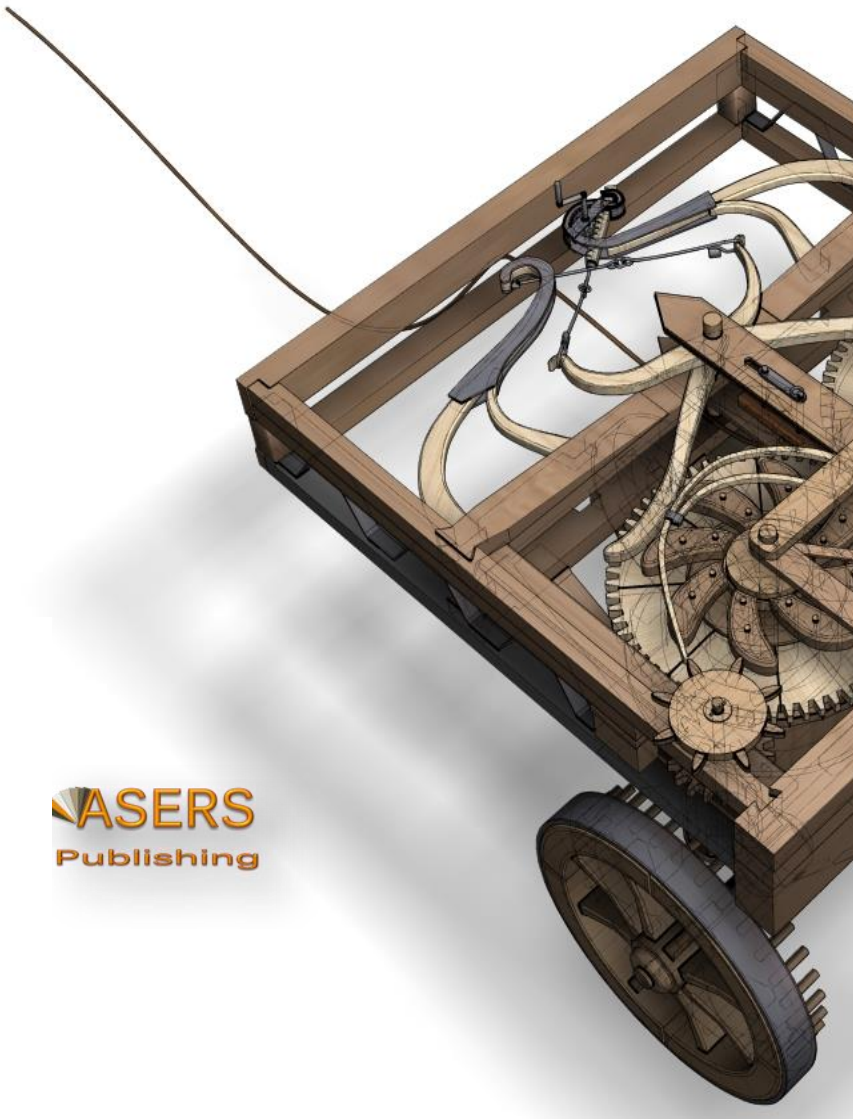
Theoretical and Practical Research in Economic Fields



Biannually
Volume XIV
Issue 2(28)
Winter 2023

ISSN 2068 – 7710
Journal **DOI**
https://doi.org/10.14505/tpref

ASERS
Publishing

Volume XIV
Issue 2(28)
Winter 2023

ASERS Publishing
http://www.asers.eu/asers-publishing
ISSN 2068 – 7710
Journal's Issue **DOI**:
https://doi.org/10.14505/tpref.v14.1(27).00

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YouTube as a Source of Information for Agribusiness: Audience Perspective and Content Video Analysis

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Article info: Received 20 October 2023; Received in revised form 6 November 2023; Accepted for publication 27 November 2023; Published 20 December 2023.

