

Study of Interpersonal Influence in Chicken Farmers WhatsApp Group: A Rhetorical Analysis

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Abstract — Information plays an important role in determining farmer's ability to optimize their livestock productivity. External sources of information, both digital and traditional, are crucial for farmers and greatly influence their decision-making process. Online community group chat is one of the sources that are widely used among farmers in which interpersonal influence tends to occur. This study aims to analyze interpersonal influences in "Peternak Ayam" group chat from May 2021. The method used is Netnography and based on Aristotle's rhetorical appeal framework (*pathos*, *logos*, and *ethos*). The result of this study showed that members used interpersonal influences in the group, including setting expectations, prescribing, claiming expertise, celebrating acquiescence, and mutuality. Claiming expertise interpersonal influence and *ethos* appeal were found the most in the chat messages. Marketers should adopt these types of interpersonal influence and rhetorical appeals when promoting livestock farming products in the "Peternak Ayam" group.

Keywords — Decision Making, Farmers, Interpersonal Influence, Rhetorical Strategies

I. INTRODUCTION

By January 2021, Indonesia's total population reached 274.9 million with 61.8% of the population are active social users. Social media users in Indonesia increased from Jan 2020 to Jan 2021 by 6.3%, adding another 10 million people (We Are Social and HootSuite, 2021). The increasing need to be part of a social network becomes one of the reasons for these online platforms to grow exponentially, alongside technology innovations (Fitri Ayuni, 2020). Social network is an established network between a group of people who share common interests, bonds, feelings and sentiments, and connect with each other digitally towards sharing common and mutually acceptable thoughts, feelings, and emotions. Various forms of social networking platforms are Facebook, WhatsApp, Instagram, Vine, Tumblr, Meetup, and ClassMates (Johari *et al.*, 2021).

WhatsApp is also one of the popular media used by livestock farmers in Indonesia for information purposes. Information plays an important role in increasing livestock productivity and greatly influences farmer's decision-making process. In this era, livestock farmers are influenced both by digital and traditional sources of information. Previous research by PRISMA in mid-April 2020 discovered that livestock farmers in Central Java,

East Java, and East Nusa Tenggara used WhatsApp, Google, phone, social media, and neighbours to gain

information both before and after the pandemic. This shows how livestock farmers in Indonesia are shifting to digital platforms in order to gain information and mostly (half of the respondents) rely on WhatsApp during the pandemic (PRISMA, 2020).

In order to increase livestock productivity, farmers need to master maintenance and business aspects. Both of these aspects could be fulfilled by getting relevant information about livestock optimization strategies (Padjadjaran, 2015). To run the business, chicken farmers need various information related to, but not limited to, cage management, feeding (type, quantity, and mix or combination of feed), vaccination, recognition of signs of disease and how to treat the disease, as well as interception techniques. Daily updated information about eggs selling price and feed price are also valuable (Aji, 2018). Lack of information and limited sources of information could cause obstacles along the farming journey. Thus, a good source of information is critical to a farmer's success (Aji, 2018).

Chicken farmers in Indonesia have a unique relationship with their local community. Chicken farmers depend heavily on their network to increase productivity. Relationships with relatives, neighbours, breeders from the same village, and local people could determine a farmer's success. Secrets to success, tips to encounter problems, and recommendation to partner companies will only be obtained when chicken farmers have good relationships with other farmers. This information is usually shared based on mutual trusts that grow from the interactions. Technological development causes interactions with the community shifting from offline to online. In the online environment, farmers joined virtual communities to connect with farmers from various regions in Indonesia. Virtual communities provided farmers with quicker and easier access to farming topics. Within the forum, farmers also share secrets in increasing livestock crops as well as experiences in overcoming problems. Added with market price updates and access to buy goods related to livestock business from other members (Wulandari, Wijaya and Zuber, no date).

Before purchasing, there is a tendency for consumers to gather adequate information, both from internal and external sources, in order to choose convenient solution that will satisfy their needs and wants (Fasi, 2017). Consequently, information from local communities plays an important role in a farmer's decision making. In order to understand and later influence farmer's decisions, it is important to understand them from the bottom up. Information exchange between farmers can be observed through interactions in virtual communities. One of the popular online media used by farmers to communicate is through WhatsApp group chat. WhatsApp group chat became the main object of this research and focuses on farmer's use of interpersonal influence in the information search process (Padjadjaran, 2015). Interpersonal communication occurs between fellow farmers and increased kinship, friendship, and group cohesiveness. Interpersonal communication was proven to have a positive impact on the welfare of farmers as it motivated and influenced good decision making.

There are several types of interpersonal influence in communication divided into four groups: setting expectations, prescribing, claiming expertise, and celebrating acquiescence (Scaraboto, Rossi and Costa, 2012). Interpersonal influence includes persuasion techniques so it can be analyzed using Aristotle's infamous rhetorical appeals (*ethos*, *pathos*, and *logos*). The technique helps unveil logical, ethical, and emotional appeals used between farmers in influencing decision making in the livestock industry (Covington and JR., 2012).

Previous research on interpersonal influence was found in various online communities such as virtual communities (Fitri Ayuni, 2020) and online brand communities (Adjei, Noble and Noble, 2010). Interpersonal influence was also found in livestock farmers (Padjadjaran, 2015). This research complete previous researchers by analyzing interpersonal influence in chicken farmers virtual communities. This research contributes by continuing future study recommendations by (Scaraboto, Rossi and Costa, 2012). Different contexts applied in the object of research are chicken farmers communities, consisting of both female and male gender, in WhatsApp group environment, and in Indonesian setting.

The objective of this research is to analyze interpersonal influences in livestock farmer group chat, analyze interpersonal influences specifically related to the feed topic, and to design a marketing strategy for GianTree to sell its products inside the group.

GianTree is a sustainable animal feed producer established in 2019. Using fermentation technology, GianTree manufactured and sold its feed products to chicken and fish farmers. GianTree uses both offline and

online channels in marketing the products. The company rely heavily on offline channels to gain sales, especially direct selling to personal networks around the West Java area.

COVID-19 affected GianTree's offline marketing strategy significantly. The lockdown policy unable direct visit to customers, nor customers directly come to stores, therefore limiting the channels to online. Additionally, a recent political event in Jatigede, Sumedang, which is GianTree's current major consumer, restricted its fish farmers to open fish cages in the lake. The conflict forced lots of farmers to close their ponds and stop cultivating. The phenomenon caused heavy loss of sales for GianTree since the consumers and potential consumers are decreasing. GianTree must find a new strategy to overcome these challenges, one of them by escalating alternative markets using marketing strategies in online channels.

II. METHODOLOGY

The methodology used in this research is netnography referred from Kozinets, 2002 as "a new qualitative research methodology that adapts ethnographic research techniques to study the cultures and communities that are emerging through computer-mediated communications". In accordance with the research question, netnography is chosen for its unobtrusive nature and not fabricated by the researcher. Natural setting is important to understand how interpersonal influence usually occurs among member's interaction without getting interfered with by the researcher.

The community chosen as the object of this research is "Pternak Ayam" ("Chicken Farmers") WhatsApp group established by one of the group admins on 27 May 2019. The time span researched is for 1 month in May 2021. Online participants or members are identified to have varying levels of engagement inside the online group. Member types can be differentiated based on two factors, their relations with the consumption activity and relations with the virtual community. The first type is called "tourists" who have a superficial and passing interest in the consumption activity, and lack strong social ties to the community. The second type is "minglers". They are perfunctorily interested in the consumption activity and maintain strong social ties to the community. The exact opposite to minglers are "devotees", they maintain a strong interest in the consumption activity, but don't have much social attachment to the group. The last one is "insiders" who have both strong personal ties to the consumption activity and strong social ties to the group (Kozinets, 1999). Nonetheless, this research would include participants from all categories: tourists, minglers, devotees, and insiders concurring with arguments from (Scaraboto, Rossi and Costa, 2012) that even low engaged

members could attempt interpersonal influence using rhetorical strategies.

