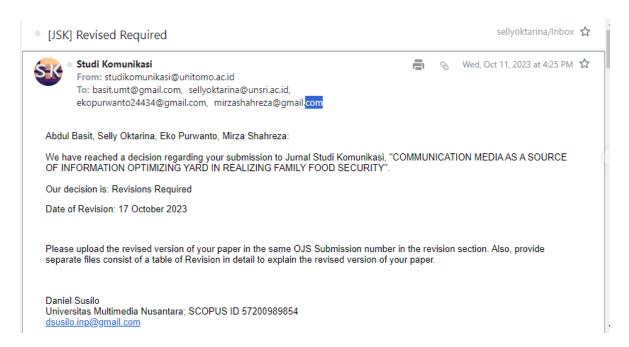
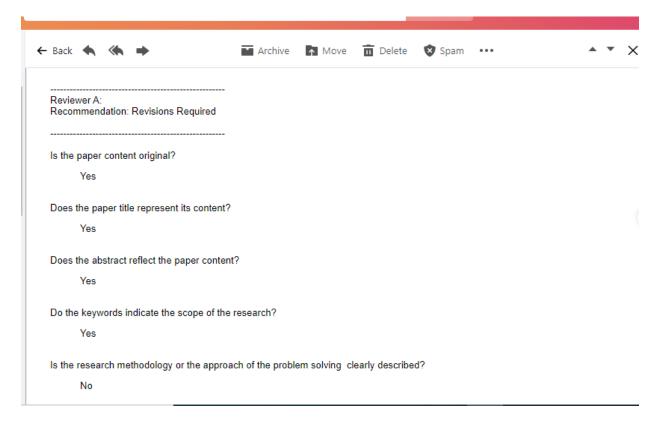
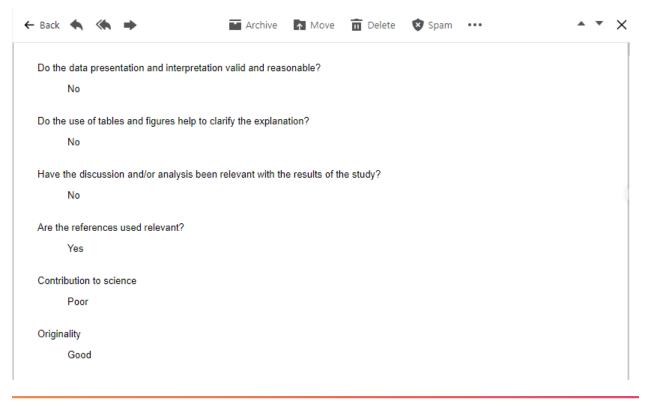
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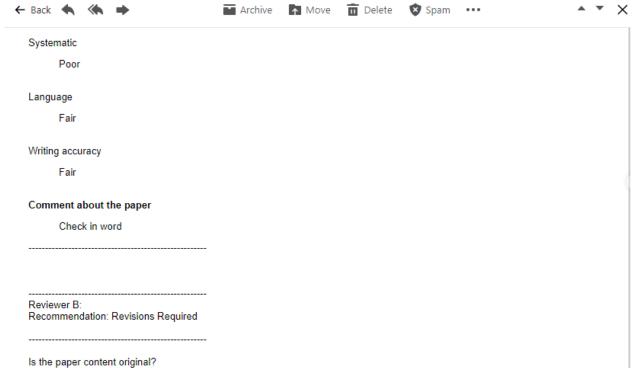
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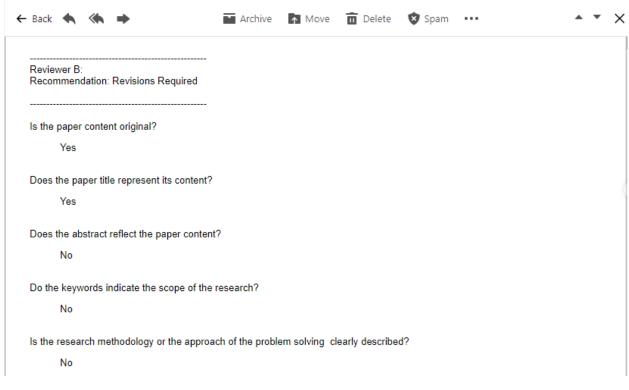


