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Social Media Content As A Medium To Promote Agriculture To
Gen Z By @Tanduria

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Abstract

This study explores the role of social media content—particularly YouTube Shorts—on the Tanduria channel in promoting agriculture among Generation Z. Given Indonesia's status as an agricultural nation, concerns about the lack of farmer regeneration, especially among youth, have become increasingly urgent. This study aims to understand how digital communication strategies can enhance interest in agriculture within this demographic. Utilizing a qualitative descriptive method, data were collected through interviews, content analysis, and literature review. The findings reveal that Tanduria successfully engages Gen Z by using informal and relatable language, branding itself with the urban farming concept, and presenting practical, informative, and entertaining short videos. The channel also integrates commercial elements such as product promotions without disrupting educational value. Communication strategies such as personal greetings, humorous tones, and culturally resonant jargon contribute to high engagement. Moreover, the use of real-life demonstrations and DIY tips adds authenticity and

practicality, aligning with Gen Z's preferences for accessible and action-oriented content. This research concludes that social media, especially short video platforms, can serve as an effective medium to bridge the gap between agriculture and younger generations. The study contributes to the discourse on digital communication for agricultural promotion, offering insights for stakeholders aiming to attract youth involvement in this sector.

Keywords: *agriculture, youtube, social media, gen z promotion*

Abstraksi

Penelitian ini mengkaji peran konten media sosial—khususnya YouTube Shorts—di kanal Tanduria dalam mempromosikan dunia pertanian kepada Generasi Z. Mengingat Indonesia sebagai negara agraris, kekhawatiran terkait kurangnya regenerasi petani, khususnya dari kalangan muda, menjadi isu yang mendesak. Tujuan dari penelitian ini adalah untuk memahami bagaimana strategi komunikasi digital dapat meningkatkan minat generasi ini terhadap sektor pertanian. Dengan pendekatan kualitatif deskriptif, data dikumpulkan melalui wawancara, analisis konten, dan tinjauan pustaka. Hasil penelitian menunjukkan bahwa Tanduria mampu menarik perhatian Gen Z melalui penggunaan bahasa yang santai dan mudah dipahami, mengusung konsep urban farming, serta menyajikan video pendek yang praktis, informatif, dan menghibur. Kanal ini juga menyisipkan promosi produk tanpa mengurangi nilai edukatif kontennya. Strategi komunikasi seperti sapaan personal, gaya humoris, dan penggunaan jargon khas anak muda turut meningkatkan keterlibatan audiens. Selain itu, penggunaan demonstrasi langsung dan tips praktis memberikan nuansa otentik yang sesuai dengan preferensi Gen Z yang menyukai konten singkat, aplikatif, dan relevan. Penelitian ini menyimpulkan bahwa media sosial, terutama platform video pendek, dapat menjadi media efektif untuk menjembatani dunia pertanian dengan generasi muda. Penelitian ini memberikan kontribusi dalam wacana komunikasi digital untuk promosi pertanian dan memberikan

wawasan bagi para pemangku kepentingan dalam menarik minat generasi muda di sektor ini.

Kata Kunci: pertanian, youtube, media sosial, gen z, promosi

I. INTRODUCTION

Agriculture is a crucial and significant sector for Indonesia. The abundance of natural resources and extensive agricultural land give Indonesia an advantage over other ASEAN countries and even globally. Indonesia possesses various natural resources in the agricultural sector.

Agriculture in Indonesia encompasses a broad range of activities, including food crop production, horticulture, plantation crops, livestock, and fisheries. According to the Ministry of Agriculture, this sector not only supports national food security but also contributes significantly to employment and export earnings (Kepmentan RI, 2021). In rural areas, agriculture remains the primary source of income, making it central to poverty reduction and economic development.

The Food and Agriculture Organization defines agriculture as the cultivation of animals, plants, fungi, and other life forms for food, fiber, biofuel, medicinal plants, and other products used to sustain and enhance human life (FAO, 2021). This definition highlights the multi-dimensional role of agriculture in modern societies—not only as a food provider but also as a foundation for environmental sustainability and cultural identity.

In the context of urbanization and environmental challenges, alternative agricultural practices such as urban farming have become increasingly relevant. Urban farming refers to the cultivation, processing, and distribution of food in or around urban areas (Mok et al., 2014). It is characterized by its integration into the urban economic and ecological system, often using innovative methods such as hydroponics, vertical farming, and community gardens.

