi.org/10.37149/jia.v5i2.11902>

Wardani, K., & Saputra, E. (2022). Studi Komparatif Pendapatan Petani Pengguna E-Commerce dan Pasar Tradisional. Jurnal Ekonomi Pertanian Terpadu, 10(3), 185-198. <https://doi.org/10.36084/jopt.v10i3.412>