E-commerce in Farmers Communities

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Abstract. The purpose of this research is to know the role of government in empowering farmers communities and to identify the driving factors and barriers of such roles. This method of research was a qualitative and descriptive Debitor. The results showed that the role of government in empowering farmers community had been going well, but still not effective. The conclusion of this research is the role of government in empowering communities to strengthen farmers society by creating innovations to support the sale of crops from farmers.

1. Introduction
The government role is crucial in empowering communities. Their role is necessary to increase the economy of a country. With the increasing economy of a country, it can be a welfare for society or in this case is farmers. For the welfare of farmers, the government is required to issue an innovation based on e-commerce. E-commerce is a global symptom that can affect economic and social life throughout the world [1]. E-commerce transactions are often attributed to businesses involved such as consumers, businesses, and governments [2].

Research on the role of government in empowering farmers through e-commerce has been carried out from various angles, including those who are researching about e-commerce and agricultural commodity markets. These research discussed the emergence of e-commerce has been disappointing the balance in the economic allocation of research efforts. Determining and enforcing the rules, standards, and institutional norms for emerging agricultural e-commerce markets is state and any privilege [3]. Meanwhile, other studies have studied adoption of e-commerce practices among the Indian Farmers, a survey of Trichy District in the State of Tamilnadu, India and showed e-commerce practices in agriculture is still in developmental phase [4]. Meanwhile, other research studies related to designing website for online business in the agricultural sector showed agricultural research in Taiwan is still small in scale and information tecnology is very influential on agricultural marketing [5]. While other studies are reviewing the impact of market maker in the country positively impact the increase in market sales [6]. Meanwhile, other research studies related to empowerment of farmers through ICT literacy and showed that ICT was useful to give information to farmers and make it as business [7].

The purpose of this research is to identify the role of government in empowering farmers communities and to know the driving factors and barriers of such roles. This method of research was a qualitative method of descriptive Debitor.

2. Method
This research used qualitative methods with a descriptive approach. This research was taken by researchers through field data analysis in the form of interviews and theories. To deepen this research the authors used literature review from relevant sources such as journals.
3. Results and Discussion

Farmers income in Indonesia was still below the minimum. Many farmers were forced to sell their harvest to the intermediate trader, and cause consumers to lose at a very expensive price. Government’s role was needed in to empower them. An e-commerce system could provide a profit for its users, thus e-commerce had an online buying and selling access that could be used to market products. In the practice of e-commerce growth for the long term was very difficult to learn and internet use continued to increase and became more accessible [8]. The government issued an innovation based on e-commerce for farmers. With this e-commerce aimed to increase the income of agricultural products. With increasing agricultural income, there could be a prosperous farmer community. The farmers no longer sold their harvest to the middling but through the e-commerce. The next step of the government should socialize the farmers in the utilization of Information technology (IT) to sell agricultural products and increase revenues.

The government had targeted an innovation for the welfare of farmers. To achieve these targets, the government had collaborated with several agricultural web such as TaniHub. TaniHub was an application dedicated to selling agricultural products. With TaniHub could empower farmers. Here farmers could market their products through the web. With the web it could facilitate farmers in buying and selling. The Internet had become a very important business tool because it had the power to reach a wide audience and give users the ability to speak directly to someone. Learning how to market your brand on the Internet had been very important to know [9]. The government's driving factors in issuing e-commerce to this farmer were to promote the development of the economy in Indonesia, the farmers community, and provide solutions in the marketing of agricultural products. As for the inhibiting factors in issuing e-commerce for agriculture was the lack of socialization of the hope of farmers, and the lack of community knowledge of farmers to e-commerce. A lack of socialization by the government of the farmers causing the farmers to understand the community was lacking in the supply of agricultural products. The internet could be socialized by community leaders, with it in the use of the Internet could run effectively and precisely the target. Thus, the benefits of the Internet could be disseminated to the community. The internet was socialized with through basic training-training [10].

The results of this study indicated that the role of the government in empowering the farming community had gone well, but was not effective in its distribution. To advance the farmers economy, the government must be able to distribute the agricultural products they produced and bought their agricultural products with a high price.

4. Conclusion

The conclusion of this research is the role of government to improve the economy of farmers through empowerment of farmers by issuing e-commerce innovations that have not been going well. Some farmers are still unable to use e-commerce technology properly. The government's steps to promote farmers' agricultural outputs and economic development of farmers through e-commerce in Indonesia are good. E-commerce are expected to be able to provide solutions in marketing agricultural products. However, there are still inhibiting factors in publishing e-commerce for agriculture, namely the lack of socialization from the government and the lack of farmers' knowledge about e-commerce which makes it difficult for farmers to understand the supply of their agricultural products. So it can be concluded that the role of the government in empowering the farming community has been going well, but is still not effective.

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