As urban populations grow and arable land becomes limited, urban farming offers a sustainable solution to food insecurity and promotes environmental awareness among urban residents (Thomaier et al., 2015). Moreover, it can contribute to community engagement and education, creating opportunities to reconnect urban dwellers with food production processes.

The agricultural sector is pivotal to national development, particularly regarding economic growth, food security, and enhancing public welfare. Indonesia, a nation predominantly reliant on agricultural activities, has a substantial population dependent on this sector for their livelihoods. Report by The Ministry of Agriculture of Indonesia confirms that agriculture is the primary source of food for the community and significantly contributes to the national Gross Domestic Product (Sabarella et al., 2023). Moreover, research by Sadono asserts that this sector plays a crucial role in generating employment opportunities, particularly in rural regions, thereby serving as a fundamental

pillar in fortifying the framework of the people's economy (Sadono, 2008).

Indonesia is recognized as an agricultural nation, wherein the majority of its natural resource potential is derived from the agriculture sector. This designation reflects the country's extensive arable land, tropical climate, and high biodiversity, which together create favorable conditions for a wide range of agricultural activities. With over 55 million hectares of agricultural land, Indonesia ranks among the largest agricultural producers in Southeast Asia (Kementan RI, 2023).

Compared to other ASEAN countries, Indonesia holds a strategic position as both a producer and exporter of key agricultural commodities such as palm oil, rubber, coffee, and cocoa. According to the Food and Agriculture Organization, Indonesia is the world's largest producer of palm oil and among the top five producers of rice, cocoa, and tropical fruits (FAO, 2022). Despite this, the country still faces structural challenges such as fragmented land ownership, limited mechanization, and vulnerability to climate change, which affect productivity and sustainability.

Globally, Indonesia's agricultural sector is notable for its scale and diversity but remains underdeveloped in terms of technological adoption and value chain integration. As such, while the country plays a significant role in global commodity markets, it has not yet fully realized its potential in terms of

agricultural innovation, export value, or food system resilience (World Bank Group, 2022).

Nevertheless, Indonesia's position as an agricultural nation remains integral to its economic and social framework. The sector contributes approximately 13% of the national GDP and employs nearly 30% of the total workforce, reinforcing its relevance in both domestic and regional contexts (Badan Pusat Statistik, 2022).

The many potentials of this agricultural country also have an impact on the economy of its citizens. A study conducted by Alba and Sani showed that the agricultural sector provides more income for people with middle incomes and is referred to as a pro-poor sector. This can be seen from the middle class, who earn more income in the agricultural sector (Aulia Alba & Kurnia Sari, 2023).

This middle-class community recognizes the importance of the agricultural sector as a direct source of income. If this sector gets attention, it can be a solution to overcome economic and social inequality (Restiatun et al., 2023). Ultimately, this agricultural potential can reduce poverty levels in Indonesia by increasing income and expanding employment opportunities (Takaredas et al., 2024).

Effective agriculture in a nation can enhance national food security. Agricultural goods can serve as a food bank to fulfill the nation's nutritional requirements. A country that has good food

production is when its needs are met without the need for imports. In the context of Indonesia, the food ingredients in question are rice, corn, and sago. One of the challenges currently faced by farmers is the lack of generational renewal. The younger generation has yet to perceive agriculture as an attractive or promising career field.

The present workforce comprises the millennial generation and Generation Z. Both generations exhibit diminished interest in the agricultural sector. This generation exists in an epoch characterized by the rapid advancement of information technology. This generates employment opportunities in the technology sector. Furthermore, the nature of the work is more adaptable. This renders agriculture less appealing and challenging to pursue.

Kian delineate the characteristics of the millennial generation as follows: (1) constant connectivity through the internet, (2) a diminished emphasis on work as a primary concern, (3) a preference for simplicity over stringent regulations, (4) a desire for daily growth and challenges, and (5) a disposition that is positive, courteous, and dynamic (Aulia & Christin, 2024). According to Stillman, the characteristics of Generation Z are (1) the inability to distinguish between digital and physical realms, (2) a desire to be liberated from labels and stigmas in their professional lives, (3) a pragmatic approach to goal attainment, (4) a reluctance to miss internet trends, and (5) a preference for

collaboration in the economic sphere (Arum et al., 2023). This is corroborated by the progressively advanced technologies. Consequently, their lifestyle is intricately linked to the utilization of technology, particularly digital platforms. Engaging actively on social media is also undertaken.

