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The Construction of Meaning and Sentiment: Agricultural Representation on YouTube in Indonesia

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ABSTRACT

This study examines how the farming profession is portrayed and understood on YouTube, a platform that has received little attention in previous academic work. Drawing on Stuart Hall's theory of representation and using a digital ethnography approach, the research analyzes six selected YouTube videos, identified through the PRISMA method. Through thematic analysis using ATLAS.ti, the study identifies key symbolic representations, while sentiment analysis with AI Studio categorizes audience responses as positive, negative, or neutral. The findings suggest that video formats – such as monologues, vlog-style storytelling, and complex editing – contribute to diverse portrayals of farmers. Negative portrayals, as seen in Indonesia Terancam Krisis Petani Muda (CNN Indonesia), tend to reinforce views of farming as difficult and economically insecure. On the other hand, videos like Pengantin Baru Lulusan Sarjana Sukses Jadi Petani (Wong Ladangan) offer more positive narratives, showing farming as a viable and rewarding profession. This study contributes to discussions on digital representation by showing how online media shape public perceptions of professional identities. It also provides practical insights for agricultural policymakers and content creators to rethink how farming is communicated to the public, particularly to younger audiences.

Keywords: *Agriculture; Farmers; Sentiment Analysis; Social Representation*

1. Introduction

Indonesia, widely recognized as an agrarian and archipelagic nation, currently faces complex challenges in sustaining its agricultural sector, particularly in fostering farmer regeneration. Although agriculture contributes significantly to the Gross Domestic Product (GDP), averaging 13.02% from 2019 to 2023 (Badan Pusat Statistik, 2023). The interest of the younger generation in engaging with the sector has drastically declined. This phenomenon has become a serious concern for researchers and policymakers, as youth are expected to serve as agents of transformation and innovation in developing sustainable agriculture. This situation is deeply ironic, given that agriculture is not only a livelihood source but also a pillar of cultural and national identity. Effective farmer regeneration is crucial not only for maintaining food productivity but also for preserving the social relationships and traditions inherent in farming practices. Furthermore, with the increasing impacts of climate change and other global challenges, the presence of innovative and adaptive young farmers is essential to ensure the sector's transformation and sustainability. If the younger generation is not engaged, the agricultural sector risks not only losing its workforce but also the knowledge and creativity they bring, which are vital for finding new solutions to existing problems.

The decline in youth participation in agriculture is closely tied to various structural challenges. Among these, limited access to land and capital remains a primary barrier for those interested in entering the sector. For instance, over 70% of Indonesian farmers are smallholders with less than 0.5 hectares of land (Effendy & Haryanto, 2020). Additionally, the growth of the industrial and service sectors, which offer more competitive wages and greater work flexibility, has increasingly attracted young workers. According to the Central Statistics Agency (BPS), these sectors absorb around 60% of young workers, with average incomes higher than those in agriculture (Badan Pusat Statistik, 2023). Moreover, the perception that farming is labor-intensive and less profitable further diminishes youth interest in the sector (Faturohman et al., 2023; Korankye et al., 2019; Ninson & Brobbey, 2023; Widiyanti et al., 2018). It is estimated that millennial farmers account for only 21.39% of the total farming population, highlighting the urgent need for farmer regeneration to ensure national food security (Effendy et al., 2020; Effendy & Haryanto, 2020; Nisa Suriani et al., 2023; Qurani et al., 2020). In reality, the younger generation is the backbone of the nation's future and is expected to bring innovation and sustainability to agriculture (Haryati et al., 2024; Kifli et al., 2021; Nisa Suriani et al., 2023; Nitami et al., 2024).

A combination of structural and cultural issues drives the low participation of youth in agriculture. Previous studies have identified several contributing factors, including limited access to land, capital, and modern technology, as well as the negative perception that farming is unattractive and unprofitable. Research consistently shows that unfavorable social perceptions significantly influence youth decisions to avoid agriculture as a career choice (Faturohman et al., 2023; Griffin et al., 2024; Kidido et al., 2017; Widiyanti et al., 2018). External factors such as family support, access to training, agricultural education, membership in social organizations, and credit accessibility have also been identified as key variables that encourage youth engagement in farming. Studies by emphasize the complexity of social and institutional factors influencing youth career choices (Anwarudin et al., 2020; Ao et al., 2021; Syukron, 2021).

Digital transformation has opened new avenues for redefining the meaning and perception of agriculture. Social media platforms, particularly YouTube, Instagram, Facebook, and TikTok, have evolved from mere entertainment tools into spaces for professional identity formation and meaning negotiation. Research demonstrates that digital platforms hold significant potential in shaping youth perceptions of various professions, including agriculture (Syukron, 2021;

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Widhiningsih & Hariadi, 2019). However, in-depth research on the representation of agriculture in digital media remains limited. Previous studies have not fully explored how YouTube constructs the meaning of agriculture, comprehensively analyzed digital data, or understood the dynamics of perception formation on digital platforms. This research gap underscores the need for a robust theoretical approach to understand this complex phenomenon.

Stuart Hall's theory of representation provides a valuable analytical framework for understanding the construction of meaning in digital media. Hall argues that representation is not an objective reflection of reality but a product of complex systems of language and signs (Hall, 1997). In the context of YouTube, the representation of agriculture not only depicts the profession but also builds dynamic narratives that can influence youth perceptions and career choices.

Based on these issues, this study aims to address two fundamental questions: 1) How is the meaning of agriculture produced and constructed in YouTube videos? and 2) What are netizens' sentiments toward the farming profession in these videos? Using a digital ethnography approach, this research seeks to generate comprehensive insights that can drive social and economic transformation in the agricultural sector while offering innovative strategies to increase youth interest in farming.

