

Conceptualizing Extension Journalism in Multiplatform Media for the Acceleration of Community Food Security Literacy

<https://doi.org/10.25008/rxekfk72>

Metha Madonna^{1*}, Fikri Reza¹, Saeful Mujab¹

¹Universitas Bhayangkara Jakarta Raya

Jln. Perjuangan No. 81, Kota Bekasi 17142 - Indonesia

*Corresponding author: metha.madonna@dsn.ubharajaya.ac.id

Submitted: December 10, 2025, **Revised:** May 4, 2026, **Accepted:** June 1, 2026

Accredited by Kemristekdikti No. 152/E/KPT/2023 until Vol 12(1) in 2027

Abstract - The global food crisis is unavoidable when the world's population is unable to anticipate the phenomena of climate change, increasing environmental pollution, and the shrinking of agricultural land amid an uncontrolled population boom. FAO predicts that food availability will continue to decline, while food demand in developing countries will increase by 60 percent in 2030 and will double by 2050, so that significant action and global community participation are required to face the crisis. Indonesia is categorized as a food-vulnerable country, yet it has the potential to overcome the crisis and even increase food production. Limited support in agricultural resources and food security literacy has resulted in sub-optimal public participation in independent food production. Purpose: (1) to analyze the concept and process of implementing extension journalism in the media; and (2) to formulate strategies for implementing extension journalism in multiplatform media in an effort to enhance community food security literacy. The urgency of this study lies in the notion that the concept of extension journalism can accelerate and enrich public literacy on efforts to build food security at the household and community levels. The method employed is a qualitative approach using the Systematic Literature Review (SLR) method. SLR is used to find and analyze various concepts and models of extension-oriented journalism significantly to reconstruct the current concept of extension journalism. Result: (1) the concept of extension journalism is understood as the dissemination of innovation information through verified conventional mass media (print, terrestrial, and digital); and (2) strategies for implementing extension journalism include regulations and the development of social responsibility awareness among media managers and all journalists involved in content production.

Keywords: Extension journalism; Food security; Multiplatform media; Literacy, Global food crisis

Introduction

The threat of a food crisis arises from extreme climate change, shrinking agricultural land, the continuous decline in the number of agricultural workers, and many other factors. Limited production due to crop failure or a lack of supporting resources for food provision stands in stark contrast to the increase in global food consumption, particularly in developing countries, where food demand is projected to rise by 60 percent in 2030 and to double by 2050 (Abidin, 2024).

Indonesia is categorized as a food-vulnerable country, particularly when, in 2023, it was hit by the El Niño phenomenon, which caused droughts and crop failures (Ernawati et al., 2024). Production failures while food consumption continues to increase compel the government to continue importing rice and other substitute commodities such as corn, wheat, and similar products. Statistics Indonesia (BPS) data over the last five years show that rice imports averaged 753,527.12 tons per year (Wibawa et al., 2023). Import policies serve as a short-term solution to meeting national food needs; however, on the other hand, imports depress the prices of rice and other food commodities for farmers and local entrepreneurs. The gloomy prospects of the agricultural industry and the persistent losses suffered by farmers further reduce public interest, especially among younger generations, in engaging in the agribusiness sector (Juliashar et al., 2024).

The reality of low public interest in agriculture is paradoxical, given the availability of arable land and the limited utilization of agricultural technology to modernize agriculture in support of food sovereignty, in line with the grand design of the Long-Term Agricultural Development Plan, so that by 2045 Indonesia is expected to become one of the world's food baskets (Fatmawaty & Bijaksana, 2023). Rapid and strategic efforts are needed to raise public awareness so that people are willing to be involved and participate in building national food security. Community literacy on food security needs to be enriched through information, socialization, and education in a massive and simultaneous manner in order to motivate and encourage people to take concrete actions—however simple—to build independent food security. Communication activities constitute a process of paradigm change at the individual or group level, with the impact that society becomes increasingly open without boundaries. Everyone has the opportunity to communicate, thus contributing to improved knowledge, broader perspectives, and heightened awareness to participate (Sakir & Desinta, 2025).

The dissemination of information and socialization to the public can alternatively be carried out through the utilization of mass media, one of which is by applying the concept of extension-oriented journalism. The concept of extension journalism refers to activities of covering, processing, and reporting information that is educational, constructive, and capable of influencing target audiences so that they think, behave, and act toward positive change. Essentially, extension messages go beyond merely providing information; they also encompass socialization, literacy, and inspiration for target audiences so that they can think critically and subsequently be moved to act (Madonna & Reza, 2023).