Currently, short video content with a horizontal format has become a trend on various social media. This trend started on TikTok, which is a horizontal short video platform. Furthermore, various social media also provide a menu to upload similar videos. This feature can be seen on the Reels menu on Instagram and Facebook, as well as on Shorts on YouTube. Marketplace applications also follow suit, such as the Shopee video menu.

This type of video is in demand because of its practical nature and can easily switch from one video to the next. Generation Z even uses short videos as a source of information compared to searching on search media. This shows that short videos are a reference for Generation Z and millennials in accessing information.

The gap between the interests of Generation Z and millennials in the world of agriculture, with such a large potential for agriculture, can be bridged by the content of short videos. Social media can be a means of promoting and attracting the interest of the generation to be more interested in the world of agriculture.

Tanduria is a YouTube channel that focuses on agricultural content with an urban farming theme. Its content includes both long and short videos. As of April 2025, a total of 869 videos have been uploaded, with 93.21% of them being short videos (YouTube Shorts). These short videos present agricultural topics in a relaxed and entertaining style.

The content on the channel features a variety of topics related to agriculture, including how to plant, select planting media, care for plants, choose different types of plants, explore agricultural products, and access other information about the agricultural world, particularly in urban areas.

The advantages of this channel for the millennial and Generation Z generations come from the communication style and type of content created. The channel employs everyday language that resonates well with the younger generation. Furthermore, selecting video shorts as the type of content also fits the habits of the generation who prefer everything concise but still substantial.

It is interesting to examine the significance of utilizing short-form content to engage millennials and Generation Z in the agricultural sector. It is essential to investigate the factors that render agricultural-themed content engaging or unengaging for these generations.

II. RESEARCH METHODOLOGY

The research methodology includes several parts as explained below:

A. Research Type

This study uses a qualitative approach using a descriptive method, as it allows for an in-depth understanding of how the "Tanduria" YouTube channel influences viewers' interest in agriculture. This approach is appropriate for exploring subjective experiences, meanings, and responses from the audience, particularly among Generation Z and millennials.

A qualitative descriptive design is particularly suitable for this study because it facilitates the exploration of complex social phenomena—such as digital engagement with agricultural content—within their natural context. Unlike quantitative methods that emphasize numerical analysis and generalization, qualitative research prioritizes depth over breadth, enabling the researchers to capture the nuances of communication styles, audience perception, and cultural relevance that are often lost in statistical abstraction. In the context of digital media studies, where rapid technological changes and shifting audience behaviors are prevalent, this method provides the flexibility needed to adapt to and interpret emergent patterns.

Moreover, the use of a descriptive approach aligns with the study's aim to document and analyze the specific characteristics of the Tanduria channel's content and its communicative strategies. This method allows the researchers to

construct a detailed account of the observable features—such as language style, video themes, and audience interaction—without manipulating the environment or imposing external variables. Such an approach is essential when evaluating naturalistic data like YouTube Shorts, where authenticity and real-time audience feedback are critical components of the communication dynamic.

Finally, qualitative descriptive research provides a valuable framework for interpreting the implicit meanings and symbolic messages embedded in the Tanduria videos, which resonate with Generation Z's digital sensibilities. This generation often engages with content not only through explicit information but also through cultural codes, humor, and visual storytelling. Through this method, the study is able to uncover how content creators strategically align their messaging with the values, expectations, and media consumption habits of a younger, tech-savvy audience, thereby offering insights that are both practically relevant and theoretically grounded.

B. Data Collection

Data were collected through interviews to capture personal insights and reactions, as well as through systematic observation of the channel's video content to analyze recurring themes and communication strategies. Additionally, a review of relevant literature was conducted to support the interpretation of findings within a broader academic context.

1. Interview

Interviews were conducted with several members of Generation Z who are active subscribers and viewers of the Tanduria YouTube channel. These respondents were selected purposively based on their familiarity with the channel's content and their demographic alignment with the study's target audience. Their insights provided valuable perspectives on how they perceive the channel's messaging, the relevance of its content to their daily lives, and the factors that influence their continued engagement. By directly capturing the experiences and interpretations of the intended audience, the interviews strengthened the study's validity and offered a nuanced understanding of the channel's effectiveness in promoting agricultural interest among digital-native youth.

