

Implementasi teknologi informasi dan komunikasi di kalangan petani = Implementation of information communication and technology among farmers / Dwi Dinia Rahayu

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Abstrak

[ABSTRAK

Kemajuan teknologi informasi dan komunikasi yang pesat serta potensi pemanfaatannya secara luas, membuka peluang bagi pengaksesan, pengelolaan dan pendayagunaan informasi dalam volume yang besar secara cepat dan akurat. Pada sektor pertanian, pemanfaatan teknologi informasi dan komunikasi (TIK) dapat membantu mengurangi kemiskinan dan meningkatkan ketahanan pangan.

TIK sebagai alat bantu dapat meningkatkan efisiensi, produktivitas, dan keberlanjutan pertanian melalui penyediaan informasi secara cepat dan dan akurat. Besarnya manfaat yang dapat diambil melalui TIK tersebut di atas hanya dapat dicapai apabila TIK digunakan secara tepat. Oleh karena itu, penelitian ini dilakukan untuk menggambarkan kondisi pemanfaatan TIK di kalangan petani yang meliputi jenis perangkat TIK yang dimiliki petani, informasi yang dibutuhkan petani, dan faktor-faktor yang memengaruhi petani dalam menggunakan perangkat TIK.

Penelitian ini merupakan penelitian kualitatif dan menggunakan teknik thematic analysis untuk pengolahan datanya. Hasil dari penelitian ini adalah kondisi pemanfaatan TIK di kalangan petani, dimana perangkat TIK yang paling banyak dimiliki adalah HP dan TV. Informasi yang paling dibutuhkan oleh petani adalah harga komoditas pertanian dan faktor yang paling memengaruhi pemanfaatan TIK di kalangan petani adalah kemampuan SDM petani yang rendah.

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ABSTRACT

The advance rapid of information and communication technology also its potential of widespread utilization, open opportunities in accessing, managing, and exploiting the information in larga scale volume quickly and accurately. Towards agricultural sector, the utilization in information and communication technology (ICT) can help reduce poverty and increase food security.

ICT as a toll can improve the efficiency, productivity, and sustainability of agriculture through the provision and information quickly and accurately. The amount of benefits that can be taken through ICT mentioned above can only be achieved if ICT is used appropriately. This study aims to describe the condition of the use of ICT among farmers that include the type of ICT devices owned by farmers, the information needed by farmers, and the factors that affect farmers in the use of ICT tools.

This is a qualitative research and use thematic analysis technique for processing the data. The result of this research showed that the utilization of ICT among farmers, where the most common ICT devices owned by farmers are mobile phone and television. The most needed information among farmers is the price rate of agricultural commodities, and factors that most influence the use of ICT among farmers is lack of human resource capability in using ICT., The advance rapid of information and communication technology also its potential of widespread utilization, open opportunities in accessing, managing, and exploiting the information in larga scale volume quickly and accurately. Towards agricultural sector, the utilization in

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