The concept of educational, interactive, and participatory extension journalism is a development and innovation of development journalism, which is only intended to convey information about national development processes, programs, or agendas delivered by the government through affiliated mass media. In fact, the implementation of development journalism is merely intended to share information or build on the cognitive side of society, and its production tends to be top-down or even propaganda, so it does not receive a good response and is counterproductive in society (Allam & Gody, 2021).

The objectives of this study are to analyze the concept and process of implementing extension journalism in multiplatform media and, subsequently, to formulate strategies for implementing extension journalism in multiplatform media in an effort to improve community food security literacy. The urgency of this research lies in the implementation of the concept of extension journalism in multiplatform media to help accelerate and enrich public literacy on various efforts to build food security at the family and community levels, by publishing information on procedures, techniques, maintenance, and the distribution processes of household-scale agricultural products as a foundation for food security.

Previous research conducted by Madonna et al. on the implementation of extension journalism in online media explains that extension journalism is a concept of information delivery that carries educational, inspirational, and motivational content for audiences, so that they are moved to enact change. Extension activities through journalistic work aim to create change, and this cannot be achieved through a single publication in print media or occasional broadcasts in electronic/digital media; rather, information must be delivered repeatedly and periodically, in a massive and consistent manner (Madonna & Reza, 2023).

Extension activities through online media form part of a mass-approach extension strategy, which previously was limited to the use of newspapers through the *Koran Masuk Desa* (Newspaper Enters the Village, KMD) concept, introduced in 1979 by the Minister of Information of the Republic of Indonesia through Decree No. 203A of 1979. This later expanded to electronic media through the *Kelompokcapir* (Listener, Reader, and Viewer Groups) programs on radio and television (Ardelia et al., 2020). Radio

has also been considered an effective medium for disseminating information to a wide audience (Kustiawan et al., 2022).

The selection of mass media as an extension channel and the implementation of extension journalism refers to a number of related studies, which show that mass media play a role and have an impact on social change through messages delivered to the public in a massive and simultaneous manner, such as the emergence of peace efforts through peace journalism developed by Johan Galtung in the 1970s. The case of racism against Papuan students in Surabaya, who were accused of damaging the national flag, triggered racist remarks from security officers, heating up the national situation, particularly in Papua and West Papua.

If media coverage is not careful, it can escalate conflict, thus underscoring the need for peace journalism (Alam, 2020). Brand journalism demonstrates how news coverage can also build a positive image for institutions, for example in police news coverage (Maryana et al., 2021), as well as the importance of early detection of provocative journalism practices that could potentially disrupt national security (Madonna, 2019). Mass media and journalistic work have significant implications for behavioral change among their audiences (Nur, 2021).

Theoretical Framework

Based on these findings, the formulation of the concept and implementation of extension journalism becomes relevant to Indonesia's current need to build food security. Communities need to receive extension services so that they become aware of the importance of striving for independent food availability, for example through the utilization of home yards for vegetables and medicinal plants (Madonna et al., 2022). The expected participation is not only in the adoption of urban farming and organic agriculture but also in abandoning negative behaviors such as leaving or throwing away food (food waste). Continuous (massive) campaigns on food waste are required, utilizing online media and involving collaboration with various stakeholders, including local agriculture offices, food security agencies, and the Ministry of Communication and Information (Hidayat et al., 2020).

The novelty of this research lies in the identification, analysis, and formulation of the concept of extension journalism for multiplatform mass media. The collaboration between conventional platforms and digital platforms—particularly social media—has become important and urgent, in line with the fact that farmers, agricultural industries, and agricultural extension workers have widely utilized internet networks to meet information needs and pursue innovation (Madonna et al., 2023).

Material and Methodology

This research is designed within a constructivist paradigm using a qualitative approach to arrive at realistic and applicable formulations of the concept of extension journalism in efforts to enhance public literacy on food security. The study was conducted from March to August 2025. The Systematic Literature Review (SLR) method is a research approach used to systematically and structurally identify, evaluate, and synthesize relevant studies or literature. The SLR approach is used to find, assess, evaluate, and interpret all relevant research related to a particular issue accompanied by specific research questions (Akmal et al., 2025). The stages of SLR include, first, the identification of relevant primary sources through database searches; second, the application of inclusion and exclusion criteria; and third, the assessment of the quality of the primary sources (Sudirman, 2023).