Abstract: *Agribusiness forms the cornerstone of many economies worldwide. Access to agribusiness information is crucial, as it is a valuable resource, catering to a diverse audience, including farmers and the general public. YouTube is a prominent online platform extensively used by people to seek information about agribusiness. The videos and content uploaded on YouTube offer an in-depth comprehension and provide diverse perspectives from various angles on the discussed topics. In agriculture, visual content plays a pivotal role in elucidating intricate concepts such as farming techniques, pest and disease management, crop variety selection, and the latest advancements in agricultural technology. This research endeavors to assess the utility of YouTube as a source of information and scrutinize the content of YouTube videos in the context of agribusiness information. The results of this data analysis reveal that most viewers accessing agribusiness-related content on YouTube are notably influenced by cognitive effects. Furthermore, the study identifies affective effects, personal integration effects, and encouragement as additional factors that impact the audience's inclination to view videos about agribusiness on YouTube. The findings from this analysis underscore the significance of factors such as the number of likes, dislikes, views, reliability assessment, video quality, and completeness evaluation in establishing a substantial correlation with audience preferences and behaviors.*

Keywords: YouTube; agribusiness; source of information; content analysis.

JEL Classification: Q13; D80; L86; Q55; A12.

Introduction

The Agribusiness is the foundation of economies in many countries around the world (Darmawan, Arisena, Djelantik, Krisnandika, Utari, *et al.* 2023). Piwowar and Harasym (2020) state that agribusiness includes agricultural production and all stages of production, processing, distribution, and marketing of agricultural and forest products. Idpo (2023) stated that, in an ideal scenario, agricultural areas play a multifaceted role, extending beyond their primary function of providing sustenance for the community. These areas rather than being solely food production hubs, have the potential to evolve into dynamic centers for agricultural education activities, catering specifically to the younger generation. Beyond the cultivation of crops, these spaces can be transformed into educational hubs, imparting essential knowledge about farming techniques, sustainable practices, and the intricate workings of agribusiness. This, in turn, contributes to the cultivation of a new generation of agriculturists who are well-versed in the complexities of modern agriculture.

Moreover, envisioning agricultural areas not just as productive landscapes but also as recreational infrastructure introduces an additional layer of significance (Suamba *et al.* 2023). These spaces can be designed and utilized to provide recreational opportunities for the community, fostering a connection between urban dwellers and the agricultural environment. Such a dual-purpose approach not only addresses food security

concerns but also contributes to the holistic development of urban areas. Darmawan, Arisena, Djelantik, Krisnandika, Dewi, *et al.* (2023) stated that integrating agricultural education and recreational components, these areas become vibrant, engaging spaces that serve not only the immediate needs of the community but also contribute to the long-term sustainability and resilience of urban environments.

Access to agribusiness information is essential as it provides information related to agribusiness for everyone, including farmers and the general public. Silveira, Alves, and Raineri (2022) stated that YouTube obtains agribusiness information for the general public. Ibrahim and Gawuna (2023) suggest that YouTube is used to obtain agribusiness information for the general public. According to We Are Social and Hootsuite reports, there were 2.51 billion YouTube users worldwide in January 2023. According to Rohman and Jurusan (2017) YouTube is an expansive digital platform renowned for its prominent status as a globally acclaimed video-sharing community. Individuals from every corner of the world can effortlessly and conveniently utilize any web browser to upload their diverse selection of videos and partake in the immersive experience of viewing an extensive array of online content. Before the existence of YouTube, traditional media such as television, radio, and newspapers were the only significant sources of information. However, YouTube changed this paradigm by providing video-based content that is more in-depth, interactive, and varied.

Nowadays, YouTube has become one of the significant sources of information for people who want to access information on various topics, ranging from news, education, politics, and technology to entertainment (Siregar *et al.* 2022). Videos or content that are uploaded on YouTube can provide a deeper understanding of details and provide different perspectives from various aspects of a topic discussed. In Indonesia, agriculture is a less well-developed sector through the internet and social media. According to Chakma, Ruba, and Riya (2022) YouTube is a platform that helps spread information with solid communication visual displays and provides entertainment for its audience. Ginting *et al.* (2023) stated that people tend to like video information because of its easy and efficient search, where only by using text related to the video and the video they are looking for will appear.

