

***Mapping of Priority Needs of Farmers in Utilizing the Internet as a Source of Business Development in Wuluhan District, Jember Regency***

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***ABSTRACT***

Priority Mapping of Farmers Needs in Utilizing the Internet as a Source of Business Development in Wuluhan District, Jember Regency has the aim of mapping the priority needs of farmers for the development of communication information technology for business development in Jember Regency because many farmers in the village still lack information and communication technology knowledge. The results show that the priority needs of tobacco, chili, and corn farmers are the availability of smartphones, the availability of internet networks, increasing farmers' knowledge through training programs, providing facilities and infrastructure for internet procurement, additional capital/capital lending to farmers. This business development is carried out using the FFA (Force Field Analysis) method, which is a method that can maximize the driving factors and minimize the inhibiting factors. In this case study, the results show that the driving factors that need to be maximized are D3 Potential Abundant Agricultural Products and minimize the inhibiting factors in H4 There are no facilities and infrastructure from the government

*Keywords : Farmers, Mapping FFA (Force Field Analysis)*