2. Observation

This study looked at the 15 most popular short videos (YouTube Shorts) from the Tanduria channel. The channel has a filtering option that lets viewers arrange videos by popularity. These videos were chosen utilizing that feature. The researcher looked at each video very closely to see how it told a story, how it looked, what music was playing in the background, and what text was on the screen. The researcher looked at how these parts work together to make a clear message, the artistic choices that appeal to Generation Z, and how each video includes instructional or commercial messages

in its brief format. This observation was done in a planned way to find patterns that happen again and again, stylistic consistencies, and unique aspects that keep viewers interested. Conducting this observation was essential to understand the practical application of digital communication strategies employed by Tanduria. By examining the most popular content, the study gains insights into what resonates most effectively with the target audience—Generation Z—whose media preferences are shaped by brevity, visual appeal, and emotional relatability. Analyzing the narrative tone, imagery, music, and captioning provides a comprehensive view of the multi-modal communication techniques used to attract and retain attention. This is particularly relevant in a media environment where audience engagement is influenced not only by content substance but also by presentation style. Observing these components allows the research to assess the alignment between content design and the preferences of digitally native viewers, ultimately strengthening the study's conclusions about effective agricultural promotion through social media.

3. Literature Studies

One relevant study was conducted by Hartiny Pop Koapaha⁸ and Ryan Ardent Arya, entitled "Efektivitas Strategi Iklan Online dan Interaksi Sosial dalam Mempengaruhi Niat Pembelian Gen Z". The research aimed to analyze the

influence of online advertising strategies and social interaction on purchase intention among Generation Z. Employing a descriptive quantitative approach, the researchers collected data from 259 university students at Universitas Klabat and analyzed the results using Structural Equation Modeling (SEM) with SmartPLS. The findings revealed that both online advertising strategies and social interaction had a significant and positive influence on Generation Z's purchase intentions. This study underscores the importance of designing effective and interactive advertising strategies to engage Gen Z consumers (Koapah & Arya, 2024).

Another relevant study was conducted by Sitanggang, et al titled "Efektivitas Strategi Digital Marketing di Media Sosial: Studi Kasus Facebook, Instagram, dan TikTok Generasi Z". The research aimed to examine how effective digital marketing strategies are across different platforms in attracting Generation Z. The findings revealed that Instagram and TikTok were significantly more effective than Facebook, particularly due to their visual and interactive content. The study highlights the importance of platform-appropriate, engaging content in digital marketing strategies targeting Gen Z (Sitanggang et al., 2024).

A relevant study by Solihin, Anggreany, Rais, and Siregar entitled "Komunikasi Digital Untuk Motivasi Generasi Z Meningkatkan Keterlibatan Dalam Bidang Pertanian Indonesia

(Digital Communication to Motivate Gen Z's Involvement in Agriculture in Indonesia)" aimed to explore how digital communication can encourage Generation Z's involvement in the agricultural sector. The study used a qualitative method with in-depth interviews and focus group discussions involving students from agricultural faculties in Indonesia. The results showed that interactive and visually appealing digital content, especially on platforms like YouTube and Instagram, significantly increases young people's interest and motivation to engage in agricultural activities. The study emphasizes that digital communication must be tailored to the digital behavior and preferences of Generation Z, suggesting that a participatory and relatable communication style is more effective in fostering agricultural awareness (Solihin et al., 2023).

Finally, there is also a study conducted by Hamzah, et. al, titled "Efektivitas Media Sosial sebagai Sumber Informasi Pertanian bagi Petani". This research aimed to measure the effectiveness of social media as a source of agricultural information among Indonesian farmers. Using a descriptive quantitative method, the researchers surveyed 95 respondents and analyzed the results using the AIDA model (Attention, Interest, Desire, and Action). The findings indicated that social media was 73.69% effective overall in delivering agricultural information, with particularly high scores in the areas of

attention (76.21%) and interest (75.55%). Although the respondents were not from Generation Z, the study provides important insight into how digital platforms can effectively transmit agricultural content. It supports the relevance of using visual, concise, and engaging formats—elements that are also crucial for younger, digitally-native audiences like Gen Z (Hamzah et al., 2023).

III. RESULT AND DISCUSSION

This section will examine how Tanduria, as a social media platform prevalent in the Generation Z period, promotes agriculture through its videos, particularly YouTube Shorts. The channel's strategy is also examined regarding its communication components. The discourse is conducted by segmenting it into multiple subtopics.

A. RESULT

This channel greets its viewers with the term “brader”, which is an adoption of the English word “brother”. This greeting gives a relaxed and flexible impression to its viewers. This aligns with the traits of Generation Z, encompassing those from late adolescence to early adulthood. This linguistic style is more compelling than rigid and formal language.

In addition to informal greetings, the narrator also adopts a humble persona by referring to himself as 'Bang Cupu'." The term cupu is well-known to gen Z. This term literally denotes

somebody lacking expertise in a particular domain. This is a modest linguistic style employed by the storyteller. The storyteller possesses considerable expertise.

