

Environmental Education Strategies @kebunkumara Instagram Social Media for Healthy Chicken Coops

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ABSTRACT

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This study aims to explore environmental education used by @kebunkumara Instagram social media accounts in the context of promoting healthy chicken coops. A healthy chicken coop is very important for maintaining the health of chickens and producing quality products. Instagram social media can be an effective platform to spread information about healthy chicken coops. The @kebunkumara account is active in sharing information about healthy chicken coops on Instagram. Using qualitative approaches and content analyzes, this study analyzes various communication strategies applied by @kebunkumara to educate its audience about the importance of healthy environment in the context of a chicken coop. through content analysis, user interaction, the study also evaluated the effectiveness of these strategies in raising awareness and understanding of environmental and animal welfare issues among Instagram audiences. This research shows that @kebunkumara use several communication strategies in disseminating information about healthy chicken coops, including: informative and educational content, attractive visuals, interaction with followers, cooperation with influencers. @kebunkumara use effective communication strategies in spreading information about healthy chicken coops on Instagram. This strategy can be an example for the other chicken farmers who want to use social media for education about healthy chicken coops.

1. Introduction

As technology develops in today's digital era, the internet is used as a communication tool for the community. People can access the internet easily and interact with various social media sites such as Youtube, Instagram, Facebook, Twitter and TikTok.(Fitriani, 2021). Social media provides space for the public to develop themselves by creating works that can later become branding.(Krisnawati, 2020). One of the social media that is often used is Instagram. Various features; feed uploads, stories, reels, live, comment section, in it become one of the reasons this social media is chosen as a means of communication (Wiguna, Malafitri, Nabilah, & Zuhri, 2022). Based on Napoleon Cat's report on DataIndonesia.id, the number of Instagram users in Indonesia until February 2024 was recorded at 88.86 million users. This number decreased by 1.1% compared to the previous month which was recorded at 89.89 million users.(Rizaty, 2024). After further investigation, Instagram users in Indonesia are concentrated in the age range of 18 to 34 years old, according to Statista. Indonesia ranks in the top four after Brazil, America, and India as the most users.(Dixon, 2024).

So it can be categorized that Instagram users are dominated by Millennial Generation and Gen Z. Millennial generation is a generation born between 1980 and 2000. While Gen Z is a generation born from 1995 to 2010.(Francis & Hoefel, 2018). This spread is a good thing for content creators to

reach the audience. As a result, Instagram accounts were born that are used for organizations, education, business (Kresovich et al., 2024).

Especially for the account @kebunkumara which is active in conducting environmental and landscape education. In his account, @kebunkumara provides education, workshops, and environmental volunteers. In this study, researchers focused more on how the @kebunkumara account educates the audience about the importance of environmental health in this case a healthy chicken coop. Chicken coops are often known for their unpleasant odor. Through Instagram, the @kebunkumara account has tried to educate its followers to adopt small actions that support the realization of healthy chicken coops. Seperti yang diketahui, untuk menghasilkan ayam yang sehat maka harus berasal dari bibit yang sehat (Julian, 2022). Through workshops, creative content, taglines, interaction with followers, and also cooperation with influencers, the @kebunkumara account that has joined Instagram since April 2016 has around 138 thousand followers as of April 2024. In his account, @kebunkumara pinned Kumaruyuk's video content uploaded since February 23, 2024 until now it has reached 4.3 million viewers and 202,077 likes.

2. Method

The research method used in this research is a descriptive qualitative approach through content analysis. According to Albi Anggito and Johan Setiawan, qualitative research is the collection of data in a natural setting with the intention of interpreting the phenomena that occur. (Anggito & Setiawan, 2018). Using the descriptive method means that researchers analyze the data collected in the form of words, pictures and not numbers. This method was chosen with the aim of seeking a deep understanding of a symptom, fact or reality. (Semiawan, 2010). As for the case study according to Sri Yona in (Yin, 2009) is one type of research that can answer several issues or objects of a phenomenon, especially in the branch of social science. Case studies can emphasize case analysis by using only a small number of events in a research design.