In the agricultural field, visual information can help explain complex subjects, such as farming techniques, pest and disease management, crop variety selection, and the latest agricultural technologies (Suardi *et al.* 2022). Banmeke *et al.* (2019) argue that YouTube can be an effective and efficient media for information about agriculture to various audiences. Azak *et al.* (2022) say that YouTube is a platform for sharing ideas. It provides an excellent opportunity for viewers to express their opinions through the comment section on the videos they watch. YouTube can facilitate interaction and collaboration between different stakeholders in agriculture. Based on the points mentioned previously, this study was conducted to (i) examine how the audience responds to YouTube as a source of agribusiness information and (ii) analyze the reliability, quality, and accuracy of the information in videos about agribusiness as a source of information on the YouTube platform.

This study delves into the increasingly pivotal role of YouTube as a disseminator of agribusiness information, shedding light on its transformative impact on the accessibility and comprehensibility of agricultural knowledge. The novelty lies in recognizing YouTube as a dynamic platform that transcends traditional media, enabling a more interactive and varied approach to understanding agribusiness. By elucidating the effectiveness and efficiency of YouTube in conveying complex agricultural concepts through visual content, this research contributes to the broader discourse on leveraging digital platforms for knowledge dissemination. Moreover, the study highlights the interactive nature of YouTube, offering a space for viewers to express opinions and fostering collaboration among diverse stakeholders in agriculture. In essence, this research positions YouTube as a catalyst for democratizing agribusiness information, empowering farmers and the general public with easily accessible, visually enriched content that goes beyond the limitations of traditional media.

1. Literature Review

Akbar (2018) researched the effectiveness of YouTube as a medium for information dissemination. This study aims to determine the effectiveness of YouTube in disseminating information and to find out the obstacles experienced in spreading information through YouTube. Azak et al. (2022) studied YouTube as a source of information about COVID-19 for children. This study aimed to analyze the content quality, reliability, and audience participation analysis of YouTube videos as a source of information about COVID-19 for children. Ibrahim and Gawuna (2023) examines the role played by YouTube in providing the information needed that can guide and teach new intake educated youth participation into farming in Kano state, Nigeria. The findings indicate that the use of YouTube by educated youth has been found positively significant in influencing their participation in farming.

This study is essential to find out how the audience responds to making YouTube a source of agribusiness information, as well as analyzing the reliability, quality, and completeness of information in videos about agribusiness as a source of information on the YouTube platform. This research was conducted to see how effective YouTube is in spreading information. This research will directly observe why the audience looks for certain agribusiness information on YouTube. This research was also conducted to analyze video content about agribusiness uploaded by YouTube content creators, where this study examined factors related to YouTube content that affect the effectiveness of YouTube as a source of information.

2. Research Methodology

This research took place in Bali Province. The sample selection for objective one is five subscribers from 10 YouTube content creators who make videos about agribusiness in agriculture, animal husbandry, fisheries, and culinary, which have 11,000 subscribers and above and live in Bali Province. So, the sample used to analyze objective (i) is 50 subscribers. The sample selection for objective two is the most watched video from the channel of each content creator. So, the total sample used to analyze objective (ii) is ten videos. The selection of locations and samples in this study was purposive to make it easier for researchers to conduct interviews and obtain the necessary data. The data collection method used in this research is a structured interview, which uses an instrument in the form of a questionnaire that has been previously prepared.

The data analysis used for objective (i) in examining how the audience responds to YouTube as a source of agribusiness information is descriptive. This method aims to describe in a systematic and detailed manner the characteristics, themes, patterns, and meanings that emerge from qualitative data obtained from interviews with the sample.