This study is significant because it can provide a deep understanding of the construction of agricultural representation in the digital era and identify effective strategies for attracting youth interest. By combining sociological theoretical perspectives with advanced digital analysis methodologies, this research is expected to make a substantial contribution to the development of agriculture in Indonesia, particularly in relation to the image of the farming profession.

2. Literature Review

2.1. The Role of Social Media in Constructing a Professional Image

Social media has become one of the primary sources of information and inspiration for the younger generation, including in shaping career choices. Platforms such as YouTube, Instagram, Facebook, and TikTok not only serve as mediums for information dissemination and entertainment but also as spaces for interaction and discussion that can influence public perceptions of various sectors, including agriculture. Although numerous studies have examined the role of social media in the context of agricultural information dissemination, there is a significant gap in the literature regarding how social media, particularly YouTube, can be utilized to rebrand the image of agriculture to make it more modern and appealing to the younger generation.

Several studies indicate that young farmers have leveraged social media to enhance productivity and share technical information. Research found that young farmers in Yogyakarta use social media to improve crop productivity, although technical skill limitations remain a barrier (Tutiasri et al., 2022). Similarly, while social media plays a role in disseminating agricultural information, the engagement of young farmers is often limited due to a lack of access and digital skills (Widhiningsih & Hariadi, 2019). This suggests that although social media holds significant potential, its full potential in educating and engaging the younger generation has yet to be maximized.

2.2. Factors Influencing Youth Interest in Agriculture

Previous literature identifies several external factors that influence youth interest in agriculture, including family support, access to training, agricultural education, membership in social organizations, and credit accessibility (Anwarudin et al., 2020; Ao et al., 2021; Batonwero

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et al., 2022; Dimelu et al., 2020; Henning et al., 2022; Mishra, 2015; Mutinda et al., 2021; Owoade, 2020; Saputro & Saputro, 2020; Syukron, 2021; Webster & Ganpat, 2014; Yodfiatfinda, 2020). These factors have traditionally been considered crucial in increasing youth participation in the agricultural sector.

In addition to these traditional factors, institutional support and effective extension services are also critical (Argaw et al., 2023; Chipfupa & Tagwi, 2021; Shinn & Kim, 2012)However, the limitations in integrating such support with social media use indicate that a holistic approach to attracting youth interest has not yet been fully realized.

2.3. Micro, Small, and Medium Enterprises (MSMEs)

Previous study reveals that discussions on social media cover various themes, such as agricultural production, agribusiness development, and sustainable agriculture (Syukron, 2021). However, most of these discussions still focus on technical and operational aspects without addressing strategic dimensions such as innovation, sustainability, and entrepreneurial potential, which could significantly transform the image of agriculture. Thus, there is a lack of exploration into how social media can serve as a rebranding tool to inspire youth interest in agriculture as a modern and promising profession.

YouTube has proven to be an effective platform for conveying complex information through easily digestible visual content. Research demonstrates that YouTube facilitates interaction between farmers, extension workers, and agribusiness practitioners (Cahyani & Arisena, 2023; Mujiono & Dianthi, 2024). Through educational content and practical demonstrations, the platform not only enhances understanding but also helps build learning communities akin to approaches in health and education. Hussein & Mohammad highlight that factors such as content relevance, short video duration, and viewer interaction (e.g., comments and likes) are crucial in successfully conveying agricultural ideas through videos (Hussein & Mohammad, 2023).

Qualitative analysis by Vlahović et al. reveals that narrative structures incorporating personal experiences, calls to action, and visual symbols play a significant role in creating authenticity (Vlahović et al., 2023)Narrative approaches that combine educational content with personal stories have substantial potential to influence audience perceptions of agriculture. Although these elements have been identified, previous research has not deeply explored how such narrative structures can be adapted to transform the image of agriculture among the younger generation.

A key critique of the existing literature is the lack of exploration into how effective narratives can rebrand agriculture. Most studies still focus on technical aspects and information dissemination without addressing how messages can be strategically packaged to enhance the appeal of the agricultural sector to youth. Thus, there is a need for research that integrates narrative approaches in the digital context to develop more engaging and relevant communication strategies.

2.4. Stuart Hall's Theory of Representation in the Context of Digital Media

Stuart Hall's theory of representation provides a conceptual foundation for understanding how meaning is produced and constructed through media. According to Hall, representation is the process of translating abstract concepts into symbolic forms, such as words, images, or videos, that actively shape public perceptions. The use of images, narratives, and specific terms not only reflects the reality of farmers but also creates new constructions of meaning that can influence how the younger generation views the profession (Campbell, 2016; Hall, 1997).

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Therefore, Stuart Hall's theory of representation not only offers a comprehensive analytical framework for understanding how meaning is produced and constructed in the representation of farmers on YouTube but also provides practical implications for increasing youth participation in the agricultural sector.

3. Research Methodology

3.1. Research Approach

This study employs a qualitative approach with digital ethnography to explore the construction of meaning surrounding the farming profession on YouTube. The research focuses on how farmers are represented, produced, and interpreted in digital content. To achieve a comprehensive understanding, the study combines video analysis with comment analysis, utilizing digital-based data collection and analysis techniques. The research is grounded in the premise that YouTube is not merely an entertainment platform but also an active social space that shapes and represents professional identities. By leveraging digital ethnography, this study aims to understand how digital media influences public perceptions of the farming profession. The theoretical framework draws on recent literature in digital humanities and social media analysis, including the works of (Pink et al., 2015) on digital ethnography and (Sharma et al., 2020) on digital sentiment analysis.