In this case the author uses a content analysis approach to analyze the message content in depth on the @kebunkumara Instagram account regarding environmental education strategies for healthy chicken coops. The content analysis approach can also be used to obtain an explanation related to a communication message conveyed in the form of a sign, symbol, emblem, or certain other criteria (Wiguna, Malafitri, Nabilah, & Zuhri, 2022). Content analysis is a method of studying and analyzing the distribution of visible information systematically, objectively, and quantitatively in relation to visible messages. (Kriyantono, 2014). Object-specific content analysis on social media proposed by (Parker et al., n.d.) explains that qualitative content analysis provides richer insights into the point of view of feelings, inferring explicit and implicit meanings through five stages as follows; (1) Defining the research Objective and Unit of Analysis, (2) Selecting the content, (3) Analysis the content, (4) Interpretation the content, and (5) Drawing conclusions. The data source in this research is Instagram posts that have been uploaded on social media @kebunkumara regarding environmental education topics for healthy chicken coops in the period November 2023 to April 2024.

3. Result and Discussion

This study examines one Instagram account that is active in educating, especially on healthy chicken coop education, namely @kebunkumara. The presence of @kebunkumara Instagram account is a breath of fresh air for people who live in urban areas with limited land. The @kebunkumara account has joined Instagram since April 2016 until April 2024 and has 138 thousand followers. Through this Instagram platform, @kebunkumara actively educates chicken coop management in order to build public awareness in protecting the environment.

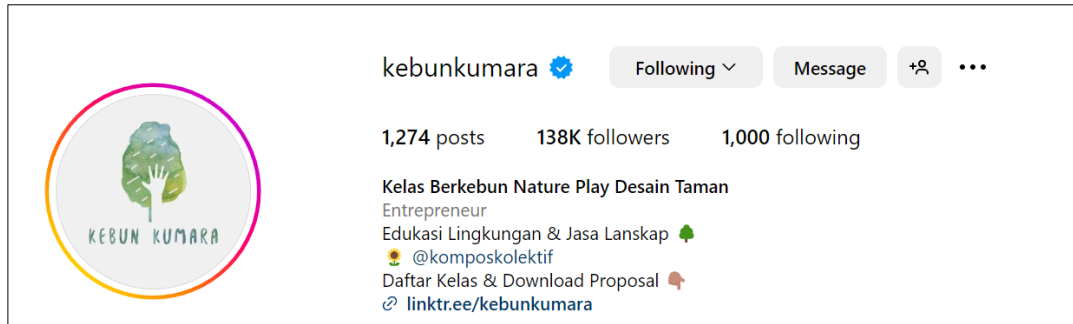


Figure 1. Number of Instagram followers of @kebunkumara until April 2024
(Source: Instagram @kebunkumara)

In social media, opinion leaders are called influencers. Influencers on social media have great influence due to mass media support. There are influencers who were born on the internet. They are people who produce any kind of content that gets attention from their fellow users. Abednego et al. (n.d.). According to Forbes, follower numbers are not always an indicator of a successful influencer. They categorize influencers by follower count into five categories. Mega macro-Influencers with more than 2.5M followers, macro-influencers with 500K-2.5M followers, mid-tier influencers with 100K-500K followers, micro-influencers with 25K-100K followers, and nano-influencers with under 25K followers. Judging from Figure 1, the @kebunkumara account, which has 138K followers, is classified as a mid-tier influencer. Quoted from the book *Communication in the Digital Age*, Alvin (2022) with a large enough number of followers to allow influencers and followers to not have a close relationship with their followers. Nonetheless, the mid-tier has a big advantage in reach public.



Figure 2. Instagram feed of @kebunkumara account (April 2024)
(Source: Instagram @kebunkumara)

Based on observations made by researchers in the uploads of the @kebunkumara Instagram account, it is known that this account is active in creating content related to environmental education. Content analysis research stages Parker et al. (n.d.) This research was also conducted in this study. The first step taken by researchers in this analysis is to determine the research objectives and units of analysis, in this stage the research aims to find out the communication strategies used by the @kebunkumara account including; informative and educational content, attractive visuals, interaction with followers and collaboration with other influencers. The next stage in qualitative content analysis conducted by researchers is determining content. In this stage, the researcher has

determined the content of the uploads selected as research material. By the 1,274 posts, researchers only focused on posts related to the research theme, namely environmental education for healthy chicken coops in the period November 4, 2023 to April 26, 2024. Through the content selection process carried out by researchers within a predetermined period, 16 uploads were found which included environmental education for healthy chicken coops.