Meanwhile, the SLR stages according to Dinter (2021) consist of five phases. The first phase is problem formulation, which is the process of identifying the issues that motivate the research. The second phase is literature searching, which involves identifying relevant journals and articles through academic databases such as Scopus, PubMed, Crossref, and Google Scholar in accordance with the themes of extension journalism and food security. The third phase is selecting literature that matches the focus of discussion and then sorting the collected information as research material. The fourth phase is evaluating and qualifying information sources and data, particularly regarding the quality of the SLR method used. The fifth and final phase is drawing research conclusions (Dinter et al., 2021).

The unit of analysis in this SLR study is five articles that are relevant and serve as the foundation for the concept of extension journalism. These five articles were obtained after searching accredited international and national publications. The search was conducted using a Prisma Flow Diagram to show the stages, starting from literature identification (the number of articles found from databases and other sources), screening, eligibility, and inclusion, with a clear and structured flow. The Prism Flow

Diagram helps researchers demonstrate that the data selection process is systematic, transparent, and replicable, while also making it easier for readers to understand how the initial number of studies can be reduced to the final research sample (Rethlefsen & Page, 2020).

In fact, there are still very few articles discussing the topic of extension journalism unless the search is directed at the concepts of development journalism and mass media-based extension. Of the fewer than 95 articles relevant to the research topic, 44 were filtered, and five main articles were selected related to development journalism, extension journalism, mass media-based extension, and food security extension. These five articles have strong relationships, relevance, and conceptual linkages that can serve as the basis for the conceptual reconstruction of extension journalism.

Result and Discussion

Research Object - The research object in this Systematic Literature Review (SLR) study on the conceptualization of extension journalism in building food security comprises scientific articles that have been openly published. The search yielded five article titles that are closely relevant and strongly related to the research topic of extension journalism and food security literacy. The significance of discussing the concept of information dissemination designed to effect change in audience knowledge and behavior, as well as the use of mass media, forms the rationale for delimiting the selection of articles.

Tabel 1. Selected Studies on Extension Journalism and Food Security Literacy

No.	Title	Author (s)	Year	Journal name
1.	Implementation of Extension Journalism in Cyber Media as a Communication Channel for Sustainable Development	Metha Madonna and Fikri Reza	2023	Journal of Science and Science Education
2.	<i>Penerapan Jurnalisme Pembangunan dalam Pemberdayaan Masyarakat (Adopsi Inovasi Urban Farming dan Pemanfaatan Lahan Tidur di Kota Palembang)</i>	Sumaina Duku	2018	<i>Jurnal Komunikasi Islam dan Kehumasan (JKPI)</i>
3.	<i>Efektivitas Penggunaan Media Penyuluhan (Kasus pada Kelompok Ranca Kembang Desa Luhur Jaya, Kec. Cipanas, Kab. Lebak, Banten)</i>	Ani Leilani et.al	2015	<i>Jurnal Penyuluhan Perikanan dan Kelautan</i>
4.	<i>Peningkatan Kinerja Digital Penyuluh Pertanian Dinas Pertanian dan Pangan Kabupaten Banyuwangi Jawa Timur</i>	Tanti Kustiari and Yoga Ananta Budiman	2023	<i>Jurnal Penyuluhan</i>
5.	Mobilization of Cyber Extension to Build Household Food Security	Metha Madonna et.al	2022	<i>Jurnal Penelitian Pendidikan IPA</i>

The concept of extension journalism in the article “Implementation of Extension Journalism in Cyber Media as a Communication Channel for Sustainable Development” is a journalistic approach that does not stop at presenting news but extends to educational functions and concrete implementation in community life. This concept integrates three elements: implementation (encouraging the application of the reported information), extension (the function of public extension or education), and journalism (a journalistic process that continues to uphold the principles of reporting, verification, and writing). In other words, this form of journalism does not merely inform but also teaches and guides audiences so that they can implement the information.

For example, media that report on health issues do not only present facts or data on disease cases but also include preventive guidelines that can be practiced directly. Another example is agricultural coverage that not only explains the latest planting technologies but also provides step-by-step tutorials for farmers. Thus, extension journalism functions as both an information source and an extension tool that produces tangible impacts on improving public knowledge, attitudes, and behavior (Madonna & Reza, 2023).

The basic concept of development journalism, according to Sumaina (2014), goes beyond the activity of conveying information and carries a strategic role in supporting development. Journalism is defined as the activity of collecting, writing, editing, and presenting news through periodical and

non-periodical mass media, whereas development is understood as a planned process of change toward a better and more ideal condition. Based on this conceptual foundation, the notion of development journalism emerged—an approach that developed in Third World countries, focusing on the role of the press as an instrument to support national development agendas. Its primary objective is to enhance public understanding of development processes, foster awareness, and encourage active participation.