The research procedure is following guidelines from (Kozinets, 2002) and summarized in the framework below:

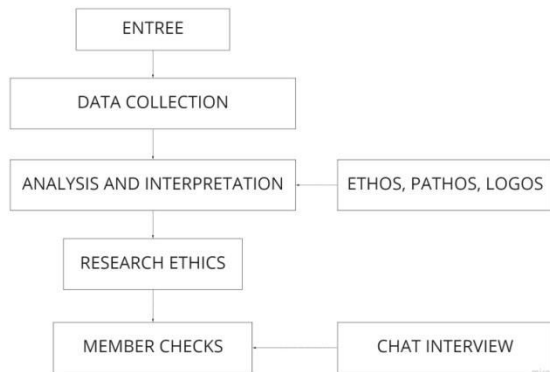


Fig. 1. Research Process Framework

A. *Entrée*

Joining a WhatsApp group is rather different from Facebook groups where the access is much easier and more open to the public, people can find it almost immediately by searching the desired topic in Facebook groups page. Meanwhile, the existence of such WhatsApp groups is more hidden and the only way to enter it is through an invitation by the admin group or invitation link given by existing members inside the group.

Invitation links for two farmer's WhatsApp groups were obtained for the research. The first one is "Paternak Ayam" (PA) and the other is "Ikatan Paternak Ikan Nila" (IPIN). The invitation link for the IPIN group was obtained through the "about" description box of IPIN's Facebook community group. It was publicly published and available for the 5200 IPIN's Facebook group members. The researcher joined the WhatsApp group on 17 February 2021. Meanwhile, the researcher was lucky enough to obtain an invitation link for PA group from one of the group members through a previous interview (not related to this research) in Facebook chat on 5 October 2020. The member, who is a chicken meat seller, offered to invite the researcher into the group and sent an invitation link through WhatsApp chat. The researcher joined the "Chicken Farmers" WhatsApp group on 7 October 2020 and obtained transcript chat data until this day.

The two community WhatsApp groups was evaluated using preference from (Kozinets, 2002) in choosing a suitable community group:

1. Group with a more focused topic and relevant to the research questions.

Both groups are relevant to the research question and focused on farming topics. Member's interactions are based on the same occupation and shared activity, PA focus on chicken and IPIN focus on parrot fish. Members exchange information regarding farming problems and recommendations. Transaction also occurs within the group since members often offer and negotiate livestock farming products, although real purchase couldn't be detected inside the group chats because members move the conversation to personal chats. The topics discussed inside the groups are about market price, farming tools, feed, etc. Feed information is especially important to meet the research objective. Therefore, the researcher searched for "feed" ("pakan" in Indonesia) keywords in both groups to check whether or not the feed topic was discussed. Turns out, the feed topic was discussed only on the PA group and none on the IPIN group.

2. Group with higher "traffic" of postings.

This criterion can be seen clearly from the difference in daily messages received from both groups. Total of 66 messages were received from the IPIN group from 19 February 2021 until 27 May 2021. Members inside the group don't send messages every day, on average 16 messages were received per month. The number of daily messages received from the IPIN group varies, but never exceeds 9 messages. Compared to IPIN group, PA group has a high level of "traffic". Messages were received right away after the researcher joined the PA group on 7 October 2020 until this day. Members send messages in the group almost every day, accumulating large transcript data in the group. Over 1500 messages in total could be generated in a month. The amount of daily incoming messages varies every day, one day it could reach over 150 messages, the other day it could be just 5 messages. On average, 40 to 60 messages are received per day.

3. Group with larger numbers of discrete message posters (members).

PA group has 207 existing members (including the researcher) as of 1 June, 2021. Several insiders dominate the group discussion, reinforcing the group's value by supporting each other. The members are mostly tourists and devotees that start discussions with questions, and few minglers can be seen enlivening the discussion with quick responses. The group consists of chicken farmers which are GianTree's target market and possibly non-farmers members that are interested in chicken farming. It is seen from the frequent videos and photos of member's livestock that are shared to the group. The members also frequently stated their occupation as farmers. Although the credibility of the statement and whether the videos and photos are taken or copied from the internet cannot be proven. The group is not made for a specific region so it is hard to detect which region in Indonesia the members are

from. Accordingly, members shared their domicile only when they had the intention to purchase products from other members.

Meanwhile, IPIN group has 64 existing members (including the researcher) as of 11 June, 2021. Different with PA group, IPIN group has majority of tourists that share and ask information to the group, often ignored by other members. Few emotional relations are seen in the discussions, though some insiders tried to keep the group by frequently sending messages. The group consists of fish farmers, seen from their recent photos and videos shared to the group. The credibility can't also be proven and the domicile varied from all across Indonesia.

4. Group with more detailed or descriptively rich data.

PA group members often ask questions to the group, questions around chicken farming are greatly welcomed by other members. The members answered with great detail, giving a complete guidance by listing the material needed, the price required, do's and don'ts. They even completed the answer with photos and videos in order to give a better description. Whenever tourists or devotees members get confused, the insiders are willing to offer separate video calls for consultation. Compared to PA group, IPIN group messages are less detailed. Members gave short and simple answers to the questions, sometimes completely ignored.

5. Group with more between-members interactions type that are required by the research objectives.

The objective of this research is to look through interpersonal communication between group members and how it influences each other. PA group members are seen using interpersonal communication often. Members interact with each other using casual language, sometimes local language (Sundanese and Javanese), and have daily conversation that includes emotional cues. Meanwhile, IPIN group doesn't show much emotional cues inside their conversations.

In conclusion from all the criteria above, "Chicken Farmers" (PA) group is preferred and chosen as the object of this research for having topic discussion relevant to the research question (most especially feed topic), have higher number of messages, larger number and various types of members, more detailed and descriptive messages, and interpersonal communication exist between members.

Thousands of messages sent by PA group members from 7 October 2020 until 21 June 2021 were read briefly. Months ranging from March, April, and May in 2021 are considered important due to Ramadan in April to May and Eid Al-Fitr celebration that occurred on 14 May 2021. Eid

Al-Fitr is an important event for Moslems to celebrate the holy month of Ramadan. The celebration can be felt throughout Indonesia because the majority population are Moslem. At Eid, there's a tradition for Moslem families to serve chicken as the main course and enjoy it together with extended families. This brings goods to farmers in Indonesia because the demand for chicken meat increases significantly during the celebration. Beforehand, a preliminary interview was conducted to a farmer (outside the "Chicken Farmers" WhatsApp group) to confirm this matter. Turns out, the high demand for chicken meat didn't just occur on Eid, but months before that. The high demand caused an increase in price for chicken meat, for chicken broilers it already increased before Ramadan to Rp26.000,00 per kilogram, during Ramadan it increased to Rp32.000,00 per kilogram, and during Eid it increased to Rp40.000,00 per kilogram.

Farmers prepare this moment thoroughly in order to gain big sales. The preparation went from around February until March, afterwards they harvested and sold the chicken in April and May. The farmer interviewed stated that farmers maximize their stocks to be able to sell as much livestock as they can during the high season. The increase in stocks resulted in increased consumption of feed, causing a domino effect to feed demand. Feed is a complementary product necessary for livestock production, thus increase in livestock would result in increase in feed consumed. Related to this, both farmers and feed sellers increased their feed stocks during the high season.