Education is the process of delivering and receiving knowledge, skills, values and norms that take place formally or informally to develop the potential and understanding of a person or group in order to improve the quality of life and achieve certain goals.(Putra & Rochmaniah, 2023). Researchers found that the @kebunkumara account uses several strategies in disseminating information about healthy chicken coops, including:

3.1 Informative and Educational Content

The educational activities highlighted by researchers in the @kebunkumara Instagram account contain information about healthy chicken coop management. In the @kebunkumara account, it does not only discuss chicken coops, but more than that there are several segments including; Kumaruyuk: Kumara Kukuruyuk, Grow Your Own Tempe, Ecobrick, Monday Mother Nature, Nature Playschool, and Kumara's Workshop. In this study, researchers only focused on the Kumaruyuk segment: Kumara Kukuruyuuk. In it, the account owner introduces how he built a chicken coop with a permaculture approach. This is what attracts viewers to find out how to raise chickens without the smell of a chicken coop. Through video reels, Kebun Kumara persuades Instagram users to learn more about healthy chicken coops. In fact, according to data from the National Food Agency (Bapanas), by 2023 Indonesians will consume up to 7.46 kilograms/capita/year of purebred chicken meat. This consumption level increased by 4.3% compared to 2022 and became the highest record in the last five years (Ahdiat, 2024). As is known, the market price of fresh broiler chicken in several modern markets in Jogjakarta Province on April 2, 2024, reached an average of Rp. 37,360 per kg. This price has relatively decreased from the previous price on March 16, 2024, which reached Rp. 37,850 per kg.(Bapanas, 2024).

These Kumaruyuk segments are mostly uploaded in the form of reels. According to the official Instagram page (Perdana, 2022), the reels feature can be used to create short videos of 15 seconds or more with a selection of audio, effects, and other creative tools. Kumaruyuk's reels contain content on chicken coop management, ranging from the cost of building a coop, composting, egg harvesting, concept and design of chicken coops in urban areas.



Figure 3. Instagram video reels upload on @kebunkumara account
(Source: Instagram @kebunkumara)

In the upload of the @kebunkumara Instagram account on November 27, 2023 contains video footage that begins with a question sentence to give an interactive impression with Instagram followers "who here eats chicken every day?" with video footage of chickens in their cage. In the upload listed in figure 3, there is a caption, emoticon and also an admin contact for registration for the Halaman Chicken Workshop. @kebunkumara explains his concern for the production of chickens that have been produced on earth as many as 40 billion each year to produce eggs or slaughtered for meat, with a cage size no larger than the size of A4 paper. This is what @kebunkumara does, educating followers on animal welfare.

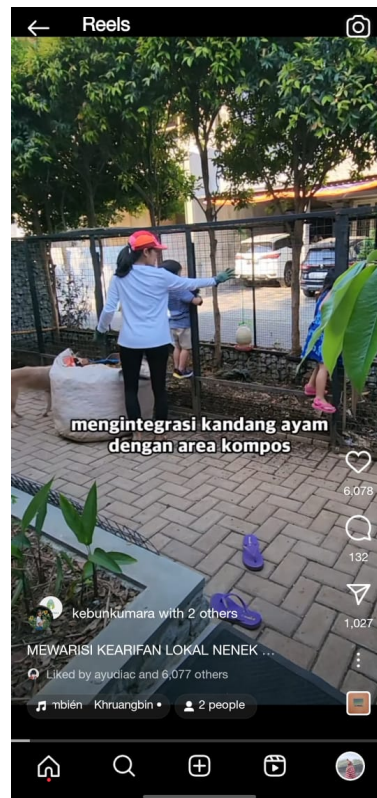


Figure 4. Uploading video reels of integrating the chicken coop with the compost area
(Source: Instagram @kebunkumara)

Not only education about animal welfare, another post also explains the utilization of cage land for composting, in video reels uploaded on November 25, 2023. The caption of the post reads, "raising chickens and their integrated cage design with compost can solve our organic waste problem and maintain our source of protein consumption". Caption itself according to Damastuti is a text message that describes the uploaded image or video. In addition, another opinion says that a caption is a short text or image caption that aims to emphasize the meaning in addition to the visualization of the message that is already visible. Here the following is the caption used in the upload before:

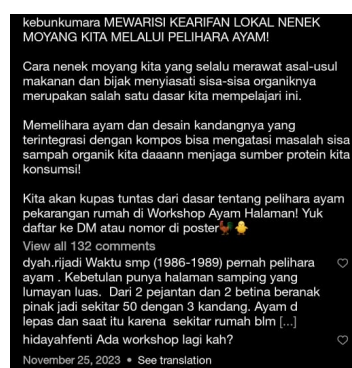


Figure 5. caption uploaded on November 25, 2024
(Source: Instagram @kebunkumara)

In the caption, Kebun Kumara educates Instagram users that composting can be integrated with chicken coops. In addition to reducing unpleasant odors, integrating the chicken coop with the compost area can also reduce organic waste. To date, the videos on the reels have had 242,837 views and 132 comments from the public. The number of views is high even though the number of

comments is relatively small, considering that @kebunkumara has 138,000 followers. This proves that the uploaded content has received public interest.

3.2 Public Workshop

Get closer to @kebunkumara, not only socializing on social media but also educating through its public workshops. Kebun kumara workshops provide several workshop options; Nature Playschool, Ecobrick Workshop, Workshop Daur Ulang, Seed Starting Workshop, dan Workshop Ayam Halaman. In this case, researchers only focus on the theme of the workshop which is in accordance with the research theme, namely the Chicken Yard Workshop. in this workshop, @kebunkumara invites participants to participate and express various aspirations. As observed by the researchers, the workshop began with a theoretical presentation on chickens, chicken history, chicken species, chicken life cycle, chicken food sources, and integrative rearing and cage design approaches. After 4 online workshop sessions, it was followed by site visits in two locations, Bali and BSD. The site visit provided an opportunity for participants to see first-hand the chicken coop integrated with the composting process.



Figure 6. Documentation of Workshop Ayam Halaman Batch 3
(Source: Instagram @kebunkumara)



Figure 7. Comments by @mrtkmlsr and @fachriachmadd860 on posts related to the chicken yard workshop
(Source: Instagram @kebunkumara)

With this page chicken workshop, users can interact directly with the account owner @kebunkumara at the location of the integrated chicken coop. This workshop shows the interest of followers to learn about the management of integrated chicken coops initiated by Kebun Kumara. As the comment from @mrtkmlsr "Want to join June" shows his interest in joining the workshop that @kebunkumara has held as shown in figure 7. This good response was also responded by @kebunkumara in a friendly manner.

3.3 Interactive Communication

The @kebunkumara account provides a space for the account owner and his followers to share experiences and information about sustainable chicken coop management. Kebun Kumara's innovation has received many favorable reactions in the comments section. The use of the comment feature on the Instagram platform is one of the ways @kebunkumara attracts the public to spread information about healthy chicken coops.



Figure 8. interaction of @kebunkumara owner with followers and other Instagram users
(Source: Instagram @kebunkumara)

The comments found by researchers started from netizens with the account @zeaamalia who asked about whether or not there were complaints from neighbors with the establishment of a chicken coop in the middle of a housing complex. As for the responses from other netizens @suyasakomang who responded to comments from @zeaamalia. This interaction is illustrated in figure 8. In addition to interaction with followers, the @kebunkumara account also provokes Instagram users with its jargon in each Kumaruyuk segment: Kumara Kukuruyuk which has its own characteristics and is one of the attractions for Instagram users. Kumaruyuk itself is short for Kumara Kukuruyuk. Kukuruyuk is taken from the sound of a chicken that is commonly recognized by Indonesians when it crows and makes a sound that sounds "kukuruyuuk".