3.2. Data Collection and Analysis Techniques

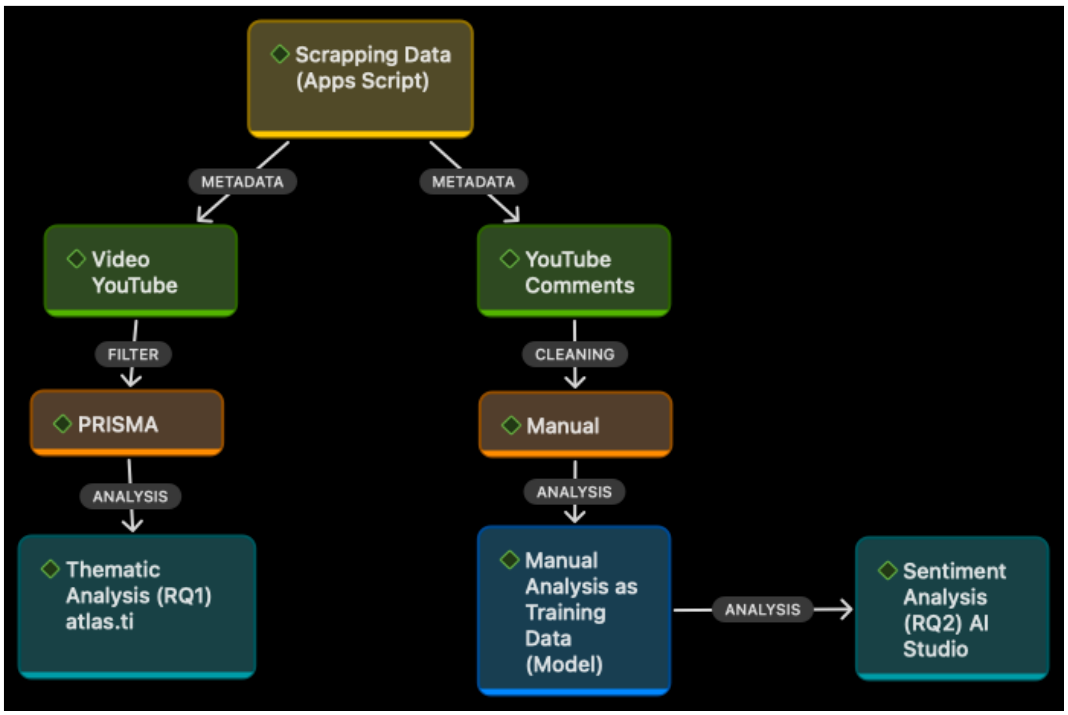

Figure 1. Operationalization of Research Methods

The primary data for this study were obtained from YouTube videos discussing the conditions of farmers in Indonesia. Data collection was conducted using data scraping techniques with Google Apps Script to download videos and comments deemed relevant to the topic, collected in early February 2025. This process was carried out systematically to minimize bias and ensure data representativeness. To maintain data quality and relevance, video selection was performed using the PRISMA (Preferred Reporting Items for Systematic Reviews

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and Meta-Analyses) method, which has proven effective in systematic literature screening. The application of PRISMA allows for transparent and replicable data selection based on predefined criteria.

The criteria used for video selection were as follows: 1) Minimum of 10,000 views. This criterion ensures that the selected videos have significant exposure. High view counts reflect broader audience interest and interaction, enabling the collection of representative data and diverse perspectives on the conditions of farmers in Indonesia. 2) At least 1,000 comments, which ensures active audience engagement, which is considered a key indicator of interaction and participation. A high number of comments suggests that the video has sparked active discussions, allowing for an in-depth analysis of reactions, perceptions, and opinions regarding the farming profession. 3) Direct relevance to the topic "Farmers in Indonesia". Selected videos must explicitly discuss the conditions and challenges faced by farmers in Indonesia. Content relevance is crucial to ensure that the analysis accurately reflects real-world situations and issues directly related to the research context. 4) Credible sources, videos from official channels, or personal vlogs that consistently discuss agricultural issues are considered more credible. The credibility of the source enhances data validity, as the information presented is more likely to be based on facts and direct experiences.

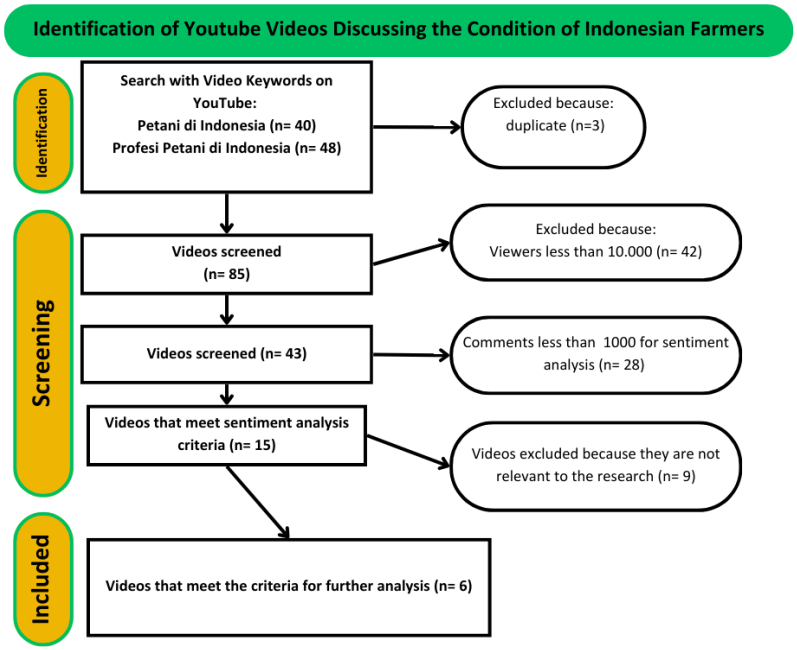

Figure 2. The flow of selecting a YouTube video

Only 6 of the 88 videos collected through the scraping process met all the criteria, as shown in **Figure 2**. This selective video selection aims to produce data that is not only representative but also maintains high integrity and validity for in-depth analysis of perceptions toward the farming profession. Through a systematic approach and stringent criteria, this study is expected to provide reliable and profound insights into the conditions and perceptions of farmers in Indonesia.