The intensity of preparation during the high season is considered unique and expected to trigger frequent interaction between farmers. The interaction is also expected to occur inside WhatsApp group chats. In accordance with this, March to May 2021 time range was chosen but due to time constraints this research only collected data from May 2021, right when Eid celebration occurs.

B. Data Collection

Transcript chats from "Chicken Farmers" WhatsApp group in May 2021 were downloaded. The chats were exported to excel generating 2557 rows of data. The raw data are cleaned excluding videos and photos (which eventually expires) and WhatsApp stickers. Unanswered questions and messages with no replies are also excluded because no interaction happened. Small talks that are perceived as irrelevant are excluded, except small talks that occur in between relevant topics. There were 2013 rows of data left and the data are grouped into 73 topic conversations. To keep it relevant with the research questions, the data are divided into 32 on-topics and 41 off-topic conversations. On-topics covered conversations around recent market price, chicken breeds and the best practice to cultivate it (often asked by members who just

started farming or wanted to cultivate a different chicken breed). Feed topics are also covered to answer the second research objective and conversation about a member's struggle was included to identify the interpersonal communication. Topics mentioning Eid is included to capture farmer's behaviour during the celebration. Since the third research question is to design a marketing strategy, conversations where members promote products are also considered important.

Meanwhile, off-topic conversations covered farming equipment, pests, chicken disease, bitcoin, and quick updates from members. Most conversations are actually regarding member's quick updates, but only two update topics are included because it discusses feed and Eid, the rest are excluded due to domination from insiders. One unidentified topic was included in off-topic because the photo sent in the conversation expired so the researcher was unable to understand the message.

Evidently, 28 members from the "Chicken Farmers" WhatsApp group are involved in the on-topic conversations. Most message posters are tourists (11 members), followed by minglers and devotees (6 members each), and last by insiders (5 members).

C. Analysis and Interpretation

The selected 1194 rows of on-topic conversations are further analysed using interpersonal influence types and rhetorical strategies framework. Messages were compared with interpersonal influence types explained in Scaraboto, Rossi and Costa, 2012 including the examples provided. For instance, messages in "Chicken Farmers" WhatsApp group that have "grouping of several questions into a single message" (Scaraboto, Rossi and Costa, 2012) are categorized as setting expectation interpersonal influence type. The same process was applied to claiming expertise, prescribing, and celebrating acquiescence categories. Out of the 1194 rows of data, only 312 messages were considered to have interpersonal influence. Only 22 out of 207 members (5 tourists, 6 minglers, 6 devotees, and 5 insiders) were involved in the selected conversations.

Afterwards, the 312 messages were analysed using a rhetorical strategies framework. The messages were differentiated using rhetorical strategies table (Scaraboto, Rossi and Costa, 2012) to determine which of the logical, ethical, and emotional appeals dominate the messages. For example, messages citing information from the news are categorized as *logos* because it "cites factual data".

Messages that do not fit with the interpersonal influence types from Scaraboto, Rossi and Costa, 2012 were put into new categories. One new interpersonal type named "Mutuality" was formed along with four new subcategories in existing interpersonal influence types.

D. Ethics and Member Checks

To ensure research ethics, I identified myself inside the "Chicken Farmers" WhatsApp group. I told them about the observation, sent a file summarizing the research details, and provided my credentials. Some members responded positively and supported the research. I also asked permission to insert direct quotations to 11 members and it was granted. 2 members didn't respond so their quotations weren't inserted. Members' checks were also conducted and they were glad to help. Improvement was done to analysis on setting expectation, celebrating acquiescence, and mutuality from the member checks.

III. RESULTS AND DISCUSSION

A. Interpersonal Influence

According to Scaraboto, Rossi and Costa, 2012 there are four types of interpersonal influence which are setting expectations, claiming expertise, prescribing, and celebrating acquiescence. All of the types of interpersonal influence were found in "Chicken Farmers" WhatsApp group messages. Out of the total 312 messages, the majority uses claiming expertise type (46.8% or 146 messages). The second majority is setting expectation type with 83 messages (26.6%). Followed by a new type of interpersonal influence, mutuality, with 41 messages (13.1%). The bottom two are prescribing with 30 messages (9.6%) and celebrating acquiescence 12 messages (3.8%). Meanwhile, the most used rhetorical strategies in total were *ethos* (appeal to ethics) with 140 messages (44.9%). Followed by *logos* (appeal to logic) with 131 messages (42%) and *pathos* (appeal to emotion) with 41 messages (13.1%).

a. Setting Expectations

Characteristics of setting expectations could be seen when a member stated their lack of knowledge regarding the issue discussed, grouping several questions into a single message, and shared concern over the information obtained from outside the WhatsApp group to verify the validity (Scaraboto, Rossi and Costa, 2012). In this analysis, the characteristics are named after "Lack of knowledge", "Questions bundle", and "Concern on other sources".

Messages that aren't considered to fit with the three characteristics above were put into a new characteristic. Members in the "Chicken Farmers" WhatsApp group willingly shared their personal struggle in harvesting chicken. Promotion and negotiation also occur inside the group, members offer and request for farming products to each other. During the process, members set expectations that they're not there to "rip off" other members and that they set prices in a reasonable limit. In the buyer

perspective, members gently gave signals about their wants and needs on a specific product in the group. These characteristics are set as new subcategories and named after “Share struggle”, “Fair trade”, and “State hope” respectively.

i. Lack of Knowledge

Members deliberately stated their lack of knowledge both when starting a conversation and responding to a question. They appealed to **logos** by purposely showing their inability in the topic that might seem obvious to others, and showed expectation to gain several pieces of information from other members. The example could be seen in the message quoted below.

5/22/21, 7:52 PM – Insider 5: “Ini kandang pembesaran tapi ada juga yg sudah mulai produksi telur .kalau untuk telur konsumsi kandang apa yg cocok untuk yg elbanya..? Mohon petunjuk bagi rekan yg sudah berpengalaman dg ayam Elba dan petelur lainnya .”

(This is a rearing cage but some have already started producing eggs. For eggs for consumption, which cage is suitable for the Elba..? Please guide me for colleagues who are more experienced with Elba chickens and other layers.”)

This sentence opened a topic in the group and several members joined in the conversation. The unique characteristic of chicken harvesting made members more open to other information, even if it contradicted with each other. It is because many variables could affect harvesting outcome, from the types of chicken breeds, weather, region, cage, feed, etc. Members believe that there is no one gripping truth. Even a member referred to the most still acknowledged their lack of knowledge and accepted other possibilities.

5/22/21, 10:46 PM – Insider 4: “Apa beda lapak beda nominal ya, cb info dr daerah lain mgkn bs mmbantu tuk k absahannya □”

(“Maybe different places have different nominal, maybe information from other regions could help confirm the validity □”)

Not all members that jumped into the conversation provided answers. Other members that couldn’t answer the question wanted to learn more about the topic too. The members appealed to **ethos** as they appeared fair minded and honest. There was no pressure in the group to admit their inability to answer. At the same time, the members appealed to the group’s value, which is to keep learning.

5/22/21, 8:21 PM – Insider 4: “Blm nympe kstu pljrn sy, mah prlu bnyk nyontek jg sy om □... pak haji @Insider 2 dah d colek □”

(“I haven’t gotten to that lesson yet, I still need to cheat a lot, too, sir □... Sir haji @Insider 2 poked □”)

5/28/21, 7:34 AM – Devotee 4: “Ikut nyimak juga”

(“I’m listening too”)

ii. Questions Bundle

Another characteristic of setting expectations is bundling several questions into a single message. By doing this, members add a dramatic tone to the message, signify urgency to gain information, and indicate the overall lack of knowledge from the member (Scaraboto, Rossi and Costa, 2012). Questions appear when a member suggests their opinion or fact to the group.