Beyond its linguistic style, the channel also positions itself through its branding. Based on the channel name, this channel is branded as a "Urban Farming" channel. Urban farming is a technique for cultivating in urban areas with limited land. This appears in the channel's name. However, the content is not confined to urban farming; it also covers agriculture in general.

When presenting a topic, the narrator adopts the demeanor of an upbeat and amusing man. He gives his reasoning with enthusiasm and cheerfulness. This can be recognized from the intonation utilized which fluctuates. In addition, the narrator interjects comedy between his explanations.

In terms of content themes, analysis of the 15 most popular short videos reveals several recurring categories. The subjects covered in the program include plant care tips, an introduction to plants, plant trivia, plant benefits, and agricultural product promotion.

In the content of tips for caring for plants, this video contains information on how to care for plants properly and correctly so that they produce an optimal harvest. The methods given are based on the personal experience of the content creator as well as research from journals or books. The things conveyed are simple, but useful. This can be seen in the video on how to

make an automatic plant watering tool with simple technology. The materials needed are very easy to find and can even be thrown away, namely used plastic bottles.

In the plant introduction content, the creator describes a sort of plant that should be planted. The plant is reviewed and discussed in terms of its overall profile, including its type, characteristics, and uses. Following that, the creator explains why the viewers should grow this plant in their own homes.

In trivia content, the producer shares useful and unique knowledge about a plant that is not well known. This article, for example, explains the hidden benefits or astounding facts about plants. The statements in this content are supported by logical arguments and facts.

Throughout the video content on the theme of plant benefits, the creator will focus on the individual benefits of each plant. These benefits are typically in the form of improved physical health. In addition to explaining the benefits, the designer describes how to convert the plant into a consumable product.

The agricultural product promotion content takes the shape of information about plant care tips or other aspects of the planting process. What sets it apart from other materials is that it is accompanied by placement adverts in the shape of agricultural products such as fertiliser. The product works with the channel because it is promoted in multiple videos. This commercial is

delivered smoothly so that the content's quality is not compromised. This is because the product being promoted is consistent with the video.

Apart from its educational content, the channel also demonstrates strategic monetization practices. This channel earns income from a variety of sources, including YouTube monetisation and agricultural product marketing. YouTube monetisation is a joint agreement between YouTube and content providers in which YouTube pays a set amount to the creator each month. Meanwhile, product promotion is a product deposit placed on content with a payment system based on the agreed-upon aim with the advertiser, such as payment per video or project.

YouTube monetisation can be done by paying for either short or extended video commercials. For longer videos, monetisation can take the shape of advertising at the beginning or midway of the video. Meanwhile, brief videos are monetised by video adverts placed between other videos. These advertisements generate income based on views or viewer interactions, with creators earning a share of the advertising revenue through the YouTube Partner Program.

In addition to advertising, there are various other ways to make money on YouTube, including affiliate marketing, which involves linking to a product that leads to a marketplace. In addition, there is a membership function that allows users to

access unique content by paying monthly. During live sessions, there is also the option to present gifts in the chat column in the form of stickers that can be swapped for credits.

B. DISCUSSION

The greetings of this channel aligns with the traits of Generation Z, who generally choose a casual and informal manner of interaction. Hidayatullah et al. on his research assert that Generation Z favors informal and adaptable communication in digital interactions (Hidayatullah et al., 2025). This fosters a more intimate and personal communication environment, aligning with Generation Z's tastes in the digital age.

Building a sense of intimacy between Tanduria and its audience is significantly influenced by personal communication. This channel is capable of enhancing audience engagement and loyalty by establishing interactions that are more intimate and pertinent. Fauzi's research posits that ²⁸interpersonal communication in the context of digital marketing enables the establishment of more intimate relationships with consumers by means of interactions that are specific to their individual needs and preferences (Fauzi, 2024). This method not only enhances audience gratification but also fortifies the brand's image and trust.

This is evident in nearly all of his most successful videos, commencing with a greeting to his viewers such as "hai brother"

or a similar phrase. The initial greeting is significant as the first few seconds of short movies are essential for capturing the attention of viewers who are browsing. If the audience is engaged, they will continue seeing the videos until its conclusion.

In the contemporary digital era, the attention span of viewers for video content is notably brief, particularly on platforms such as YouTube Shorts. Studies indicate that the average human attention span has diminished to approximately eight seconds as a result of increasingly digitalized lifestyles (Bulut, 2023). Consequently, the video's introduction is vital for captivating viewers.