The data analysis used for objective (ii) in analyzing the reliability, quality, and completeness of information in videos about agribusiness as a source of information on the YouTube platform is descriptive statistical analysis and Spearman rank correlation assisted by using the IBM SPSS Statistics 26 application. This study used descriptive statistical analysis to determine the descriptive value of sample variables (mean, median, maximum, minimum, and standard deviation). Spearman rank correlation analysis in this study was conducted to evaluate or see if there is a correlation relationship between each indicator variable studied. In knowing the correlation relationship between the variables studied using Spearman rank correlation analysis, it can be seen from the p-value if the p-value <0.05, then there is a significant correlation relationship between variables. Data analysis was carried out by giving a score for each video tested with three assessment criteria: video completeness evaluation assessment, video reliability, and video quality measurement scale.

Video comprehensiveness evaluation

The scoring is done by giving a score if the evaluated video content meets the evaluation criteria that the researcher has arranged. Each "YES" answer will be given 1 point, and each "NO" answer will be given 0 points.

Video reliability evaluation

The scoring is done by giving a score if the evaluated video content meets the evaluation criteria that the researcher has arranged. Each "YES" answer will be given 1 point, and each "NO" answer will be given 0 points.

Video quality measurement scale

Video quality scale scoring is done by giving a checklist with the value criteria "very bad" is given a score of 1, "bad" is given a score of 2, "medium" is given a score of 3, "good" is given a score of 4, and "very good" is given a score of 5.

The criteria used to analyze the video content are shown below:

Table 1. Video assessment criteria

Video comprehensiveness evaluation	
Features	**Points given if**
Video resolution	≥ 480p
Audio	Clear
Clips	Relevant
Video comprehension	Easy to understand
Video flow	Good

Objective of the video	Fulfilled
Topic discussed	On topic
Evaluation of Video Reliability	
Are the explanations given in the video clear and understandable?	
Are useful reference sources given?	
Is the use of reference sources applicable to the audience?	
Does the information presented in the video have balance and is unbiased?	
Does the video evaluate areas of controversy or uncertainty?	
Measuring Scale of Video Quality	
Very poor, video quality is poor, video flow is unclear, a lot of information is missing, not useful for the audience	
Generally poor, there is some information in the video but it is not useful to the viewer	
Moderate, covers some important information	
Good, video flow is clear, covers some important information, and is useful to the audience	
Very good, the quality and flow of the video is very good, and the information provided is very useful to the audience	

Source: Chakma, Ruba, and Riya 2022; Azak *et al.* 2022

3. Research Results

3.1 Audience Responds to Youtube as a Source of Agribusiness Information

Based on Table 2. It is known that from the 50 samples that have been interviewed, 52% (n = 26) of the samples are male, 48% (n = 24) of the samples are female, and 46% (n = 23) of the samples are dominated by viewers with ages between 16-26 years with the dominant type of work as a private employee with a percentage of 34% (n = 17). From the list of subscribed channels, it is known that 30% (n=15) of the sample subscribed to agricultural channels, 20% (n=10) of the sample subscribed to fishery channels, 20% (n=10) of the sample subscribed to livestock channels, and 30% (n=15) of the sample subscribed to culinary channels.

Table 2. Respondent Characteristics (N = 50)

Variables	Dimensions	Total Respondents	Percentage
Gender	Male	26	52%
	Female	24	48%
Age	16-26	23	46%
	27-37	5	10%
	38-48	11	22%
	49-59	9	18%
	60-70	2	4%
Jobs	Students	3	6%
	University Students	14	28%
	Private	17	34%
	Civil Servant	5	10%
	Farmers	3	6%
	Unemployed	8	16%
Subscribed YouTube channel	Agriculture	15	30%
	Fisheries	10	20%
	Livestock	10	20%
	Culinary	15	30%