5/7/21, 11:01 AM – Insider 3: “nyimak pakan limbah...bahannya apa aja dan bagaimana PROSEsnya...dan bagaimana kalau Tanpa fermentasi”

(“listening to waste feed... what are the ingredients and how is it PROCESsed... and what if (processed) without fermentation”)

Some of the time, members appealed to **logos** as they inserted their prior knowledge before posting questions to the group.

iii. Concern on Other Source

The digital shift is proven to have an effect on farmer’s sources of information. WhatsApp group acts as a reference group for members to verify the validity of information gained from external sources or from personal experience. Members of the “Chicken Farmers” WhatsApp group mentioned several times that they also used Google and Youtube to learn about farming.

5/28/21, 5:57 AM – Insider 1: “Met pagi om2 dan tante2...Om @Insider 2 , utk pertumbuhan jkper masa breeding membutuhkan protein brp % ?Pemahaman saya msh simpang siur alias blm mateng..Ada masukan 0~30hr 23%, [...] Tp kl pemahaman saya pribadi, selama full gizi, pertumbuhan lbh baik. [...]”

5/28/21, 6:03 AM – Insider 1: “□Cari efisiensi pakan tapi yg efektif.□”

(“Good morning sir and mam... Sir @Insider 2 , for joper’s growth during breeding how much protein is needed? My understanding is still mazy a.k.a not yet mature.. There are suggestions 0~30 must 23%, [...] But from my personal understanding, as long as it’s full nutrition, the growth is better. [...] I’m looking for efficiency in feed but effective too..□”)

Often members cross check their current understanding regarding a topic with other member's. Members appealed to **logos** as they include facts or personal experiences with the question.

iv. Share Struggle

The context is similar to previous characteristics where members share their concern to the group, but this characteristic highlights the openness of the members. Members willingly share their personal struggle, most of the time by appealing to **pathos**. Just like friends, members shared their problem not for seeking solutions but just to let out emotions. Other members supported the member and appealed to **ethos** by conceding to opposition.

v. Fair Trade

Promotions aren't prohibited by the admin group. Members could offer, ask, and even negotiate inside the group as long as the product is still around chicken farming. Promotion on products outside farming such as Tik Tok service and Bitcoin weren't welcomed, some got ignored, sneered at, and even kicked out of the group. Often, members start conversations to promote products using interrogative sentences or by sharing photos and videos of the product to the group.

5/2/21, 9:38 AM – Insider 1: “Met pagi....Ada yg butuh doc broiler emerald kah?”

(“Good morning.... Does anyone need emerald broiler doc?”)

Before deciding the purchase, members ask several questions to other members regarding the chicken breed, age, population, raising method, and eventually price and location. Member's trust in the group is perceived high. Members don't worry sharing their location to the group using Google Maps.

In promoting products, members used words similar to those used by marketers such as “innovative” and “only by...”. Members appealed to **logos** as they shared advantages of their offering from the quality aspect and even offered bonuses. What's different found in the group was how members positioned themselves doing fair trade. Members appealed to **ethos** as they persuaded others that the transaction wasn't to “rip off” other members.

5/16/21, 6:19 PM – Insider 1: “200rb hilang tp dpt tmn yg bs dipercaya dan diandalkan...”

(“200k gone but got a trusted and reliable friend... This is expensive sir...”)

5/16/21, 6:22 PM – Insider 1: “Spt sm om ratno kmrn.Diambil hrg BEP ga masalah cm 10e jugak.. (kan om @Insider 4 bisa perkirakan)□□□tp kl om minta lbh dr itu, lain cerita□□□”

(“The same with sir ratno yesterday. Taking the BEP price only 10e isn't a problem.. (you can estimate @Insider 4) □□□ but if you ask for more, it's a different storyyy□□□”)

Insiders exposed their price including the profit they took to ensure that they appeal to the group's value. At the same time, the insiders are shaping the group's value because of the big influence they have on others.

5/16/21, 6:23 PM – Insider 4: “□□ smoga sayah Amanah, gk mau nerima atw nyari untung dr kringat org lain □□”

(“□□ I hope I'm reliable, I don't want to accept or look for profit from other people's sweat □□”)

The economic conditions small farmers face in Indonesia made them grow empathy for each other. Some of the members mentioned that chicken farming is their main source of income for living. That's why fair trade appealed to the group because each understood the struggle of competing with big farming industries. Social relations are important to farmers, especially to neighbours. Members shared their relation with neighbours for transactions, profit sharing, and knowledge sharing.

vi. State Hope

Related to fair trade, members stated their hope in gaining specific products to the group. The wanted products varied from chicken breed, hen, and raw materials. Free products are favoured the most by members, and the social relations inside the group enable members to offer free products such as plants and waste to each other. One of the tips members often shared inside the group is to take advantage of natural surroundings, avoiding the need to purchase and get it for free instead. Members appealed to **pathos** by joking around free products and appealed to **ethics** by sharing their background and even personal goals with the group.

5/26/21, 10:25 AM – Mingler 4: “klo kaki gak hitam... saya jg mau hehehe”

(“if the (chicken) legs aren't black... i want that too hehehe”)

vii. Rhetorical Appeals

In conclusion, the appeals that were found in each characteristic of setting expectations are summarized below:

TABLE I
 RHETORICAL APPEALS IN SETTING EXPECTATION

No.	Characteristics	Appeals
1.	Lack of Knowledge	<i>Ethos & Logos</i>
2.	Questions Bundle	<i>Logos</i>
3.	Concern on Other Source	<i>Logos & Ethos</i>
4.	Share Struggle	<i>Pathos & Logos</i>
5.	Fair Trade	<i>Ethos, Logos, Pathos</i>
6.	State Hope	<i>Ethos & Pathos</i>

b. Claiming Expertise

Sentences with claiming expertise are found the most in “Chicken Farmers” WhatsApp group out of all the types of interpersonal influence. Based on Scaraboto, Rossi and Costa, 2012 characteristics of claiming expertise are when members shared prior experiences, including personal opinions and recommendations. Members also claim expertise by answering an initial question with more information needed than necessary. It also manifests in member’s pursuit of the group’s shared value. These characteristics are named with “Prior experience”, “Offer more information”, and “Appeal to value” respectively. Messages that didn’t match the previous characteristics are put into a new category named “Information update”.

i. Prior Experience

The main problem faced by farmers is their lack of knowledge and experience regarding husbandry factors: breeding, feeding, and management. The high variety of systems applied between one farmer to another, from one region to another, actually shows the discrepancy of knowledge and experience of small farmers in Indonesia (Umela *et al.*, 2015). There is no standardization in methods used to increase livestock productivity. This fact is understood by members in “Chicken Farmers” WhatsApp group and become the basis for members to freely share and listen to each member’s experiences.

Debates seldom occurred in the group, the atmosphere is more social and friendly. Whenever members disagree, they rationale the statement based on personal experience and what works in their region. Prior experience becomes a strong argument inside the group because of its significant effect on productivity (Umela *et*

al., 2015). It is also what new members seek from the group. Farmers are required to manage and understand the ins and outs of cultivating livestock and to achieve this, it is necessary for farmers to be equipped with knowledge and experiences relevant to their needs (Umela *et al.*, 2015). Although there is a case where experience negatively affects farmer’s income. If farmers are reluctant to information and technological innovation because they feel comfortable with the existing production system that has been used for years. The reluctance could eliminate possibilities to increase productivity and income (Aedah, Djoefrie and Suprayitno, 2017).

