

HaiTani: An Innovative App to Improve Productivity and Success of Indonesian Farmers

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Abstract. The majority of Indonesia's population works in the agricultural sector, making research on local and imported fruit content and plant disease identification crucial. This research helps improve the quality and yield of crops, ensuring food security and economic stability. Youth empowerment in producing natural pesticides for grape vines also requires attention, as it promotes sustainable farming practices and reduces reliance on chemical pesticides. Social media plays a significant role in the lives of Indonesians, including in agriculture. It serves as a platform for farmers to share knowledge, access information, and market their products. This study aims to identify farmers' needs to increase productivity, reduce production costs, and provide solutions for new farmers in villages. The main focus is the development of the HaiTani agricultural app to help farmers identify fruit plant diseases, consult with agricultural experts, and sell production facilities. The app also connects with agronomists for crop consultations and features a fruit plant disease detection tool. Steps taken include creating an easy-to-use platform, providing promo codes and discounts, marketing campaigns, and offering useful features to farmers. By integrating technology with traditional farming practices, HaiTani aims to revolutionize the agricultural sector in Indonesia. HaiTani has great potential to help farmers increase productivity and yields through innovative agricultural technology. By using HaiTani, farmers' economic growth is expected to improve, leading to better livelihoods and a stronger agricultural community. The app not only aids in practical farming tasks but also fosters a network of support and knowledge sharing among farmers.

Keywords: Agronomy, Agriculture, Disease identification, Pest control, Productivity enhancement