This study employs video content analysis and sentiment analysis of comments to understand the representation of farmers in YouTube videos and audience responses. The choice of methods is based on the need to examine the meanings constructed in digital media comprehensively. YouTube videos contain visual, audio, and textual elements that form specific

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narratives, requiring methods capable of capturing the complexity of these meanings. Content analysis is used to identify patterns of representation, symbols, and narratives shaping the image of farmers, guided by Stuart Hall's theory of representation, which highlights how meanings are constructed and negotiated in media. The researcher used ATLAS.ti software due to its capability to systematically manage and analyze qualitative data. ATLAS.ti allows the researcher to import video transcripts, perform theme-based coding, and identify relationships between various symbols and concepts emerging in the videos. The semantic network analysis feature in ATLAS.ti helps uncover connections between themes, facilitating the interpretation of hidden meanings in the content. Additionally, the software provides visualization tools such as "code networks," which aid in presenting research findings more clearly and systematically. This approach enables a deeper understanding of how the farming profession is represented in digital media and how audiences respond to these representations.

Meanwhile, sentiment analysis of comments was conducted using AI Studio (RapidMiner) to understand audience responses to content about the farming profession. The steps in sentiment analysis include extracting comments from YouTube using Apps Script, cleaning the data by removing unnecessary characters, punctuation, and common words, and performing manual sentiment analysis as training data. The dataset used to train the AI model consisted of 1,212 manually analyzed comments to ensure accuracy. The training data was then input into AI Studio as a standard model for automated sentiment analysis. Before conducting automated analysis, the researcher tested the classification performance, achieving 100% accuracy, indicating that the manual analysis and pre-trained model had identical labeling accuracy. Subsequently, automated sentiment analysis was performed using AI Studio based on the saved model. The results from the manual and automated analyses were compared and integrated. Although the model is robust, potential biases must be acknowledged, particularly in classifying ambiguous or ironic sentiments. The findings from the sentiment analysis are presented in the form of data visualization tables to facilitate interpretation. This process enables the classification of public sentiment into positive, negative, or neutral categories, as well as the identification of key themes in the comments.

3.3. Data Collection and Analysis Techniques

Two main strategies were implemented to ensure the credibility and validity of the research. 1) An audit trail documents every stage of analysis and research decisions transparently. 2) Peer debriefing involves discussions with fellow researchers to test data interpretations, identify biases, and gain alternative perspectives.

Although this study employs systematic and rigorous methods, several limitations must be noted. These include potential inaccuracies in the sentiment analysis model when classifying ambiguous or ironic sentiments, selection bias in video sampling that may overlook less popular but relevant content, and the inherent limitations of digital ethnography, which cannot fully replace direct observation in real social contexts. By acknowledging these limitations, the research findings can be interpreted more critically and serve as a foundation for more comprehensive studies in the future.

4. Results and Discussion

4.1. Result

4.1.1. Video Presentation Format and the Representation of Farmers in Indonesia

An analysis of YouTube content on the conditions of farmers in Indonesia identifies three primary formats used by content creators: monologue, complex editing, and vlogs. Each format

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has unique characteristics that shape the representation of farmers, which are reflected in the presentation strategies and technical elements employed. The monologue format, as seen in channels like Guru Gembul and Bennix, positions the content creator as a central figure, creating an illusion of personal closeness with the audience. Representations of farmers in this format are often conveyed through direct narratives using everyday language and minimal visual symbolism. Data shows that three out of the six analyzed videos utilize this format, with two originating from Bennix, indicating its popularity among Indonesian viewers.

The complex editing format, exemplified by CNN Indonesia and Ngomongin Uang, leverages text, image clips, infographics, and sound effects to construct rich and structured narratives. Representations of farmers in this format often portray them as victims of policies or dramatize agricultural conditions through the use of data and expert interviews. For instance, CNN Indonesia's video received the highest number of comments among the six analyzed videos, suggesting that this format has the potential to stimulate more active discussions among viewers.

The vlog format, as produced by Wong Ladangan, offers a "raw" representation focused on daily activities and field situations without complex narratives. Successful farmers are depicted from a first-person perspective without deliberate framing, allowing viewers to experience the farmers' situations directly. Although Wong Ladangan's video achieved a remarkably high view count (1,601,987), the number of comments was relatively lower compared to other videos. This indicates that viewers may be more inclined to consume this content for entertainment or inspiration rather than engaging in active discussions.

Thus, these three formats offer distinct approaches to shaping public representations and perceptions of farmers in Indonesia. The monologue format emphasizes emotional closeness, the complex editing format fosters critical discussion through structured narratives, and the vlog format provides direct, informative, and inspirational experiences. These findings not only reveal the role of digital media in shaping agricultural discourse but also provide a foundation for further analysis of how these representations influence public sentiment and policies related to the agricultural sector.

4.1.2. Popular Narratives of Farmers in Indonesia

Figure 3 presents a concept map resulting from thematic analysis based on narratives from selected YouTube videos. The findings illustrate various challenges faced by farmers in Indonesia, ranging from diminishing land to social stigma.

The phenomenon of shrinking rice fields in Indonesia can be analyzed through Stuart Hall's representation theory, where the practice of land conversion reflects how farmers and rice paddies are represented within the social and cultural structures of development. In the dominant narrative, rice paddies are no longer viewed as valuable sources of livelihood. Still, they are economically represented as commodities that become more profitable when converted into industrial, residential, or commercial areas. Expressions like "if you own land, it's better to turn it into something else" represent the economic decisions of small-scale farmers influenced by income instability (ranging from Rp430,000 to Rp1.9 million per month) and the perception that farming is a low-value occupation. This representation is formed through policy systems and social stigma, which indirectly encourage land conversion as a rational solution to improve individual welfare.