Prior experiences are especially crucial for new farmers. In the group, they often ask for suggestions and explicitly request answers based on other member’s experience. Most of the time, the questions aren’t addressed to a specific member (although insider 2 is referred to the most), so several members could jump in the conversation and share their different experiences. Some statements contradict and some reinforce. In the end, they let others free to select which one to implement.

5/27/21, 12:28 PM – Devotee 4: “Klo sy direbus dulu...biar lebih aman”

(“For me, I boil it first...so it’s safer”)

5/27/21, 12:28 PM – Inside 5: “Mol biasanya saya buat sendiri hasilnya untuk fermentasi katul atau kadang tak campur bakteriz .atau em4.Tujuannya agar protein kasar pecah jadi mudah dicerna oleh ayam.siapa tahu kandungan protein nya jad ningkat juga.Dari pakan fermentasi saya campur pakan non fermentasi seperti Poer bekatul atau makanan sisa dapur [...]”

(“I usually make my own mol for fermentation of katul or sometimes I mix it with bacteria .or em4. The goal is to break down the crude protein so that it’s easily digested by the chickens. Who knows the protein content might increase too. From fermented feed, I mix non-fermented feed such as Poer bran or kitchen leftovers .in the end, it becomes semi-fermented feed. [...]”)

The quotes above were taken when members discussed homemade feed and steps to process it. Members share experiences regarding topics around price, promotion, feed, chicken breed and farm management. Mostly, members appealed to **logos** by including reasons behind their prior decision and its output. Each member expressed their opinion confidently, as there is no right or wrong in personal stories. Aside from success stories, members also shared their failures and encouraged others to learn from their mistakes.

5/27/21, 1:23 PM – Insider 5: “Betul....kalau perlu full Poer.Sya yg main nyampur pakan dan ternyata tak sesuai dg kebutuhan protein .. hasilnya nya rugi sendiri...□”

(“That’s right....if necessary full Poer. I’m the one who carelessly mixed the feeds and turns out it doesn’t match the protein needs..the result is my own loss...□”)

In one of the conversations, a devotee asked the group to help identify a plant they found near a rice field. Other members responded that it was Azolla and could be processed into feed for chicken and fish. The devotee who asked the question had doubts so they cross checked on Google. Thus, an insider ascertains the answer by stating that they have prior experience with the plant because they planted it before.

Theories are perceived as important as field experience. Other times, when members discussed tips for selecting chicken breeds, an insider affirmed their suggestion by highlighting their expertise in raising livestock. Members appealed to **ethos** by stating their profession as experienced farmers.

ii. Offer More Information

In answering questions, members claim expertise by providing more information than requested. Member’s add consideration from several aspects that weren’t covered by the initial question. Members also quoted and resend previous information from other members. Previous messages that were perceived helpful were saved by some members so they can read it again when needed. Often, members ask back questions to understand the full context so they can provide better answers. Members appealed to **ethos** by appearing sincere, wanting to help others.

5/2/21, 12:19 PM – Insider 4: “Sdh instal apk shopee nya blm om ? Instal dlu apk nya nnti cari d kbutuhan yg d inginkan, tiap toko brbeda cari hrg trmurah bila prlu yg ada bonusnya n free ongkir dr pihak shopee... sy blm siap dagang cm share buat grup dsni brkali brmnfaat tntng mudahnya jualbeli onlen □□”

(“Have you installed the shopee application yet sir? Install the application first then look for what you need, every shop is different look for the cheapest price if possible look look for the one with bonus n free shipping from shopee...i’m not ready to trade yet just sharing for the group here maybe it’s useful to know about the ease of online transaction □□”)

In one of the messages, a member threw an issue they were suspicious about, complete with facts from personal observation (appealed to **logos**). Other members supported the opinion by citing news that covers the issue.

5/28/21, 11:55 AM – Insider 1: “Ini rabaan pribadi saya hal itu pasti terjadi.[...]_ini bukan me nakut2i ya... cm kita hrs waspada planing kedepan_.Pada kdnyataannya harga pakan yg kian naik, pembatasan produksi DOC khususnya broiler, [...] cari mitra yg pas utk anda.[...] *Jgn dibikin panik, hanya sbg bahan pertimbangan*”

(“This is my personal opinion, it's bound to happen. [...] no intention to scare... but we have to be careful planning ahead_. In fact the increasing feed prices, restrictions on DOC production, especially broilers, [...] find the right partner for you. [...] *Don't panic, just for consideration*”)

iii. Appeal to Value

Farmers with high social capital will find it easier to increase work productivity than those with low social capital. One of the indicators of having high social capital is the extent of a farmer's social network. High trust with the social networks will ease information access related to increasing work productivity (Wulandari, Wijaya and Zuber, no date). With the help of social media platforms, farmers are able to expand their social network digitally.

One of the social capital forms is bonding, a relationship limited to kinship ties or locality. Farmers form ties with relatives, neighbours, and breeder partners from the same village. These networks help farmers in increasing productivity by lending equipment, materials, etc. It is also important for farmers to have good relationships with the local community. Good relationships will enable freedom to build a new cage in the neighbourhood, while bad relationships might ban the establishment of cages as has happened in Blitar. Relationships with the local community could be nurtured by sharing part of the harvest and keeping the cage clean (Wulandari, Wijaya and Zuber, no date). This value is held by the “Chicken Farmers” WhatsApp group and members appealed to **ethics** by showing their effort to pertain the value, as well as the difficulty when they didn’t appeal to the value.

5/15/21, 12:34 PM – Devotee 2: “Tebar di sawah punya tetangga ya.. Biar tiap panen bagi hasil”

(“Spread it in the neighbors field..So at harvest we can share the result”)

As mentioned before, the time span of the data taken was at Eid Al-Fitr. The initial motive was to capture member’s interaction during the celebration. Turns out, not much interpersonal influence occurs during Eid. Members celebrate and give blessings to the group, but didn’t discuss farming matter related to Eid season. Even though this research couldn’t ensure the beliefs of the members, traits of Moslem members could be detected clearly in the group. Moslem’s prayers such as

“Alhamdulillah”, “InsyaAllah”, and “Barakallah” were found in group’s messages.

5/13/21, 4:44 PM – Devotee 6: “Selamat idul fitri ,mohon maaf lahir dan bathin, dan berkah semua☺☺”

(“Happy Eid Al-Fitr, please forgive my body and soul, and blessings to all☺☺”)

iv. Information Update

Farmers experienced ups and downs in cultivating livestock, one of the reasons is due to erratic price fluctuations in selling price. Most farmers are very vulnerable to price fluctuations. When output price falls, costs of production input don’t automatically decrease, thus it lessens farmer’s margin or even puts them at loss (Sudrajat and Yuniawan Isyanto, 2018). Early information related to these changes could help farmers anticipate and respond with better management strategies. Farmers could be more resistant and by doing this, positively affect the level of profit (Suwondo, no date).

Information updates regarding market price including eggs selling price and feed price are needed daily (Aji, 2018). Members help each other by updating price changes to the group. Members appealed to **logos** by including the source of information. In the quotes below, members shared broadcasts from a feed company regarding feed price changes as well as market price update.

5/7/21, 9:20 AM – Insider 1: “Kpd Yth : *Pelanggan* *PT. Havindo Pakan Optima* Feed Mill -Semarang. Memberitahukan bahwa : Efektif *Senin, 10 Mei 2021* ada kenaikan harga pakan *IKAN & POULTRY* sbb : [...]”