The article further explains that journalistic practice has its roots in the term “journalism,” which emphasizes the rapid, accurate, and fact-based delivery of daily information, adhering to the 5W+1H principle. Core elements in journalism include information, writing techniques, and the effective delivery of messages to the public. Consequently, development journalism not only circulates news but also serves as an instrument of education and extension to build collective awareness and support social change toward societal progress (Duku, 2018).

The article “Effectiveness of Extension Media Use (Case of the Ranca Kembang Group, Luhur Jaya Village, Cipanas District, Lebak Regency, Banten)” by Ani Leilani, Nayu Nurmalia, and Muh. Patekkai (2015) demonstrates that the success of extension media in encouraging innovation adoption among fish farmers is defined more by external media factors than by the internal characteristics of the farmers. The findings show that age, education, needs, cosmopolitanism, and innovativeness of farmers do not significantly influence media use.

Instead, effectiveness depends heavily on the quality of extension materials, media packaging, and message presentation. Clear and relevant materials make brochures and films more effective; appealing visual design increases the use of flipcharts; and good presentation quality strengthens the usefulness of leaflets, flipcharts, and magazines. Thus, the key to successful extension lies not in the recipients but in how information is designed, packaged, and delivered. These findings underscore the importance for extension workers to focus on content quality, design, and presentation methods so that extension messages are more easily understood and adopted by target communities (Leilani et al., 2015).

Digital extension in the article “Improving the Digital Performance of Agricultural Extension Officers at the Agriculture and Food Office of Banyuwangi Regency, East Java” (2023) by Tanti Kustiari and Yoga Ananta Budiman highlights the importance of digital competence in supporting the effectiveness of agricultural extension in the modern era. The study involved all agricultural extension officers in Banyuwangi Regency (civil servants and non-civil servants) using census sampling and analysis with SEM-SmartPLS. The results show that institutional support and digital literacy have a positive effect on the digital performance of extension officers, but this influence operates through the enhancement of extension officers’ competence as a mediating factor.

In other words, extension officers’ performance will improve if their digital competence is strengthened through training, facilities, and institutional support. Conversely, individual characteristics and work motivation do not have a significant effect on performance, either directly or indirectly. The policy implication emphasizes that the primary strategy for improving extension performance is to focus on enhancing digital competence through continuous training programs and strong institutional support, enabling extension officers to support local agricultural competitiveness and adapt to global demands (Tanti et al., 2023).

The final article, entitled “Mobilization of Cyber Extension to Build Household Food Security,” emphasizes the importance of food security literacy for the public. The presence of extension participants in cyberspace (cyber extension) plays a significant role and further enriches the range of educational and inspirational content aimed at strengthening food security at the household level. The existence of participants from among content creators represents a form of community-based participatory extension. The recommended strategy is to embrace and recruit content creators, YouTubers, and TikTokers who have been actively producing educational content related to efforts to enhance household-level food security (Madonna et al., 2022).

Extension Journalism in Multiplatform Media

The development of digital communication technology has transformed public patterns of information and news consumption. The presence of internet-based digital communication media has compelled most conventional media managers to migrate to digital platforms. This began with the expansion of print newspapers into digital platforms in the form of electronic newspapers (e-papers), including the development of websites as online media. Similar convergence has been carried out by

electronic mass media by developing radio and television websites for streaming broadcasts. A study by Azeez et al. (2025) shows that professional workers with high mobility and frequent travel outside the home—such as for commuting to the office—feel more comfortable and find it easier to follow news through digital media. Mobile phone technology has triggered increased media convergence across various multiplatform channels to satisfy consumers (Azeez et al., 2025).

Media convergence and the expansion of broadcast coverage and audiences have given rise to media groups that survive using a multiplatform format. The formation of integrated news or editorial centers among the managers of each platform enables more efficient and controlled coordination of news planning and editorial policies. The broadcasting of information or news can be tailored and designed according to the characteristics of print, terrestrial, or digital platforms (Khumairoh, 2021). PMNC Media, Mahaka Media Group, and Kompas Gramedia (KG) Network are examples of multiplatform media networks operating in Indonesia.

The combination of conventional media (print and electronic) with digital media mutually reinforces the process of disseminating information to the public. The strengthening of message delivery is evident in the accelerated transmission of messages to audiences via internet and terrestrial channels, as well as the assurance of accuracy, validity, and timeliness of information through mandatory confirmation and verification by editorial teams.