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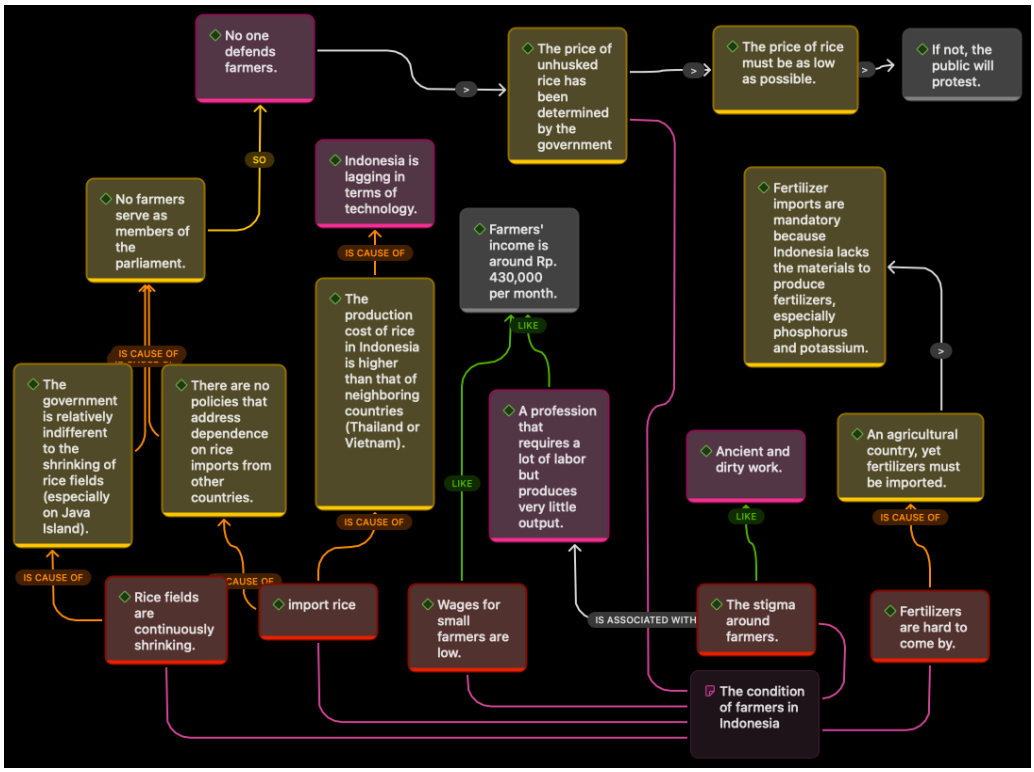

Figure 3. Network of thematic analysis results based on YouTube video narratives (processed by researchers using Atlas.ti)

The perpetuation of the narrative that the agricultural sector is unprofitable is further reinforced by government policies that suppress rice prices as low as possible without providing sufficient subsidies, leading to farmers losing their bargaining power. In this context, farmers are represented as supporters of national food needs with significant financial sacrifices, creating the stigma that farmers are "destined to be poor." This representation not only affects public perception of the farming profession but also shapes a reality where younger generations are reluctant to continue farming, opting instead for jobs outside the agricultural sector. The combination of negative representations of the agricultural sector, aggressive industrial modernization, and weak spatial planning policies accelerates the reduction of rice fields in Java, creating social displacement and serious threats to the sustainability of national food security.

The phenomenon of Indonesia's dependence on imported rice can be analyzed through Stuart Hall's representation theory, where rice imports represent a power relation and ideology that marginalize local farmers. In the dominant narrative, rice imports are portrayed as a practical solution to meet national food needs, while local farmers are reduced to marginal actors in this policy. Policies that prioritize imports over improving local productivity reflect the dominance of global economic logic, which undermines the sustainability of self-sufficiency. This representation is reinforced by government narratives that prioritize price efficiency through imports, without considering the impact on small farmers who must compete with cheap rice from neighboring countries such as Thailand and Vietnam.

On the other hand, farmers as local producers are represented within a framework of inferiority, where they are perceived as incapable of competing in terms of quality and efficiency with the international market. The narrative that local rice is expensive and uncompetitive strengthens stereotypes about the low capacity of Indonesian farmers, even though a lack of policy support and modern post-harvest technology influences these

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conditions. As a result, farmers remain trapped in a cycle of poverty, while the availability of cheap imported rice puts further pressure on their economic sustainability. This representation creates a great irony: although farmers are the backbone of food security, they are the least protected group under national food policies. This illustrates how the hegemony of policy structures not only shapes public perceptions of rice imports but also widens the social gap between local farmers and other economic sectors.

The phenomenon of low income and high workload among farmers in Indonesia can be viewed through Stuart Hall's representation theory, where farmers are represented as subordinate actors within the country's economic and political systems. Dominant narratives position farmers as passive components expected to meet the broader society's demand for cheap food, without receiving commensurate recognition for their contributions. This representation is reflected in policies that suppress rice prices to as low as Rp5,000–Rp6,000 per kilogram, limiting farmers' profits despite rising production costs. In the broader political discourse, farmers are reduced to mechanisms for price stability to maintain governmental legitimacy, without considering the impact on their welfare. Consequently, farmers not only have low bargaining power but are also trapped in a cycle of economic burdens that are difficult to overcome.