Source: Authors based on respondent characteristics

YouTube is a new media innovation that helps disseminate accurate information, provides visual displays, and also provides entertainment for its audience Chakma, Ruba, and Riya (2022). Content creators choose to use YouTube as their media for uploading content because on YouTube, they can express themselves through visual media, provide creative and valuable information for their users, and they can upload long-duration content. In selecting the type of content they want to watch, the viewers of YouTube are looking for information based on several aspects of their information needs. The need for information search conducted by YouTube viewers is described in Table 3:

Table 3. Types of Information Needs (N = 50)

Types of Information Needs	Total Respondents	Percentage
Cognitive Effects	17	34%
Affective Effect	14	28%
Personal Integration Effect	12	24%
Behavioral Effect	7	14%

Source: Authors based on respondent characteristics

Based on the research results described in Table 3, it shows that the viewers' needs in watching videos on YouTube are influenced by cognitive effects (N = 17), affective effects (N = 14), personal integration effects (N = 12), and cheering effects (N = 7). Akbar, (2018) says viewers seek information and knowledge to fulfill their needs. This relates to the desire to satisfy curiosity, where they access YouTube to get the information needed. The cognitive effects the audience feels refer to the need to gain information, knowledge, or understanding, where they use YouTube to satisfy their need for information and knowledge. Affective Effects refer to the need for individuals to feel positive or negative emotions when they use YouTube for entertainment, relaxation, or coping with their stress. Personal Integration Effects refer to the need for individuals to gain knowledge of individual credibility, trust, stability, and status, where they use YouTube as a medium to achieve some specific information that can help increase their knowledge. The Escapist Effect refers to the need for individuals to escape from reality or the stresses in their lives, where they use YouTube as a medium to experience a specific type of fantasy.

3.2 The Reliability, Quality and Comprehensiveness of Information in Videos about Agribusiness as a Source of Information on Youtube Platform

Table 4 shows that from the ten videos analyzed, three videos came from an agricultural channel, three from a culinary channel, two from a fisheries channel, and three from a livestock channel. From the evaluation of the comprehensiveness of the video, it is known that there was 1 video that received a score of 3, 2 videos that received a score of 4, 2 videos that received a score of 5, 2 videos that received a score of 6, and 3 videos that received a score of 7.

Table 4. Data Characteristics

Variable	Total (Frequency)	Total (Percent)
Source of release		
Agricultural channel	3	30%
Fisheries channel	2	20%
Animal husbandry cha	2	20%
Culinary Channel	3	30%
Video comprehensiveness evaluation		
Video with a score of 3	1	10%
Video with a score of 4	2	20%
Video with a score of 5	2	20%
Video with a score of 6	2	20%
Video with a score of 7	3	30%
Evaluation of video quality		
Video with a score of 3	3	30%
Video with a score of 4	3	30%
Video with a score of 5	4	40%
Evaluation of video reliability		
Video with a score of 2	2	20%
Video with a score of 3	3	30%
Video with a score of 4	3	30%
Video with a score of 5	2	20%

Source: Authors based on data characteristics

Based on the evaluation of video quality, it is known that three videos received a score of 3, 3 videos that received a score of 4, and 4 videos that received a score of 5. Based on the evaluation of video reliability, it is known that two videos received a score of 2, 3 videos that received a score of 3, 3 videos that received a score of 4, and 2 videos that received a score of 5.

Table 5. shows the highest number of views from the ten videos that were analyzed was 4,800,000 views, and the least number of views was 110,000 views, with a mean value of 1,657,700 (SD 1866656.015). The highest number of likes was 31,000 likes, and the lowest number was 1,200 likes, with a mean value of 11,020 (SD 10740.246). The highest number of dislikes was 5,700, and the lowest was 7, with a mean value of 1245.80 (SD 2057.678). The longest video duration was 23:05 minutes, and the fastest duration was 08:06 minutes, with a mean value of 14:44 (SD 05:22). For the video reliability evaluation, the highest score was four. The lowest was 2, with a mean score of 2.70 (SD 0.949). In the video quality assessment, the highest score was five, and the lowest was 4, with a mean score of 4.60 (SD 0.516). For the video completeness evaluation, the highest score was seven, and the lowest was 5, with a mean score of 6.30 (SD 0.675)