Moreover, in the context of digital marketing, the commencement of the video must be crafted to promptly captivate the audience's attention. Xu et al. assert that an engaging video introduction can enhance audience engagement and motivate viewers to watch till completion (Xu et al., 2022). This strategy enhances audience engagement while fortifying brand image and trust.

The narrator of "Tanduria" uses phrases like "Bang Cupu" as an adaptive and effective communication tactic to engage and captivate Generation Z, a method grounded in media and behavioral theory. The selection of this informal language style can be elucidated via the framework of Uses and Gratifications Theory. Generation Z audiences, as engaged media consumers, deliberately select information that satisfies their individual and

social requirements, including the pursuit of genuine identity and connection (Rubin, 2009). The term "cupu" familiar to their ears, engenders a sense of intimacy and diminishes formality, rendering the narrator more approachable and authentic, so enhancing trust and augmenting the likelihood of involvement (Seemiller & Grace, 2016).

This conveys the idea that the knowledge is relevant to their reality. This type of contact efficiently verifies their digital identity while also increasing their sense of belonging to the online community, making the information feel more personal and relatable (Rubin, 2009). As a result, employing popular social media language is more than just following trends; it is vital for cutting through the digital noise and making genuine connections, which have the ability to deepen their interest in the topic at hand.

In addition to communication style, the thematic focus of the channel—particularly urban farming—is also strategically aligned with Generation Z values and interests. Generation Z, being a digitally savvy age, prefers activities that are not only practical but also beneficial to the environment and society. Urban farming solves the problem of limited land in cities while also allowing Generation Z to participate in innovative and sustainable agricultural activities.

Then, an enthusiastic and expressive communication approach has proven helpful in reaching Generation Z, who grew

up in a dynamic and engaged digital world. This generation prefers quick, visual, and expressive communication, as seen by their use of social media sites like TikTok and Instagram. According to Deviona and Alamiyah, Generation Z communicates in a more expressive and dramatic manner on social media, indicating their desire for active and attention-grabbing communication (Deviona & Alamiyah, 2024). This implies that an active communication style can boost engagement and message resonance among Generation Z.

About the content topic, research findings on programming modifications on the "Tanduria" channel suggest that a unique and appropriate instructional strategy can attract Generation Z's interest in agriculture. Generation Z is known for having grown up in a digital environment, hence a social media-based communication strategy is beneficial. According to Solihin et al., digital communication has a significant role in expanding Generation Z's participation in agriculture in Indonesia (Solihin et al., 2023). Generation Z can use social media to find knowledge, be inspired, and participate in agricultural activities.

Another key aspect worth discussing is how the channel integrates monetization into its educational content. The monies are used for a variety of reasons, including the development of human resources and equipment for content creation. Furthermore, YouTube money can benefit producers, as well as their employees or teams.

In the context of digital media, particularly platforms such as YouTube, creators frequently monetize instructional content through advertising and product promotion to maintain the long-term viability of content creation. However, it is critical to ensure that ad integration does not degrade the quality and integrity of the information provided, particularly to Generation Z, the primary consumers of digital content.

Furthermore, non-transparent advertisement delivery might contribute to the propagation of incorrect information. Kusuma et al. stressed the importance of applying business ethics in digital marketing to avoid misleading and deceptive advertising content that can harm customer trust and corporate reputation (Kusuma et al., 2024).

As a result, content creators must use ethical and transparent communication tactics while delivering adverts, ensuring that the information communicated is correct and not deceptive. According to Aulia and Christin, Generation Z prioritizes authenticity and emotional connection in social media communication, making an honest approach more effective in establishing audience trust and loyalty (Aulia & Christin, 2024).

Consequently, marketing must be integrated cautiously and ethically into educational content, taking into account communication ethics and Generation Z's need for factual information. This method not only ensures the content's quality

and integrity, but it also fosters long-term audience trust and loyalty.

CONCLUSION

According to research findings, supporting data, and references from numerous sources, YouTube, particularly YouTube Shorts, has emerged as a suitable platform for promoting agriculture to Generation Z. This platform has the ability to pique their interest in the agricultural sector, which could eventually help to develop national agriculture in the future. Content makers use a range of promotional methods, such as linguistic style, channel branding, content subjects, and commerciality. These tactics are consistent with the digital-native traits of Generation Z. This study's findings may be useful for stakeholders looking to increase agriculture's appeal to Generation Z audiences point.

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