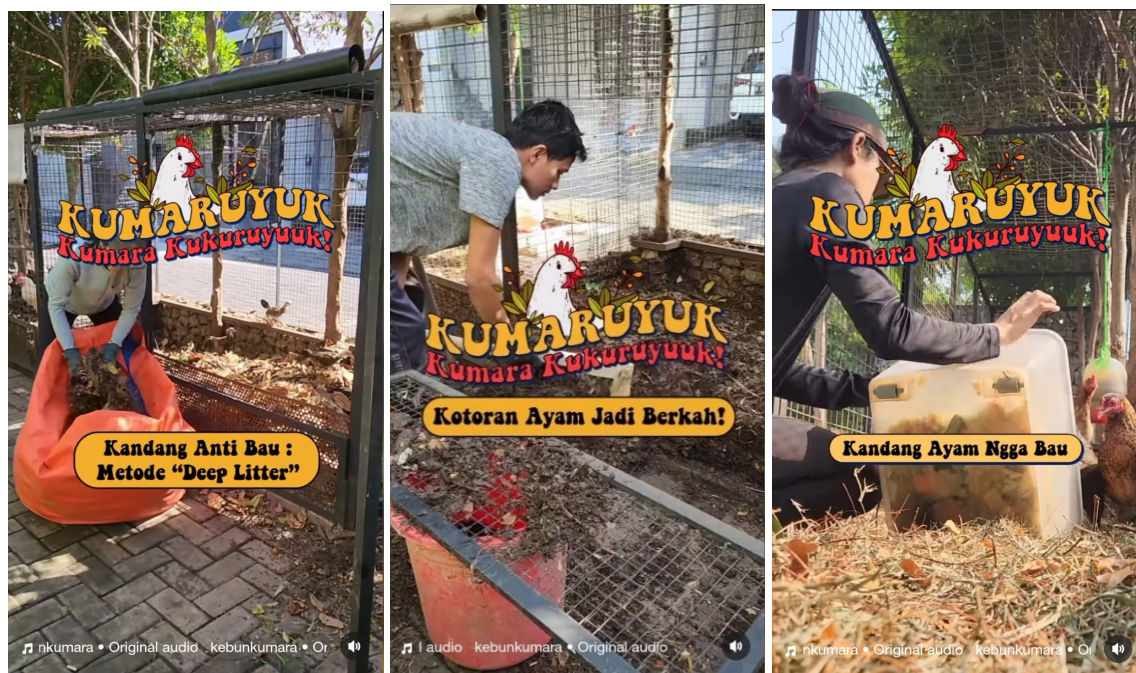


Figure 9. Kumaruyuk segment on @kebunkumara account
(Source: Instagram @kebunkumara)

In each segment, it always begins with the phrase "it's Kumaruyuk, Kumara Kukuruyuuk!" with its characteristic tone. That way, followers will immediately recognize that the upload being watched is uploaded from the @kebunkumara account. Although the video edits uploaded by the @kebunkumara account are quite simple, the message conveyed can be received with an explanation that is quite clear and not confusing. @kebunkumara uses everyday language in a relaxed and unhurried manner.



Figure 10. Highlights of @kebunkumara account
(Source: Instagram @kebunkumara)

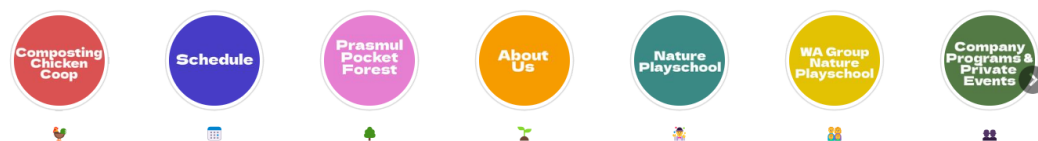


Figure 11. @kebunkumara account highlights located under Instagram biography

Given that Kebun Kumara is an account that contains environmental education, the use of the story feature is also one of the activeness of this account. Instagram Story or commonly abbreviated as Instastory allows users to upload photos or videos with a maximum duration of 60 seconds which will only last for 24 hours unless the user wants to save in the highlights.(Ramadhan et al., 2020). Instagram Highlights(2019) Stories Highlight allows users to save Instastories that have been created and arrange them attractively as desired with a specific name, such as Highlight Workshop, for users to display at the bottom of the profile biography on Instagram.

3.4 Influencer Collaboration

In @kebunkumara Instagram, a lot of content is uploaded with a new feature on Instagram, namely collaboration. With the collaboration feature, Instagram accounts can reach more accounts because it is a combined reach of two collaborating accounts.(Silvy Angelina et al., 2022). That way, it can generate more Instagram users because it brings together the audience of @kebunkumara's account followers with the followers of the influencer accounts that are invited to collaborate on their uploads.