Table 5. Descriptive statistics data distribution

Feature	Maximum	Minimum	Mean	Std. Deviation
View	4.800.000	110.000	1.657.700	1866656,015
Like	31.000	1.200	11.020	10740,246
Disslike	5.700	7	1245,80	2057,678
Duration	23.05	08.06	14.44	05.22

Source: Authors based on IBM SPSS Statistics 26 application

Table 6. shows the results of the Spearman rank correlation analysis that was conducted, where the analysis results show that there is a significant correlation relationship between the number of likes and views (rho: 0.794, p = 0.006), likes and dislikes (rho: 0.685, p = 0.029), views and video reliability (rho: 0.657, p = 0.039), video comprehension and video reliability (rho: 0.677, p = 0.031). Highly significant correlation relationships were shown by the variables dislike and view (rho: 0.842, p = 0.002), video completeness and video quality (rho: 0.863, p = 0.001), and video reliability and video quality (rho: 0.888, p = 0.001).

Table 6. Result of the Spearman Rank Correlation Analysis

Variables	Rho	p-Value	Conclusion
Like and View	0,794	0,006	Significant
Like and disslike	0,685	0,029	Significant
Disslike and view	0,842	0,002	Highly Significant
View and video reliability	0,657	0,039	Significant
Video completeness and video reliability	0,677	0,031	Significant
Video completeness and video quality	0,863	0,001	Highly Significant
Video reliability and video quality	0,888	0,001	Highly Significant

Source: Authors based on IBM SPSS Statistics 26 application

4. Discussions

YouTube has changed the way we access information, including agribusiness information. YouTube is an entertainment platform and a valuable source of information for farmers, agricultural business owners, and individuals interested in agriculture and all related things. Duffett (2020) argued that there are three effects that influence viewers in accessing videos on YouTube, namely cognitive, affective, and personal integration effects. This argument matches the statement of Akbar (2018) who in his research also argues the same thing, where the

audience accessing videos on YouTube is influenced by cognitive, affective, personal integration, and cheering effects.

In this study, it was found that the majority of viewers interviewed were male with a percentage of 52% and female with 48%. This indicates that YouTube is a platform used equally by both genders in accessing information about agribusiness. In addition, most viewers were in the age range of 16-26 years, and the majority were private sector employees (34%), indicating that agribusiness YouTube shows have a significant appeal to young people with jobs in the private sector. Shoufan and Mohamed (2022) argues that YouTube viewers' interest in YouTube content is not gender-based but is related in terms of skill enhancement, competence, interest, motivation, engagement level, or exam performance. Buf and Ştefăniþă (2020) in their research revealed that there are significant differences between viewers based on their characteristics in accessing videos on YouTube.

Regarding the types of channels subscribed to by viewers, it is known that 30% of viewers subscribe to agricultural channels, 20% subscribe to fishery channels, 20% subscribe to livestock channels, and 30% subscribe to culinary channels. This shows that there is search variation in the content preferences of viewers on YouTube, with agricultural and culinary content being the most popular. Hosseinmardi *et al.* (2021) in their research stated that in choosing content, viewers tend to select those that match their interests. Variations in content preferences on YouTube can be related to the purpose of viewers accessing YouTube, where some viewers seek information and knowledge. In contrast, others seek entertainment, emotional support, or an escape from the daily routine.

