



# UNIVERSITAS MUHAMMADIYAH SIDOARJO

FAKULTAS BISNIS, HUKUM, DAN ILMU SOSIAL

PROGRAM STUDI : • MAGISTER MANAJEMEN (S2) • MANAJEMEN (S1) • AKUNTANSI (S1)  
• ADMINISTRASI PUBLIK (S1) • ILMU KOMUNIKASI (S1) • HUKUM (S1)

## BERITA ACARA UJIAN SKRIPSI

Tanggal : Selasa, 04 Maret 2025

Jam : 08:00

Tempat : GKB 3, LAB PROPERTI, L.2

Telah dilaksanakan ujian Skripsi

Judul : PRESEPSI PETANI TERHADAP CHANEL YOUTUBE BABANG LAPER TERHADAP  
DESA WATUKOSEK KECAMATAN GEMPOL KABUPATEN PASURUAN

Nama : MUHAMMAD SULUNG SAPUTRA

Nim : 212022000049

Prodi : ILMU KOMUNIKASI

Bidang : PERILAKU KONSUMEN

Dengan Hasil :

Disetujui dengan perbaikan / penyempurnaan  
Jangka Waktu Perbaikan 7 Hari

Perbaikan / penyempurnaan yang harus dilakukan adalah : (kalau diperlukan dapat ditulis dilembar terpisah)

No	Nama Dosen	Jabatan
1	Ainur Rochmania, S.Sos., M.Si	Ketua Penguji
2	Ferry Adhi Dharma, S.I.Kom., M.I.Kom., Dr.	Penguji 1
3	Nur Maghfirah Aesthetika, S.Sos. M.Med.Kom	Penguji 2

Sidoarjo, 04 Februari 2025

Mengetahui,  
Kaprosdi

Ketua Sidang



Nur Maghfirah Aesthetika, S.Sos. M.Med.Kom



Ainur Rochmania, S.Sos., M.Si



## LEMBAR BIMBINGAN SKRIPSI

Nim : 212022000049

Nama : MUHAMMAD SULUNG SAPUTRA

Prodi : ILMU KOMUNIKASI

No	Tanggal	Logbook	Jenis Revisi	Gaya Penulisan	Naskah	Catatan
1	Kamis, 04 April 2024	Konsultasi judul	Judul	Judul kurang lugas dan informatif	Tidak ada	Judul penelitian OPTIMALISASI PEMANFAATAN INFORMASI DIGITAL TERHADAP USAHA TANI DIDESA WATUKOSEK
2	Jum'at, 05 April 2024	Konsultasi abstrak	Abstrak	Tidak ada revisi	Tidak ada	Abstrak baru bisa disusun setelah anda menyelesaikan proses penelitian
3	Rabu, 10 April 2024	Konsultasi terkait pendahuluan	Pendahuluan	Tidak ada revisi	Tidak ada	Pendahuluan terdiri dari fakta dan fenomena sesuai dengan judul penelitian
4	Senin, 15 April 2024	Konsultasi terkait teori yang akan di gunakan	Pendahuluan	Tidak ada revisi	Tidak ada	Pendahuluan harus memuat teori dan penelitian terdahulu sesuai dengan judul penelitian
5	Jum'at, 21 Juni 2024	Melanjutkan isi dari teori yang sebelumnya	Pendahuluan	Tidak ada revisi	Tidak ada	Teori sesuaikan dengan judul penelitian
6	Jum'at, 21 Juni 2024	Konsultasi metode yang cocok digunakan untuk judul jurnal	Metode Penelitian	Tidak ada revisi	Tidak ada	Metode penelitian bisa mix metode yaitu kombinasi kuantitatif dan kualitatif
7	Sabtu, 22 Juni 2024	konsultasi terkait Hasil dan pembahasan	Hasil dan Pembahasan	Tidak ada revisi	Tidak ada	Hasil = penyajian data Pembahasan = diskusi antara hasil penelitian dengan teori dan penelitian terdahulu
8	Minggu, 23 Juni 2024	Membahas kesimpulan dan sitasi	Kesimpulan	Tidak ada revisi	Tidak ada	Kesimpulan harus relate dengan tujuan penelitian
9	Minggu, 23 Juni 2024	Melanjutkan pembahasan dan hasil serta sitasi	Hasil dan Pembahasan	Tidak ada revisi	Tidak ada	Hasil dan pembahasan sebaiknya mengikuti saran dosen dan reviewer
10	Minggu, 23 Juni 2024	Konsultasi dafpus serta sitasi dan turnitin	Referensi	Tidak ada revisi	Tidak ada	Sebaiknya artikel disusun sesuai template dan aturan yang berlaku (APA style dan turnitin < 20%

Sidoarjo, 13 Februari 2025

Mengetahui,  
Dosen Pembimbing




Ainur Rochmania, S.Sos., M.Si

*\* Lembar bimbingan ini telah diperiksa dan divalidasi oleh Dosen Pembimbing dan dapat digunakan sebagai bukti yang sah*

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## Perception Of Watukosek Village Farmers Towards Babang Laper Youtube Channel

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DOI: <https://doi.org/10.21070/pssh.v7i1.599>

### ABSTRACT

*This research aims to determine farmers' perceptions of the use of digital information, especially via the YouTube platform, on farming in Watukosek Village, Pasuruan Regency. The growth of digital information technology has created new opportunities for farmers to increase productivity and market their agricultural products. Therefore, this research focuses on the impact and effectiveness of using these digital platforms in supporting agricultural activities at the local level. The research was conducted using a qualitative approach with descriptive methods. The theory used is S-O-R (Stimulus Organism Response), which was first discovered by Hovland (1953). Data collection techniques were carried out using interviews, observation and documentation. The results of research conducted at the research location, the use of digital media shows significant actions, reactions and perceptions after viewing the YouTube content "Babang Laper" which has diverse audience characteristics in Watukosek Village. Conclusion The importance of digital literacy for farmers, as it opens the door for them to access the latest information on best agricultural practices.*

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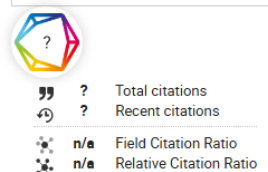


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PUBLISHED  
2024-09-12



HOW TO CITE  
Saputra, M. S., & Rochmaniah, A. (2024). Perception Of Watukosek Village Farmers Towards Babang Laper Youtube Channel. *Procedia of Social Sciences and Humanities*, 7, 172 - 181.

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**Vol. 7 (2024):  
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Conference On  
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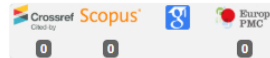
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