The declining interest of young generations in farming as a profession in Indonesia can be analyzed through the perspective of Stuart Hall's representation theory, where farmers are negatively represented as symbols of backwardness and physically demanding labor that is unappealing. The traditional image of farmers as "manual laborers working under the hot sun and earning low incomes" creates a stigma that farming is an unpromising career for young people. This representation is formed not only through social narratives but is also reinforced by the reality that most farmers still use traditional methods, such as manually plowing fields or drying rice in makeshift ways, further emphasizing the impression of being outdated. As a result, young generations tend to perceive farming as a profession without prospects, in stark contrast to other sectors that offer modernization and social mobility opportunities.

The issue of limited access to fertilizer in Indonesia, whether due to subsidy mismanagement or dependence on imports, can be analyzed through Stuart Hall's representation theory, where farmers are once again represented as a vulnerable group marginalized within the distribution system and subsidy policies. The prevailing narrative reflects how farmers are often perceived as subsidy recipients, even though subsidized fertilizers are frequently misused by individuals such as fertilizer mafia actors or fraudulent farmer groups. This representation portrays farmers as small-scale entities lacking the power to compete within the local fertilizer cartel structure, where subsidized fertilizers are resold at prices up to 500% higher (from Rp200,000 to Rp1 million per sack). When only 20-30% of the farmers in need receive subsidized fertilizer, small-scale farmers are ultimately forced to rely on non-subsidized fertilizers at high costs, further increasing their financial burden.

Besides Indonesia's reliance on imported fertilizer raw materials, such as potassium from Russia and phosphorus from the Middle East, this weakens farmers' positions amid global geopolitical dynamics. This situation illustrates how small-scale farmers bear the brunt of global instability without adequate bargaining power. Conflicts like the Russia-Ukraine war highlight how farmers become victims of a national agricultural production system that lacks self-sufficiency. The fertilizer subsidy system reinforces the image of farmers merely as "aid recipients" in the food production chain, without comprehensive support to enhance their bargaining position through production cost stabilization or technological efficiency. This stereotype, perpetuated by narratives of subsidy policy failures, underscores the subordination

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of farmers within agrarian dynamics that favor other parties, such as fertilizer traders and raw material importers.

Indonesia is facing critical challenges in its agricultural sector, including shrinking rice field areas, a decline in young farmers, and increasing dependence on imported fertilizers and rice. The average age of farmers in Indonesia is now over 50 years, with the number of young farmers decreasing by 40% over the past decade. This declining interest among the youth is influenced by negative stigmas, uncompetitive wages, and high production costs, 40–50% of which are spent on fertilizers. The high cost of fertilizers is exacerbated by the absence of subsidies and the presence of fertilizer cartels. Consequently, Indonesia imported approximately 3.6 million tons of rice in 2023, raising concerns that, without improvements in agricultural productivity, the country could become the world's largest rice importer by 2030.

4.1.3. Netizen Sentiments Towards the Representation of Farmers in Indonesia

From the perspective of Stuart Hall's theory of representation, the analysis of YouTube comments on agricultural issues in Indonesia reveals how the identity of farmers is discursively constructed and reconstructed through public narratives. The dominant negative sentiment—evident in videos such as "*Indonesia Terancam Krisis Petani Muda*" (Indonesia Faces a Crisis of Young Farmers, CNN Indonesia) with 2,235 negative comments and "*PETANI SENGAJA DIBUAT MISKIN*" (Farmers Are Deliberately Made Poor, Guru Gembul) with 1,768 negative comments—reflects a constructed meaning where farmers are portrayed as a group "forced" to struggle within an unsupportive economic and political system. Narratives such as "the president could fall if farmers become wealthy" (in a Bennix video) suggest that the poverty of farmers is perceived as a pillar of political stability.

Table 1. Results of Sentiment Analysis from YouTube Comments

Title	Channel	Viewers	Netral	Positive	Negative
Indonesia Terancam Krisis Petani Muda	CNN Indonesia	244.667	1.140	765	2.235
Eps 735 | PETANI SENGAJA DIBUAT MISKIN? APA TUJUANNYA?	Guru Gembul	311.350	1.077	510	1.768
Petani Luar Negeri Sudah Canggih Teknologinya, Pertanian Indonesia gimana?	Ngomongin Uang	272.522	523	244	871
MENGAPA PETANI INDONESIA WAJIB MISKIN ?? PRESIDEN BISA JATUH JIKA PETANI KAYA RAYA !! AMA62	Bennix	266.689	407	161	607
Pengantin Baru Lulusan Sarjana Sukses Jadi Petani, Omsetnya Gak Kalah Sama PNS	Wong Ladangan	1.601.987	322	310	67
⛔ NGERI !!! PETANI Makin Sulit !! ANCAMAN SERIUS Pangan INDONESIA ! HATI HATI !! AMA 48	Bennix	123.559	241	13	387

Meanwhile, some videos portray farmers in a more positive light. For example, "*Pengantin Baru Lulusan Sarjana Sukses Jadi Petani*" (Wong Ladangan), which received 310 positive comments and only 67 negative comments, introduces an alternative narrative that farming can be a new path to success for young generations. This reality illustrates two intertwining discursive currents: on one hand, there is strong criticism of the lack of fair policies and support for farmers; on the other hand, there is hope that transformation can reshape the image of farming into a promising profession.

From Stuart Hall's perspective, representation is not merely a reflection of reality but a signification process that shapes public perception. The large number of negative comments reinforces the hegemonic narrative that *"being a farmer"* means facing technological

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backwardness, low income, and structural poverty. However, positive narratives about the success stories of young farmers create a new *"anchoring space"* that challenges old stereotypes and offers the image of a modern farmer. The power of representation lies in its ability to shape public perception. When positive comments gain wide exposure, the image of farming as a viable career for young generations has the potential to become a more dominant discourse. Thus, this sentiment analysis does not merely assess the public's mood but also reveals how farmers in Indonesia are positioned within the social structure, both as victims of policy and as innovators capable of transcending outdated discursive boundaries.