Silaban *et al.* (2022) stated that YouTube provides various benefits to its viewers, ranging from education to entertainment that can be accessed at any time. In this study, cognitive effects were identified as the most dominant in influencing audience needs. This is aligned with a study by R. G. Duffett, Edu, and Negricea (2019) in which they found that cognitive effects in the pursuit of information and knowledge are key factors motivating users to access YouTube videos. In addition, affective effects, personal integration effects, and cheering were also found to impact audience needs in watching videos about agribusiness on YouTube. Regarding affective effects, Reif *et al.* (2020) in their study stated that deep emotions play an essential role in audience interaction with video content on YouTube. Zhang, Mishra, and Hirsch (2021) argued that personal integration and cognitive tendencies influence viewers' preferences in selecting and evaluating video content on YouTube. Overall, the results of this study show that YouTube has a strong appeal to audiences of different genders and ages. It also allows content creators to express themselves and meet the various needs of the audience, whether in terms of information, entertainment, or personal fulfillment.

YouTube has become one of the main sources of information in various sectors, including agribusiness. Silveira, Alves, and Raineri (2022) in their research, revealed that viewers use YouTube to access information about agribusiness quickly and easily. Anggraeni *et al.* (2020) stated that video as a medium to obtain knowledge or information has several advantages, including being able to reveal the actual state of a process, can be combined with text or images, has a replay feature that makes it easier for viewers to see images to focus more, is suitable for use as learning media. There is a combination of video and audio so that it can be faster and more effective in disseminating information.

This study analyzes the content of agribusiness videos uploaded on YouTube as a source of information. The results of this study provide an essential overview of the factors that influence the performance and user interaction of agribusiness videos on the YouTube platform and provide significant insights into the key parameters that influence video performance and audience interaction with agribusiness videos on the YouTube platform. Hariyani *et al.* (2023) stated that when using YouTube as a source of information, the content's validity and accuracy significantly impact how viewers make decisions. From the results of this study, it is known that in terms of the number of views, there is a significant variation between the number of views of all videos, with the highest number of views reaching 4,800,000 views, while the lowest number of views is 110,000 views. Irshad (2019) in his research, revealed that videos with a high number of views tend to have certain factors that influence their spread and popularity. This study found similar variations in terms of the number of likes and dislikes, where the highest number of likes reached 31,000 likes. In comparison, the lowest number of likes was 1,200 likes, illustrating the variation in the acceptance of video content by the audience. This funding aligns with research conducted by Baycan *et al.* (2023) where their study found data variations related to the number of likes and dislikes from the content analysis conducted.

The results of the rank-spearman correlation analysis showed some significant relationships between the variables studied. For example, there is a strong positive relationship between the number of likes and views, which can be interpreted as videos with higher likes tend to have a more significant number of views. In addition, there are significant correlations between the variables of likes and dislikes, views and video reliability, video

completeness, and video reliability. This suggests a strong relationship exists between these variables in the context of the videos analyzed. The highly significant correlations between the variables of dislike and view, video completeness and video quality, and video reliability and video quality indicate that these variables tend to influence each other in evaluating agribusiness video content on YouTube. The results of this study align with the results of research from Memioglu and Ozyasar (2022) where in their study, a significant correlation relationship was found between the variables of video completeness and video reliability.

Conclusions

This research shows that cognitive effects most influence viewers who access agribusiness videos on YouTube. They feel curiosity and need for knowledge on agricultural topics, such as the latest farming techniques, how to increase crop yields or solutions to agricultural problems. This indicates that YouTube serves as an essential source of knowledge in agribusiness. The results of the video content analysis show significant variation in user responses to agribusiness videos on YouTube, including the number of views, likes, dislikes, and video duration. Certain factors may influence the popularity and dissemination of such videos. There is a significant correlation between the variables observed in this study, such as the number of likes, dislikes, views, and evaluations of video reliability, quality, and completeness. This reflects the complexity of the interactions between these elements in influencing the performance of agribusiness videos on YouTube.

Acknowledgments

The authors would like to express gratitude to all respondents who participated and contributed to the data collection in this study.

Credit Authorship Contribution Statement

Desak Dwi Asthri Cahyani: Methodology, Formal analysis, Writing-original draft, Data curation, Validation.
Gede Mekse Korri Arisena: Conceptualization, Methodology, Funding acquisition.

