



SOCIAL NETWORK ANALYSIS: LOCAL AND GLOBAL CENTRALITY AS THE NETWORK STRUCTURE IN THE BEEF CATTLE FARMER GROUPS

Dyah Gandasari*

Penyuluhan Peternakan Dan Kesejahteraan Hewan
Politeknik Pembangunan Pertanian (Polbangtan) Bogor
Indonesia
dyah_gandasari@yahoo.com

Diena Dwidienawati

Penyuluhan Peternakan Dan Kesejahteraan Hewan
Politeknik Pembangunan Pertanian (Polbangtan) Bogor
Indonesia
diena.tjiptadi@gmail.com

David Tjahjana

Penyuluhan Peternakan Dan Kesejahteraan Hewan
Politeknik Pembangunan Pertanian (Polbangtan) Bogor
Indonesia
david.tjahjana@gmail.com;

Mochamad Sugiarto

Penyuluhan Peternakan Dan Kesejahteraan Hewan
Politeknik Pembangunan Pertanian (Polbangtan) Bogor
Indonesia
zoergic@yahoo.com

M. Faisal

Penyuluhan Peternakan Dan Kesejahteraan Hewan
Politeknik Pembangunan Pertanian (Polbangtan) Bogor
Indonesia
muhamadfaisal1012@gmail.com

*Corresponding Author email: dyah_gandasari@yahoo.com

Submitted: 15 November 2021

Revised: 27 December 2021

Accepted: 06 January 2022

Peer-review under responsibility of 7th Asia International Conference 2021 (Online) Scientific Committee

<http://connectingasia.org/scientific-committee/>

© 2022 Published by Readers Insight Publisher,

Office # 6, First Floor, A & K Plaza, Near D Watson, F-10 Markaz, Islamabad, Pakistan,

editor@readersinsight.net

This is an open access article under the CC BY license (<http://creativecommons.org/licenses/by/4.0/>).



ABSTRACT

The dynamism among farmer institutions has essential problems to be addressed, especially regarding the pattern and process of communication interactions developing farmer institutions. Therefore, an assembly of agribusiness information within the communication network of the farmer group is of primary interest for our study. The research objective was to analyze the network structure of the agribusiness farmer group of beef cattle breeders in Subang district, West Java, Indonesia. This study uses the SNA approach for discovering communication network structure. Data were collected through interviews using a questionnaire. Moreover, this current research used census sampling techniques. Communication network structure were analyzed using UCINET 6 software. The results of the study show: 1) The local centrality and netdraw illustrate the head of farmer groups still plays a role as a source of information for their members even if members can access 2-3 other sources, 2) The global centrality average remains high and is close to the maximum. The limitation of this study is that only in quantitative approach. Therefore, it is recommended to conduct further research in a qualitative approach to further analyze the roles play in the networks that can be considered in increasing group social capital.

Keywords: *Communication Network; Connectivity; Social Capital*