Negative comments about the farming profession, such as complaints about high production costs and economic risks, represent a social construct that associates agriculture with systemic uncertainty. Through Stuart Hall's theory, this narrative does not merely reflect objective reality but also shapes the collective perception that the agricultural sector is a risky and less promising profession. This representation reinforces a stigma that could reduce young people's interest in farming while also highlighting the urgency of policy reforms, such as subsidies and price stabilization, to change the dominant narrative.

Neutral comments, such as requests for market information or descriptions of local conditions, serve as a medium for data exchange with minimal emotional bias. This narrative creates a fact-based discursive space where the representation of reality is built through objective language (Hall, 1997). However, this neutrality is still influenced by users' social contexts, such as disparities in infrastructure access across regions, reflecting the heterogeneous challenges in the agricultural sector.

Meanwhile, positive comments emphasize spiritual values (sincerity, blessings) and hidden economic potential. According to Hall, this representation shapes the ideology that farming is a noble profession despite its inherent risks. This optimistic narrative helps maintain farmers' morale but needs to be balanced with structural solutions to avoid falling into romanticization. These three types of representation demonstrate that the identity of farmers continues to be negotiated in public discourse, with implications for policies and the sustainability of Indonesia's agricultural sector.

An analysis of comments on YouTube videos related to the condition of farmers in Indonesia reveals several key issues that reflect the realities of agricultural life in the country. First, economic difficulties emerge as one of the most frequently highlighted themes. Many commenters express concerns over the selling prices of agricultural products such as rice, corn, cassava, and chili, which are considered too low compared to production costs and the lengthy cultivation process. As a result, many farmers struggle to earn a decent profit, with some even being forced to quit farming due to financial losses. For instance, one comment states, "*Who would want to be a farmer if everything is imported, and prices keep plummeting?*" This situation illustrates the imbalance in the market structure, where farmers are often in a weak position with little access to influence prices. A similar pattern is observed in the rising costs of fertilizers and other agricultural inputs such as seeds and pesticides, which are becoming increasingly expensive and scarce. Some commenters even link the fertilizer shortage to the possibility of a "*distribution mafia*" worsening the burden on farmers. This imbalance highlights significant issues in the regulation and distribution of agricultural inputs, requiring serious attention from the government.

Another highlighted issue is the impact of climate change on planting seasons, which often leads to crop failures due to floods or droughts. Climate adaptation technologies, such as weather-resistant crop varieties or irrigation support, have not been sufficiently implemented to assist farmers. Additionally, the low social appreciation for the farming profession contributes

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to the declining interest of younger generations in the sector. The issue of regeneration has become urgent, as agriculture is losing its appeal, especially due to the stigma that farming is an unpromising career. As one commenter stated, "*Kids today are too proud to become farmers, even though many elderly farmers hope for regeneration.*" Proposed solutions from commenters include implementing modern farming techniques, increasing production efficiency, controlling market prices, and improving trade and distribution systems. Furthermore, government policy changes that favor farmers, such as import restrictions, stricter oversight of fertilizer subsidies, and the provision of modern infrastructure, are widely considered essential. All these topics indicate that the agricultural system requires a comprehensive overhaul, encompassing technology, policy, and social approaches, to create a more sustainable agricultural ecosystem that appeals to future generations.

4.2. Discussion

4.2.1. Video Type Influences Sentiment

YouTube has emerged as an effective social media platform for shaping representations and public perceptions of farmers in Indonesia. This study reveals that representations of farmers on YouTube are influenced by three primary formats—monologue, complex editing, and vlogs—each of which has distinct impacts on public sentiment. For instance, the monologue format, as used by channels like Guru Gembul and Bennix, positions the content creator as a central figure, creating an illusion of personal closeness with the audience. Representations of farmers in this format are often conveyed through direct narratives using everyday language and minimal visual symbolism. This aligns with the findings of Syukron, who demonstrated that social media discussions often focus on technical and operational aspects without addressing strategic dimensions such as innovation and entrepreneurial potential (Syukron, 2021). The predominantly negative representations in videos like "*PETANI SENGAJA DIBUAT MISKIN*" (Guru Gembul) reflect narratives that highlight policy issues and economic injustices, reinforcing the long-standing stereotype that farming is a difficult and unprofitable profession.

On the other hand, the complex editing format, exemplified by CNN Indonesia and Ngomongin Uang, leverages text, image clips, infographics, and sound effects to construct rich and structured narratives. In this format, farmers are often portrayed as victims of policies or dramatized agricultural conditions through the use of data and expert interviews. The video "*Indonesia Terancam Krisis Petani Muda*" (CNN Indonesia) received the highest number of comments among the six analyzed videos, indicating that this format has the potential to stimulate critical discussions among viewers. This finding aligns with Vlahovic et al., who revealed that narrative structures combining personal experiences, calls to action, and visual symbols play a crucial role in creating authenticity and influencing audience perceptions (Vlahović et al., 2023).

Meanwhile, the vlog format, as produced by Wong Ladangan, offers a "raw" representation focused on daily activities and field situations without complex narratives. The video "*Pengantin Baru Lulusan Sarjana Sukses Jadi Petani*" creates a positive narrative that challenges old stereotypes and presents an image of successful modern farmers. Although this video achieved a remarkably high view count (1,601,987), the number of comments was relatively lower compared to other videos. This suggests that viewers may be more inclined to consume this content for entertainment or inspiration rather than engaging in active discussions. This finding is consistent with (Cahyani & Arisena, 2023), who demonstrated that

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YouTube can be an effective platform for conveying complex information through easily digestible visual content.