(“Dear : *Customer* *PT. Havindo Feed Optima* Feed Mill -Semarang. Notify that: Effective *Monday, 10 May 2021* there is an increase in the price of feed *FISH & POULTRY* as follows: [...]”)

5/7/21, 1:11 PM – Devotee 1: “Update Ayam kandang pasaran 45rb bos... Ayam umbar masih stabil di 35-40rb”

(“Update chicken cage market 45 thousand boss...Umbar chicken is still stable at 35-40 thousand”)

v. Rhetorical Appeals

In conclusion, the appeals that were found in each characteristic of claiming expertise are summarized below:

TABLE II
 RHETORICAL APPEALS IN CLAIMING EXPERTISE

No.	Characteristics	Appeals
1.	Prior Experience	<i>Logos, Ethos, Pathos</i>
2.	Offer more info	<i>Logos & Ethos</i>
3.	Appeal to value	<i>Ethos & Pathos</i>
4.	Information Update	<i>Logos & Ethos</i>

c. Prescribing

Scaraboto, Rossi and Costa, 2012 described interpersonal influence occurs when members write suggestions in a prescriptive tone, encouraging others to adopt the group’s beliefs and behaviours. The adviser positions themselves as the role of a caring expert on the topic. In “Chicken Farmers” WhatsApp group, the same characteristic was found and named as “Peer Pressure”.

i. Peer Pressure

Small farmers in Indonesia tend to work alone, in small groups, or with family assistance. Not much labour is needed in livestock management. It is usual for small scale farmers to carry out all tasks by themselves (Panduan Beternak Ayam Pedaging, 2012). In this case, farmers have to carry out three roles simultaneously, which are financial manager, crops distributor, and managing cages (Aji, 2018). To execute the tasks properly, farmers seek for information. Likewise, members of the “Chicken Farmers” WhatsApp group pursue information on technicality in livestock farming. Experienced members gladly help new farmers with detailed answers and even laid out step by step procedures.

5/23/21, 7:32 AM – Insider 3: “Coba alas Kandang Boxnya kasih pasir laut yg sudah dicuci + dikeringkan... yg penting nggk Kejatuhan air AMan sampai beberapa minggu.... Om”

(“Try to give sea sand that has been washed + dried for the box cage’s base... as long as the water doesn’t Spill SAfe for a couple of weeks.... Sir”)

The group values sustainability and is against chemical products that could harm the environment. This is a big improvement for farmers in Indonesia. Last Eid, thousands of flies from dozens of chicken coops invaded a resident’s house in Jorong Koto Tinggi. It was in the middle of chicken harvest season and the weather was so

bad that the fly larvae were out of control. The region struggles to discipline more than fifty local farmers to meet environmental requirements from the government (Gatra.com, 2021). “Chicken Farmers” WhatsApp group members are already one step ahead from other regions by understanding the opportunity of recycling livestock waste and how important it is to take good care of the earth.

The cordial tone and “learning mentality” that members valued makes it unlikely for peer pressure to flourish. Though, members encourage others to adopt the group’s value such as making good use of waste from surroundings. Members appealed to **logos** by explaining the reason behind their suggestions. Note that imperative words were used to support the suggestion, for example “Just make...” and “Try to...”.

5/22/21, 8:51 PM – Devotee 6: “Wedew, klo banyak bakulnya suruh datang dan pilih yang jantan, nanti dilihat hasilnya☺,..klo body mulus tidak tegap suruh tukar ☐”

(“Wow, if there’s a lot tell the middlemen to come and choose the male one, later on see the results☺,.. if the body is not smooth and sturdy tell them to change☐”)

ii. Rhetorical Appeals

In conclusion, the appeals that were found in each characteristic of prescribing are summarized below:

TABLE III
 RHETORICAL APPEALS IN PRESCRIBING

No.	Characteristics	Appeals
1.	Peer Pressure	<i>Logos, Ethos, Pathos</i>

d. Celebrating Acquiescence

Reciprocity occurs when members post gratitude after receiving useful information and opinions. Thankful messages indicate influence the group had on a member's successful decision, even though the actual evidence couldn't be proven (Scaraboto, Rossi and Costa, 2012). Upon the gratitude, other members positively respond to the achievement. This reinforces the influence the group has on members, persuading others to follow suggestions and opinions offered by members of the group. These characteristics are divided into “Gratitude” and “Others Support”.

i. Gratitude

Members celebrate their achievements by sending photos and videos as evidence. Similar to testimonies on a

product, members shared their good experience and “endorsed” the group’s advice. Suggestions from specific members were appreciated directly, occasionally mentioning (@) the member’s name in the message.

5/20/21, 8:23 AM – Devotee 4: “Tapi hasilnya lumayan ...produksi telur meningkat drastis.. terimakasih buat suhu Master Kang Haji Insider 2....atas ilmunya yg sangat bermanfaat”

(“But the results are decent...egg production has increased dramatically...thank you Master Kang Haji Insider 2...for his very useful knowledge”)

ii. Others Support

Member’s accomplishments were welcomed inside the group. Other members react positively and encourage the success. No sarcasm and jealousy were found even if a member frequently posted their accomplishment. Members appeals to **pathos** by using expressing excitement with emotional language.

5/20/21, 9:07 AM – Mingler 2: Mantaap☐

(“Niceee☐”)

iii. Rhetorical Appeals

In conclusion, the appeals that were found in each characteristic of celebrating acquiescence are summarized below:

TABLE IV
 RHETORICAL APPEALS IN CELEBRATING ACQUIESCENCE

No.	Characteristics	Appeals
1.	Gratitude	<i>Pathos & Ethos</i>
2.	Others Support	<i>Pathos</i>

e. Mutuality

Interpersonal ties can be maintained through interaction via communication technology, not just face-to-face communication (Technologies, 2014). Members tie relationships by updating their personal condition to the group, mostly as an opening to a conversation. From time to time, members take turns reporting their farming progress, although it is still dominated by insider’s messages. Photos, videos, even geographical coordinates from Google Maps were shared. Members felt close with others thus they identified themselves and engaged with the group. These are traits of high social connectedness. Social connectedness is characterized as a pattern of active and trustful interpersonal behaviour (Technologies,

2014). For insiders, it is almost mandatory to post updates on their farms to ensure their active participation in the group. The characteristic for mutuality interpersonal influence type is named with “Ask/Share Condition”.

i. *Ask/Share Condition*

Members with high social connectedness to “Chicken Farmers” WhatsApp group have the habit to update their farming progress. Not only as an opening, members also gave more explanation regarding their personal situation. For example, in the quote below, a member exposed their whereabouts by asserting personal details such as “I’m at my grandmother’s place”. The member willingly shared their personal information even though no one in the group asked about it.

5/15/21, 12:29 PM – Devotee 2: “*Iya om mu tak budidaya dulu buat di farm Soal nya jauh ke TKP ini di tmpat nnek lagi silaturahmi,, [...]*”

(“Yes sir i want to cultivate it first in the farm. The place is quite far. I’m at my grandmother’s place just visiting,,[...])”