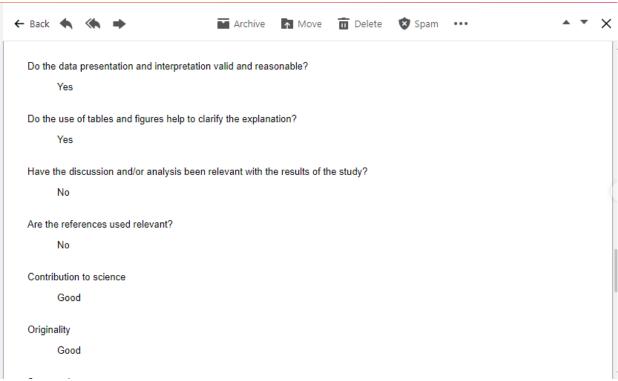
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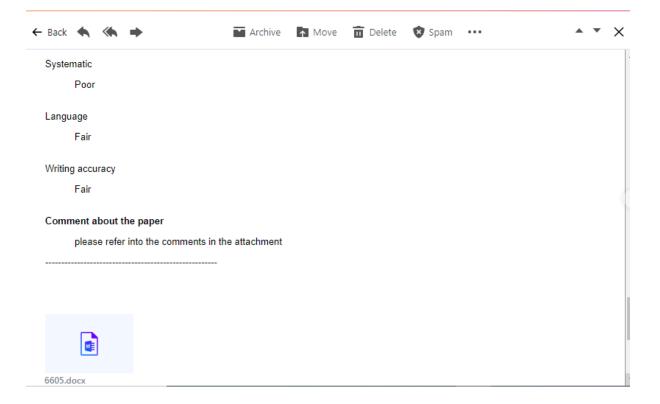


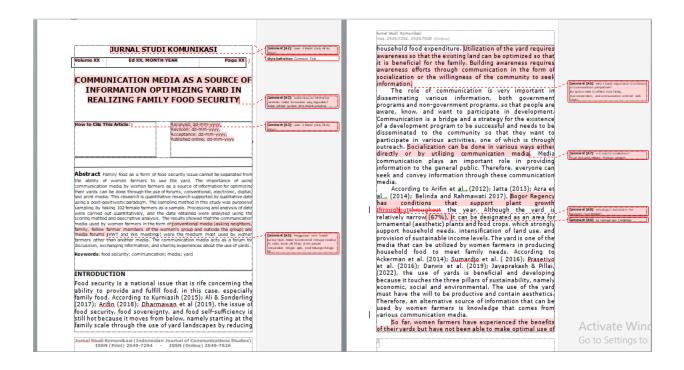












them. This tends to mean that women farmers who are active in groups are only the group administrators. In addition, there is an assumption that growing vegetables at home is only a hobby, so there is a lack of development of various vegetables and food preparations in the form of various vegetables and food preparations in the form of traditional food and drinks. The use of yards is still traditional and has not yet implemented modern technology because it is only related to the orientation of meeting family needs and not business oriented.

Based on this background, it can be seen that the importance of using communication media by women farmers as a source of information for optimizing their yards to realize family food security. METHODOLOGY

This research is quantitative research supported by

METHODOLOGY
This research is quantitative research supported by qualitative data using a post-positivistic paradigm, namely research based on observation and testing of objective reality. The research can be observed in real terms and scientifically proven. Researchers must be able to develop statements that are relevant, correct, and able to explain the situation of the research (Creswell, 2009).

The kampling method in this study was purposive sampling by taking 102 female farmers as a sample. The focus of this study was conducted on nine (9) groups of female farmers in Bogor Regency which consisted of 224 female farmers as a population. The data collection method was carried out through direct interviews and field observations as primary data. Decondary data was obtained form journals, books, documentation, and the Internet.

Data processing and analysis were carried out quantitatively, and the data obtained were analyzed using the scoring method is used to measure questions with an ordinal scale by giving a score of 1-4 where the score is immediately used as four grouping categories, namely very low (score 1), low (score 2), moderate (score 3) and high (score 4). The descriptive analysis method is carried out by descripting facts which are then compiled by analysis, not merely describing facts which are then compiled by analysis, not merely descripting facts which are then compiled by analysis, not merely descripting facts which are then compiled by analysis, not merely descripting facts which are then compiled by analysis, not merely descripting facts which are then compiled by analysis, not merely descripting facts which are then compiled by analysis, not merely descripting the source of the descriptive analysis method is carried out by descripting facts which are then compiled by analysis, not merely descripting and the provided provided the compiled by analysis.

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RESULTS AND DISCUSSION

The role and types of communication media as source of information on optimizing yards

source of information on optimizing yards Media is an important role in all aspects of life where many peasant women are used in all activities. Fatimayin (2018) shows that communication is interaction within a social context. The Oxford Advanced Learner's Dictionary of Current English (2004) defines communication as the activity or process of expressing ideas and feelings or of giving people information. Therefore, the communication media acts as an intermediary tool in conveying information according to the communication function, so indirectly the communication media can influence other people. In addition, the information media can be used as antertainment.

addition, the information media can be used as entertainment.