Figure 11. Collaboration feature of @kebunkumara account with other influencers
(Source: Instagram @kebunkumara)

Seen in the picture, uploads uploaded using the collaboration feature are not only video reels as @kebunkumara usually uploads but also uploads in the form of photos. This feature is characterized by the appearance of the account name @kebunkumara and other influencers listed in the left corner of the upload. Observations that have been made also find that uploads uploaded with the collaboration feature get the attention of followers and non-followers of @kebunkumara's Instagram account faster. One of the frequent collaborators is @sorayacassandra and @priyatnadh. after further research, @sorayacassandra is the founder of the @kebunkumara account. She has 52K followers and can be considered a micro influencer. With the combined number of followers of both, it will be easy for @kebunkumara to reach Instagram users.

4.1. Presenting the Results

Based on the research conducted, the researcher found that there were environmental education activities for healthy chicken coops carried out by the Instagram account @kebunkumara. The environmental education strategy carried out by @kebunkumara, resulting in findings for researchers based on @kebunkumara's uploads from November 4, 2023 to April 26, 2024 are as follows:

First, the Kumaruyuk program: Kumara Kukuruyuk on the @kebunkumara account is a favorite content for active users and followers of @kebunkumara. Not only does it produce healthy chickens but by implementing this healthy chicken coop, researchers found that this chicken coop produces compost from food scraps and browns/dried grass that is integrated with the chicken coop. The interest of the audience is seen from the high number of views, which to date in one post reached 4.9 million viewers. However, it is unfortunate that other content themes owned by the @kebunkumara account lack public attention. Therefore, researchers did not include it in this discussion.

Second, the use of social media campaign elements that are less highlighted is the use of hashtags on the @kebunkumara account. Researchers found that @kebunkumara rarely uses hashtags in his posts. Although it is written on the link listed on his biography, the hashtag #BerguruPadaAlam.

Third, on @kebunkumara's Instagram account, there are many video reels uploaded. Whereas as we know that Instagram has many types of feed uploads that can be used to disseminate information such as photos and carouesel. @kebunkumara also rarely uploads infographics or

illustrative images in his account. Nonetheless, the reels post form does manage to achieve high engagement/insight compared to the photo-only post type. This can be seen from the relatively high number of likes, comments, and viewers.

4.2. Create a Discussion

Based on the results of research that has been conducted by researchers with the title Education Strategy of the Instagram Social Media Circle @kebunkumara for Healthy Chicken Coops, several discussions can be given, including the following:

First, in the social media education strategy, the use of hashtags is very necessary as a branding of the account itself and also the program being carried out, make it easier to search, facilitate promotion so that it can reach Instagram users more widely so that it can increase the number of followers, likes, and comments.

Secondly, in @kebunkumara's account that collaborates with other influencers, followers' interaction with @kebunkumara's account is rarely seen, on the other hand, other influencers are the ones who respond to many netizens' comments. For new followers who do not know @kebunkumara's collaborators, it will raise questions about her credibility because she does not have a blue tick on her account.

Third, there is a need for further research on topics like this to increase the literature that discusses social media as an environmental education strategy for healthy chicken coops.

4. Conclusion

The results showed that @kebunkumara's Instagram social media environmental education strategy for healthy chicken coops has four strategies, namely informative and educational content, public workshops, active interaction with followers, and collaboration with influencers. The content produced by @kebunkumara is based on his knowledge as a chicken and environmental activist who is educative through content that can be applied in everyday life as well as knowledge for Instagram users. With its consistent activity, it can provide hope for an increase in people who are interested in protecting the environment and animal welfare through environmental education with chicken coop management carried out by @kebunkumara.

The purpose of the @kebunkumara Instagram account in creating this healthy chicken coop environmental education content is to increase public awareness that they are the guardians of the earth, one of which is by gardening and raising chickens can be done anywhere. With chicken coops that are integrated with the composting process, the compost can be used as fertilizer, chickens can be harvested for eggs and slaughtered for meat. With the approach taken with environmental education strategies through social media, it is hoped that public interest in returning to nature will increase.

5. Acknowledgement

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