Through the lens of Stuart Hall's theory of representation, these findings show that representations of farmers on YouTube not only reflect reality but also shape public perceptions through the process of meaning-making (Hall, 1997). The predominantly negative representations in some videos reflect social constructions that associate farming with systemic uncertainties, such as rising production costs and economic risks. Conversely, the positive narratives in videos like "*Pengantin Baru Lulusan Sarjana Sukses Jadi Petani*" create new meanings that can influence how young people view this profession. This aligns with Tutiasri et al., who found that young farmers utilize social media to enhance productivity, despite limitations in technical skills (Tutiasri et al., 2022).

4.2.2. Implications for Agricultural Institutions

The findings of this study have significant implications for agricultural institutions in designing effective communication strategies. First, agricultural institutions are advised to develop media campaigns that integrate monologue elements to build emotional connections with the public. The monologue format, as used by channels like Guru Gembul and Bennix, has proven popular among Indonesian netizens due to its ability to create a sense of closeness and familiarity. By leveraging this format, agricultural institutions can deliver messages that are more personal and easily accepted by the broader public.

Second, complex editing techniques, as employed by CNN Indonesia and Ngomongin Uang, can be an effective tool for highlighting structural issues such as policy injustices and economic challenges faced by farmers. Campaigns that combine personal narratives with accurate data can raise public awareness about the importance of agriculture while promoting sustainable farming practices.

Third, collaborations with media and influencers, such as utilizing vlog formats that showcase successful farmer stories, can be an effective strategy to inspire the younger generation. For example, videos like "*Pengantin Baru Lulusan Sarjana Sukses Jadi Petani*" have demonstrated significant potential in creating positive narratives that challenge old stereotypes and present an image of successful modern farmers.

These strategies align with Law No. 19 of 2013 on the Protection and Empowerment of Farmers, which emphasizes the need to increase youth participation and policy support for the agricultural sector. By harnessing the power of digital media, agricultural institutions can contribute to shaping more positive public perceptions of the farming profession while supporting national policy goals of empowering farmers and enhancing food security.

4.2.3. Implications for Content Creators

Content creators play a crucial role in shaping representations and public perceptions of farmers in Indonesia. First, they are advised to craft holistic narratives that combine personal approaches, in-depth analysis, and authenticity. By avoiding stereotypes that either demean or overly romanticize the lives of farmers, content creators can present fact-based and relevant representations.

Second, constructive interactions between content creators and viewers, particularly through discussions about the future of Indonesian agriculture, can enhance youth participation and interest. For example, content that presents information on agricultural innovations, entrepreneurial opportunities, and real-world challenges in a concise and digestible format can be an effective tool for attracting young audiences.

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Lastly, content creators can utilize the vlog format to showcase inspiring success stories of farmers. Videos like "*Pengantin Baru Lulusan Sarjana Sukses Jadi Petani*" have demonstrated significant potential in creating positive narratives that challenge old stereotypes and present an image of successful modern farmers. By blending personal narratives with educational information, content creators can contribute to shaping more positive public perceptions of the farming profession.

4.2.4. Theoretical Implications

This study not only reinforces the relevance of Stuart Hall's theory of representation in the context of digital media but also opens avenues for exploring alternative theoretical perspectives. First, framing theory can be used to analyze how specific narratives in YouTube videos frame agricultural issues. For example, videos like "*Indonesia Terancam Krisis Petani Muda*" (CNN Indonesia) and "*PETANI SENGAJA DIBUAT MISKIN*" (Guru Gembul) reflect framing that highlights policy issues and economic injustices.

Second, critical discourse analysis can uncover the power dynamics and interests that shape representations of farmers in digital media. Using this approach, future research can explore how media representations influence agricultural policies and youth participation.

Third, this study highlights the importance of connecting media representations with real-world challenges, such as the declining interest of young people in agriculture and the need for more inclusive policies. By expanding the discussion to include diverse theoretical and practical perspectives, this research can provide a more comprehensive contribution to understanding the role of digital media in shaping agricultural discourse.

5. Conclusion

This study enriches the understanding of Stuart Hall's theory of representation in the context of digital media. By analyzing how video formats—monologue, complex editing, and vlogs—shape the image of farmers, the research demonstrates that representation is not merely a reflection of reality but an active process that molds public perception. These findings reinforce the notion that digital media possesses the power to reconstruct the meaning and image of professions, while also offering new perspectives on how digital narratives can be utilized to rebrand the agricultural sector.

Methodologically, this research integrates qualitative content analysis with sentiment analysis to understand how video formats influence representation and public perception. Although sentiment analysis provides valuable insights, the study also acknowledges its limitations, such as potential biases arising from the limitations of application models in capturing linguistic nuances and cultural contexts. To enhance the methodology, future studies could integrate in-depth qualitative analysis with quantitative data and expand the scope to include other social media platforms.

For stakeholders, this research offers valuable insights into how digital media can be leveraged to transform the image of agriculture. For content creators, the study provides guidance on crafting balanced narratives that combine personal connection, in-depth analysis, and authenticity. For the younger generation and the general public, this research opens avenues for raising awareness and fostering active participation in building a more sustainable future for agriculture.

This study also opens opportunities for further exploration on other social media platforms, such as TikTok, Instagram, and Twitter. First, future studies could investigate how different content formats (e.g., short videos, stories, or threads) influence the representation and public

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perception of agriculture. Second, longitudinal research could be conducted to understand how shifts in digital narratives impact the interest of the younger generation in the agricultural sector over time. Third, future studies could employ alternative theoretical perspectives, such as framing theory or critical discourse analysis, to analyze the power dynamics and interests that shape representations of farmers in digital media. By expanding the scope of research, future studies can provide a more comprehensive contribution to understanding the role of digital media in shaping agricultural discourse.

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7. Declaration of Conflicting Interests

The authors have declared no potential conflicts of interest regarding this article's research, authorship, and/or publication.

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