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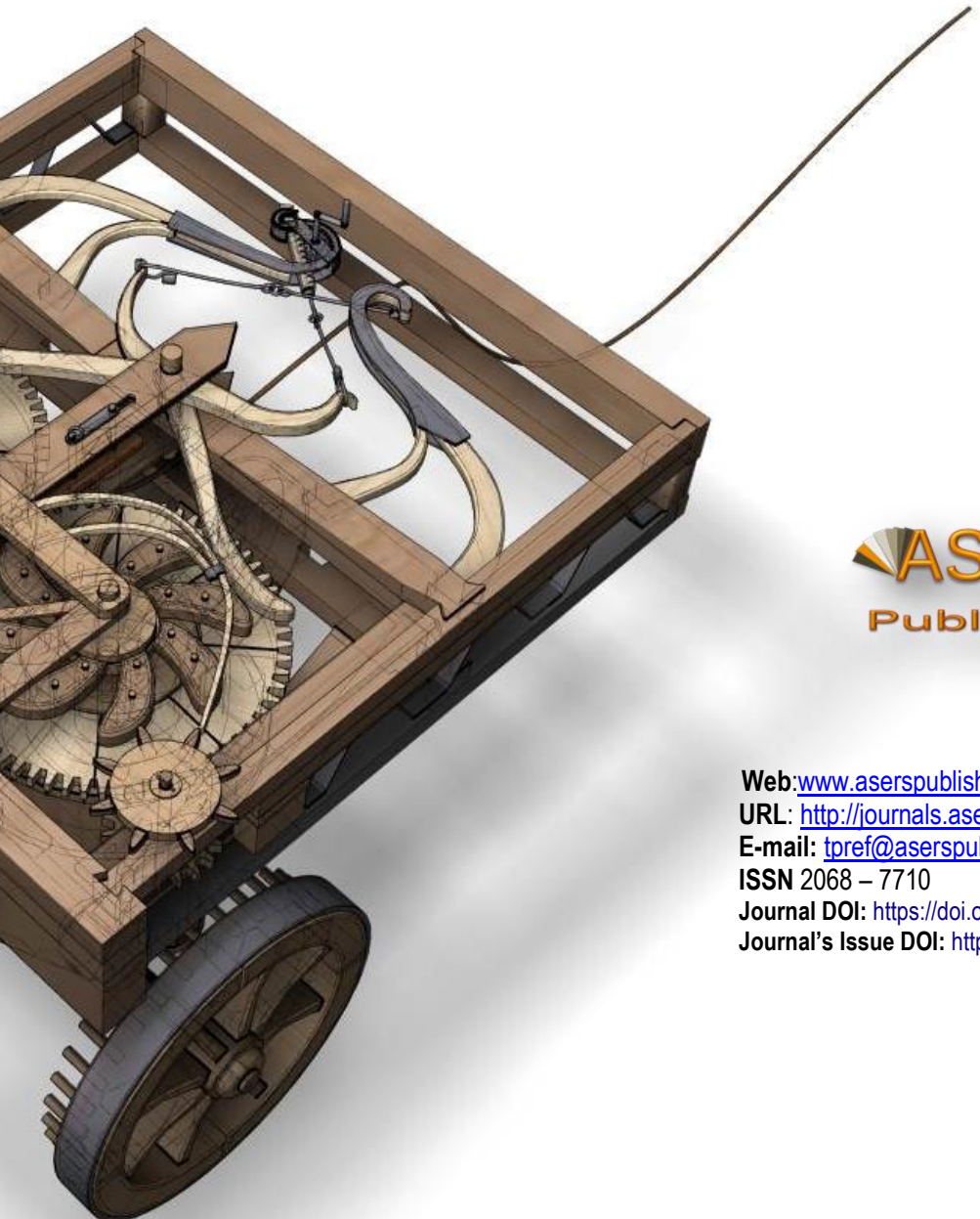

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