5/7/21, 6:18 PM – Insider 3: *Hadir.... Sese kali AbSen AYam....* □♂□

(“Here....Once in a while AbSence on CHicken □♂□”)

At times, members were being considerate to each other. Before answering a question, they ask back the questioner’s context, even if it was personal. One of the examples is when a member asked regarding personal goals and dreams others want to pursue. Members appealed to **ethos** by sharing their background and appearing sincere.

ii. *Rhetorical Appeals*

In conclusion, the appeals that were found in each characteristic of mutuality are summarized below:

TABLE V
 RHETORICAL APPEALS IN MUTUALITY

No.	Characteristics	Appeals
1.	Ask/Share Condition	<i>Ethos, Logos, Pathos</i>

B. *Interpersonal Influence in Feed Topic*

In order to answer the second research question, analysis on feed topics is separated. The objective is to identify whether or not members in the “Chicken

Farmers” WhatsApp group used interpersonal influence types based on topics. Due to the time limit, only feed topics are compared to the general use of interpersonal influence. Feed topic is chosen to emphasize marketing strategy recommendation for GianTree. GianTree itself is a sustainable feed producer company, so it’s necessary to analyse feed topics inside the group before selling feed products.

There are 8 feed topics inside the “Chicken Farmers” WhatsApp group. Update topics are categorized as off-topic conversations in this research, but one update topic is included because it contains feed discussion. The 9 topics were separated from the rest of the topics and generated 464 rows of data. The separated messages were matched with categories based on the interpersonal influence type. From this, 135 messages on feed topics were identified to have interpersonal influence. All types of online members were involved in the feed topic conversations (2 tourists, 5 insiders, 3 minglers, and 3 devotees).

a. *Setting Expectation*

Members in the “Chicken Farmers” WhatsApp group have high interest in feed topics. They seek not only for feed efficiency but also effectiveness. Feed efficiency is achieved through feed conversion, a comparison of the amount of feed consumed and body weight gain result. The lower the feed conversion, the more efficient the feed provided (Saputra, Dan and Suthama, 2013). The lower the feed conversion, the lower the amount of feed needed, thus the lower cost incurred for feed. Meanwhile, the result (chicken body weight gain) would still be effective. This is the ideal condition the members wanted to pursue. Especially with the Covid-19, farmers suffer from fluctuating feed prices and the price trend continues to increase. Added with relatively expensive good quality feed (Tomohon, 2021). Members want to save feed cost and if possible, for free. Whenever a member got information regarding free alternative raw materials for feed, the others followed and searched for the material around them. Quite often, members explicitly stated their hope to gain free feed raw materials, for example Azolla plant, from other members inside the group. Members produce homemade feed as another way to save cost, although not all members have the ability to do so, some still consume from sellers. However, no promotion of feed products was found in the group.

Limited practical knowledge on natural resources utilization (Tomohon, 2021) made members very enthusiastic to learn about processing feed, especially from waste. Members are open to traditional techniques as well as the latest technology development. Member’s openness to information technology could positively affect productivity (Umela *et al.*, 2015). Several questions were asked about the feed process including the raw

materials needed, nutrition (mostly protein) required, and stages of the process including if processed without fermentation. Members requested for examples, photos, and videos to understand the information easily. Turns out, in creating homemade feed members struggle to find the raw materials, such as tofu dregs. That's why creativity and innovation are supported inside the group, so that members don't rely on a few raw materials but take advantage of their surroundings instead. Some members learn from self-taught and experimentation. Consequently, information regarding opportunities to create feed from various free sources (kitchen waste, Azolla plant found in rice fields, conch found on the streets, etc.) are cherished.

Members also consult and ask feedback about the current method they used, both in strategy and technicality. Farmers need adequate information regarding the technical method of producing homemade feed and the strategy in feed use in order to reduce costs. However, members have different standards of methods and strategies they use in the field. So, members bring previous knowledge to the discussion, either from personal experience, advice from outside of the group (neighbours inside and outside the village), and even Google search engine. Members also use the group to cross check the validity of information they gain from other sources.

b. Claiming Expertise

Farmers exchange information based on their previous experience with feed. Prior experience is convincing to the members because it's already practiced and the output is known, though theories are still used as references. "Me, too..", "In here also..", "Earlier too..", and "At my place..." indicate the confidence members have when they share personal experience, personal experimentation, and the results, both good and bad. A combination of these experiences supports or contradicts with each other. Even so, members believe that success depends on each individual. Knowledge can be obtained from anywhere, it's only a matter of how to modify it.

Members have adequate knowledge on feed topics. Feed is high risk for farmers because it costs the largest compared to other production costs (Sudrajat and Yuniawan Isyanto, 2018). Whenever consumers perceive high risk in making wrong choices, they extend the information search phase of the decision-making process (Scaraboto, Rossi and Costa, 2012). This might explain the rich knowledge members have regarding feed.

The main function of feed is to fulfil all nutritional needs for both growth and production. However, the standard nutritional requirements in Indonesia, especially protein, is still diverse and not known for certain (Radhitya, 2015). Members also have diverse methods in feed management. Even so, they believe as long as

nutrition is fulfilled precisely, any method is acceptable. Members understand that protein and metabolic energy (EM) is a very important nutrient for chicken and the need varies according to the gene and age of growth. Even if the protein and EM are sufficient based on calculation, it's not necessarily all absorbed by the chicken's body. That's why additional nutrients such as amino acids, premix, minerals, are needed to help the absorption. This knowledge corresponds with previous research by (Radhitya, 2015). One time, a member suggested that 22% protein and 2800 - 3000 kcal of metabolic energy is required for quail. Surprisingly, it has the exact match with (Ahdanisa, , E. Sujana and H.S, 2014)'s recommendation to give 22% protein and 2800 kcal of metabolic energy to gain optimum productivity. Protein more than 22% has no effect on the quail's weight since maximum nutrition is already met at 22%. It shows that some recommendations from members of the group are scientifically and practically proven.

Members gave recommendations based on their experimentation results. From one of the member's experiments, choosing raw materials to mix is crucial because it must match the nutrient needs, if not loss could happen. Members experimented with raw materials such as worms, froglet, ground corn, grated cassava, and quail droppings to reduce costs. Tofu dregs is one of the common raw materials used by farmers, but some find it difficult to find. Members offer information to the group regarding raw materials that could replace tofu dregs, for example cassava, cassava pulp, palm pulp, corn dregs, wasted rice, expired bread, expired noodle, rejected rice, etc. Members also produce their own probiotics to trigger growth from bacteria such as EM4 and mol (local microorganism). Step-by-step techniques to process the materials were explained inside the group, from semi-fermentation, fermentation, to tips and tricks on boiling bran, grinding conch, etc. Using full pur feed is still perceived as the most effective despite the high cost.

Thanks to the group, a member cancelled their plan to purchase feed raw materials and gained it for free instead. The group helped members identify raw materials that actually have the potential to turn into feed. The members saved up to 50.000 per kilogram because of the knowledge they gained from the group. "Chicken Farmers" WhatsApp Group also influenced in member's decision to choose which breed to cultivate. Members shared their reason to choose and reject a certain chicken breed, mainly due to feed considerations. Breeds like Joper (Jowo Super) need a high amount of feed that might cost a lot. Knowing that feed prices fluctuate easily, members update price changes to the group, including official information from a feed company in Central Java.

Members in the "Chicken Farmers" WhatsApp group are already aware of sustainability farming. They implemented the value in organic feed and fertilizer.

