

Knowledge Management Model for Farmer as Socialization Tool to Support Implementation of Smart Farming in Indonesia

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Abstract

A The enthusiasm of various parties such as the government, practitioners, academics, business actors regarding the implementation of Smart Farming hopes that there will be changes in Indonesian agriculture to be more sustainable economically, socially and environmentally. The high attention and research on smart farming such as precision agricultural technology and the creation of digital marketing platforms that aim to increase production and product marketing innovation, there is an important thing that is not being paid attention to, namely the level of farmer adoption of smart farming technology. This enthusiasm is not balanced with the level of knowledge of Indonesian farmers to understand and adopt Smart Farming technology. The low knowledge of farmers is one of the biggest problems for smart farming adoption in Indonesia. Socialization is one of the knowledge transfer processes in the Knowledge management system where this process can be used to help farmers understand and adopt smart farming. The purpose of this research is to help farmers understand and adopt smart farming with a knowledge socialization process approach. The research uses qualitative methods through literature review and observation to find problems and alternative solutions. Banks, governments, distributors of agricultural products, youth organizations, and empowerment of local kiosks.

Keywords

E- learning, Knowledge Management System, SMEs

Biography

Inayatulloh SE.MMSI,CDMS.CSCA is a lecturer at Bina Nusantara University, School of Information System Jakarta Indonesia and also a doctoral candidate of computer science, experienced in managing systems in the retail, automotive, convection and education industries. research domain in e-learning, e-business, e-commerce, cloud computing, IoT and block chain technology.

Sugeng Riyanto, found that my passion was to become an educator. I decided to take a master's degree at the university of IPB by taking a concentration in Small and Medium Industry Management (MPI). It was a big decision in my life that would change everything. I am currently a lecturer at the College of Economics (STIE) PERTIWI Bekasi, I have started the teaching profession since 2014 until now. Apart from being a lecturer, I am also the deputy principal of the industrial relations field at a private vocational school in Bogor district. I have a responsibility to establish relationships and cooperation between schools and the industrial world, agencies, and other institutions, both government and private institutions