The utilization of communication media is a willingness to use tools used by women farmers to find information in their yards. The communication media used by women farmers in their yards can be seen from the use of media which consists of digital media, forum media, conventional media, print media, and electronic media.

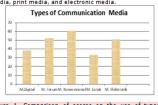


Figure 1. Comparison of scores on the use of types of communication media for women farmers Source: Authors (2023)

Based on Figure 1, the utilization of communication media that is widely used by women farmers in seeking information for optimizing their yards is conventional media with a score of 60.63 (moderate category). This conventional media has a very big influence where farmer women tend to want to attend group meetings and ask questions directly to fellow group members. In line with the opinion of Mulyandar, tall, (2010), knowledge can be shared during conventional meetings such as routine meetings which are often held so that they can discuss and exchange ideas on the information obtained. This is supported by the results of research by Syauqi & Purnaningsih (2020) that farmers prefer to obtain it directly rather than seek information via the Internet). In addition, women farmers pase the media forum (32.55) which is included in the moderate category as source of knowledge. Media forums are seen based on the use of platforms that are often used by women farmers in seeking information consisting of Whatsapp (WA), Facebook

source of knowledge. Media forums are seen based on the use of platforms that are often used by women farmers in seeking information consisting of Whatsapp (WA). Facebook (FB). You'rube, Instagram (Ig). Twitter, Line. Blogs, and Women Farmers Groups (KWT). Based on the platforms that are often used by women farmers in seeking information, are Whatsapp (WA) and Women Farmer Groups (KWT). This is in line with the research by Humaidi et al., (2020), that WA is the most visited social media. In addition, research by Atsagram (In the Wall of Wallsapp) which was the work visited social media. In addition, research by Atsagram (In the Wallsapp) was made to facilitate communication within groups. The high utilization of WA is because many of them are members of groups both internal and external, such as women farmer groups, recitation groups. If groups, PKR groups, and even groups managed by the agricultural service such as group heads and gardening groups.

Media that is now used by farming women are lectronic media (50.72), digital media (38.40), and print media (33.32). The electronic media used by women farmers are in the form of Google, cyber, yahoo, and G-mail sitess. Farm women sometimes use Google to find information about activities in their yards and channel hobbies because this site

easier, namely to write down keywords about the

is easier, namely to write down keywords about the information to be searched for. Most of the women farmers do not utilize print media such as newspapers, magazines tabloids, bulletins, brochures, and leaflets.

There are differences in the use of these months of the search of the

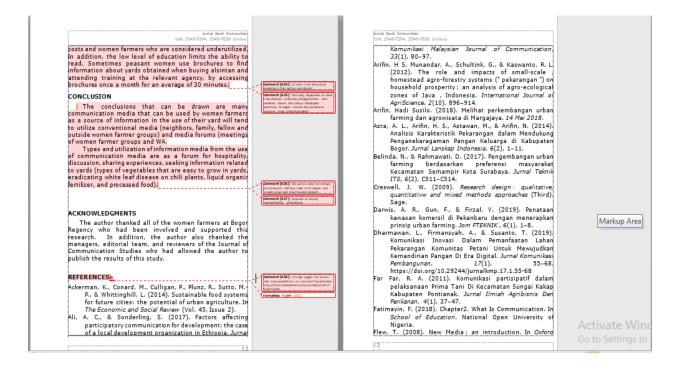
The type of information used as a source o ation on optimizing yards

The information presented by various communication media is quite diverse, depending on the women farmers as users to find the information needed. The types of information that are widely used by women to optimize their ards are as follows:

Table 1. Types and Utilization of information media

Comment (A.30): take and to be contacted in Types and Utilization of Information Media (times) No Media Type 60 60 120 30 Comment (A.32): Apach age on Excellenaer 1 plants in the yard Friendly media Discussion place Sharing experier Promotion/Marke Looking 3 /day 120 480 1 /week 30

Comment (A29): compar



Decision

[JSK] Editor Decision and Author Statement







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Mon, Oct 23, 2023 at 11:34 AM 🜟



Abdul Basit, Selly Oktarina, Eko Purwanto, Mirza Shahreza:

We have reached a decision regarding your submission to Jurnal Studi Komunikasi, "COMMUNICATION MEDIA AS A SOURCE OF INFORMATION OPTIMIZING YARD IN REALIZING FAMILY FOOD SECURITY".

Our decision is to: Accept Submission

Please attach proof of transfer immediately so that it can be processed immediately in the publication of the next manuscript.

Please also fill out the Author Declaration Form and upload it to Supplementary Files.

Nurannafi F.S. Maella



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