Consequently, members rejected chemical ingredients that could harm the environment. Organic materials are favoured for being safe to the environment as well as cheaper than chemical products. This value is shared inside the group and members spread it to their neighbourhood. Information regarding feed that members gained from the group were shared to their neighbours too. Members believe that there's nothing to lose from sharing knowledge to others.

c. Prescribing

Although peer pressure is unlikely to flourish inside the group, members tend to give advice with an imperative tone. Members encourage others to use feed efficiently and ordered to combine feed with other kinds of nutrition. One member advised others to create semi-fermented feed along with fermented herb and milk. Members also rejected relying only on popular materials, creativity and innovation is more supported. The use of organic feed and fertilizer from waste is also encouraged by the group. Consequently, members prohibit others from taking decisions that are against the group's values. In giving advice, members also explained in detail and step-by-step, similar to a cooking recipe.

d. Celebrating Acquiescence

The information gained from the "Chicken Farmers" WhatsApp group was implemented by members. The good results from this implementation were shared with the group. For example, one member documented their success on producing feed from rice field snails and thanked the group, especially to one member that gave the information. The celebration post was intended to prove the validity of the group's suggestion as it helped increase the member's egg production significantly. Thus, the members tried to influence others to take advantage of snails as raw materials for feed. Other than to the group, members also expressed their gratitude to God for giving good fortune. Messages of gratitude are welcomed with positive reactions (thumbs up, etc.) from other members.

e. Mutuality

The social connectedness inside the "Chicken Farmers" WhatsApp group drives members to regularly update their feed experimentation out of personal initiative. Some of the members don't only farm as a profession, but also as a hobby, so updates are used to channel their joy in farming. One of the farmers expressed their joy in improving the digestive system with molasses. Updates also confirm member's existence inside the group. Members updated their ability to innovate with feed, for example upgrading feed with ground corn and taking advantage of worms as free materials. At times, members respond to others' suggestions by explaining their personal condition. It is important for farmers to

maintain relationships with other farmers. Members believe that farmers need to take care of each other and with the right community, they can prevent bullying between farmers.

f. Rhetorical Appeals

In conclusion, the appeals that were found in each interpersonal influence in feed topics are summarized below:

TABLE VI
 RHETORICAL APPEALS IN FEED TOPIC

No.	Characteristics	Appeals
1.	Setting Expectation	<i>Ethos, Logos, Pathos</i>
2.	Claiming Expertise	<i>Logos, Ethos</i>
3.	Prescribing	<i>Logos, Ethos, Pathos</i>
4.	Celebrating Acquiescence	<i>Ethos, Pathos, Logos</i>
5.	Mutuality	<i>Ethos & Logos</i>

C. Marketing Strategy for GianTree

"Chicken Farmers" WhatsApp group is a prospective market for GianTree. Product promotions are allowed in the group, so it is possible for GianTree to offer feed products. Since social influence is highly valued inside the group, it is better for GianTree to identify itself personally as a member of the group. There should be one person assigned to introduce GianTree. The delegation should maintain good relationships and actively engage with the group.

Recommendations on GianTree's marketing strategy are made based on the interpersonal influence and rhetorical strategy analysis. The recommendations are structured using marketing mix (product, price, place, and promotion).

a. Product

GianTree's product was made according to the company's vision and mission which are to solve environmental problems and help farmers with operational cost. Pwakan Ayam product is already in line with the group's value which is sustainability. The

product was made from organic waste and processed with fermentation which evidently, is also used by members of the group. This becomes a problem since mere organic waste materials and fermentation process is not seen as a unique value, it is commonly used and discussed by farmers in the group chat. GianTree must offer additional value from the product, other than being sustainable.

At first, GianTree's strategy was to create sufficient nutrition with a price lower than factory feed. The team thought that it was a good positioning for GianTree in the early phase, but turns out it became invaluable for customers. Pwakan Ayam's nutrition is still lower than factory feed and the price is much higher than homemade feed. Thus, it is better for GianTree to pursue high quality nutrition that fulfils both chicken growth and production. Even though GianTree used Indonesian national feed standard from an official website, in practice the standard still varies among farmers. Proves from photos and videos of Pwakan Ayam's nutritional contribution to livestock's growth would be essential to persuade the members.

Note that members not only pursue feed efficiency, but also effectiveness. Members wanted to gain maximum chicken body weight with a minimum amount of feed consumption. To achieve this, farmers mix feed composition from homemade and factories and complete it with additional nutrition such as probiotics, vitamins, etc. GianTree could seek opportunity by offering feed replacement for factory feed used by members with lower price but good quality. Members are open to experiment so innovative products would likely be accepted by the group.

GianTree needs to keep innovating with the raw materials, process stage, and technology in order to improve the product quality. Thus, the "Chicken Farmers" WhatsApp group should also be utilized as a source of information for GianTree because of the adequate knowledge and experience members have on feed. Improvement of the product should be shared periodically to the group and GianTree must encourage feedback from the members. Information regarding Pwakan Ayam should appeal to **logos**. Nutritional content, scientific arguments, photos and videos are important for members of the group.

b. Price

GianTree's problem hypothesis on farmers' struggle in feed price is proven by the members of the group. It is true that farmers, especially the group members, are striving for cheaper feed. They even started looking for opportunities to create homemade feed with free raw materials. "Cost efficiency" that the company offered needs to be redefined. Until which limits does GianTree could offer "cheap"? In determining the price, GianTree should be reasonable by adding value to the

product. Fair trade is valued inside the WhatsApp group, so GianTree should appeal to **ethos** and doesn't give off a capitalist impression.

c. Place

The "Chicken Farmers" WhatsApp group is already familiar with several online channels. GianTree could sell its product on Shopee and share the link to the group. In creating content, GianTree should use Youtube because Instagram is not a popular platform for the members. Another alternative, GianTree could share the existing farming content from Instagram to the group. Members often asked for location so GianTree should prepare an offline place for farmers to visit.

d. Promotion

Pwakan Ayam promotion should be done directly, photos and videos of the feed should be shared to the group in order to start a conversation. Members that are interested in feed would eventually reply to the message. GianTree could use "mutuality" interpersonal influence by updating the ability to innovate on Pwakan Ayam feed. In offering the product, GianTree should use "fair trade" interpersonal influence and ensure **ethos**. The product's value on sustainability should be highlighted as it is in line with the group's value and "appeal to value" interpersonal influence could be used. GianTree should nurture relationships with the group by joining conversations, using "lack of knowledge" interpersonal influence, as well as sharing useful information to the group ("information update" interpersonal influence). Members are enthusiastic with feed topics, so insightful findings on feed experiments should be shared ("prior experience" interpersonal influence), at the same time appealing to **logos** (scientific findings) and **ethos** (credibility of Giantree's expertise in feed production). GianTree should also share good results gained from the group's information, appealing to **pathos** and using "gratitude" interpersonal influence.

IV. CONCLUSION

In "Chicken Farmers" WhatsApp group, there are five interpersonal influence types used by members which are setting expectation, claiming expertise, prescribing, celebrating acquiescence, and mutuality. All of the types are the same with Scaraboto, Rossi and Costa, 2012, except mutuality, a new type of interpersonal influence discovered where members ask and share personal conditions. New characteristic on the interpersonal influence types were also found such as share struggle, fair trade, and state hope in setting expectations, and information update in claiming expertise. Most messages were found using claiming expertise and appeal to **ethos**. Same with feed topics, all of the interpersonal influence

types were used and majority are claiming expertise and appeal to *ethos*.

GianTree's should adopt the interpersonal influence types and rhetorical strategies to its marketing strategy. Recommendations were made on GianTree's product, price, place, and promotion. Interpersonal influence such as mutuality, setting expectation (lack of knowledge and fair trade), claiming expertise (appeal to value, information update, and prior experience), and celebrating acquiescence (gratitude) could be used to maintain good relationships with the target market, and later promote Pwakan Ayam.

This research is conducted on a specific community group and the results couldn't be applied on a general setting. Interviews, surveys, and observation on other types of community could be done to enrich the findings. Extended time range of analysis may bring additional results. Future research should examine other types of virtual community such as online brand communities and different context on various consumption activities, as well as different online environment settings (websites, live chat, etc.). Comparison with interpersonal influence in offline setting are also venue for future discoveries.

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