The implementation of extension journalism in multiplatform media aims to accelerate message delivery to audiences through digital and terrestrial platforms and to expand the geographical reach of audiences at local, regional, national, and even global levels. By accelerating and expanding the dissemination of information on innovations or educational content related to food provision, agricultural production, and all matters associated with both, extension journalism becomes one of the solutions for enhancing public literacy on efforts to build food security. Improving public literacy regarding the importance of each family's participation in practicing home-based agriculture and utilizing home yards and limited land as micro-scale food production spaces is pursued not only through digital and terrestrial platforms but also by producing printed media containing written, comprehensive, and in-depth information.

Information or news with extension content that has been disseminated in an accelerated and massive way is then reinforced through publications in print platforms such as newspapers, magazines, and even physical books. Print platforms provide deeper and more comprehensive space to discuss food-related topics. Conventional print media have substantial potential for enriching the cognitive aspect through repeated reading of articles over an extended period. Repeated consumption of information through watching, listening, and reading can enhance the knowledge of each individual (Destrian et al., 2018).

The preceding explanation demonstrates the various advantages of utilizing multiplatform media as an extension channel for building community food security. The combined use of conventional mass media and internet-based digital communication media is one supporting factor. Meanwhile, the key factor in organizing extension journalism lies in the messages or materials delivered. Extension materials on food security in extension journalism in multiplatform media are packaged in the form of written articles, audio-video podcasts, YouTube videos, or live streaming on the internet. Articles, audio recordings, and videos designed as food security extension materials fundamentally contain the following elements:

Educative. The materials are designed and presented in an educative manner, containing innovation information, knowledge, regulations, guidelines, and up-to-date studies related to optimizing production in agriculture, livestock, and the food sector more broadly. Educative materials such as studies on hydroponic cultivation techniques, tips on utilizing home yards as agricultural land, information on accessing seeds and marketing channels, and similar content serve to broaden horizons and enrich the cognitive dimension.

Persuasive. The materials are presented using communication patterns and language styles that include appeals, encouragement, or even strong calls to action so that audiences are moved to take action or change behaviors related to improving food production. Persuasive materials can take the form of advertisements, advertorials, testimonials, and even propaganda, with the ultimate goal of changing public attitudes and behaviors to support food security programs.

Solution-Oriented. The materials provide information that offers solutions or remedies to problems experienced by communities in relation to food provision. The content is packaged in the

form of consultations, studies on obstacles and their handling in agricultural and livestock management, food distribution, and steps to improve the quality and capacity of relevant human resources.

Intensive. Extension materials are broadcast continuously and massively in the hope of providing complete, uninterrupted information and leaving a deep and lasting impression in the minds of audiences.

Strategies for Implementing Extension Journalism

Extension journalism is one of the efforts to enhance community food security literacy. Extension journalism helps disseminate innovations while enriching public knowledge regarding various concepts, programs, regulations, and all aspects related to strengthening the food sector. The application of extension journalism in multiplatform mass media is thus essential to accelerate the development of community food security literacy. The wide reach of multiplatform media and the large number of audience members constitute the main reasons for organizing extension through a mass communication approach.

The implementation of extension journalism in Indonesia cannot simply be codified as regulation or formal policy, as it may be interpreted as contradicting the principle of press freedom stipulated in Law No. 40 of 1999. Extension-oriented journalism has often been construed as propaganda or a form of government intervention aimed at ensuring the success of specific national programs. Such resistance—stemming from counterproductive interpretations—was directed at the implementation of extension journalism during the New Order era in the 1970s–1980s. At that time, the government under President Suharto introduced the *Koran Masuk Desa* (KMD) program, which obliged a number of national and local newspapers to actively disseminate information on development progress, particularly in the agricultural and food sectors, thereby creating a positive image of the ruling regime.

The KMD program involved not only privately established newspapers such as *Kompas*, *Merdeka*, *Kedaulatan Rakyat*, and others; the Suharto administration also initiated and provided financial support to development-oriented media such as *Harian Pelita*, *Berita Yudha*, and *Suara Karya*. The organization of extension journalism through print media was reinforced by the dissemination of development information via *Televisi Republik Indonesia* (TVRI) and *Radio Republik Indonesia* (RRI). Although the KMD concept and development-oriented media had positive implications for public knowledge and awareness regarding government performance and ongoing development processes throughout the archipelago, the fact that the policy originated from the government led to its interpretation as a form of top-down intervention by those in power.

Based on past experience, extension journalism faces obstacles in being implemented as a regulation or program mandated by the government to all journalists and mass media industry players. In reality, the concept of extension journalism is relevant and urgently needed in today's media landscape to strengthen the national food sector in response to geopolitical, economic, and global climate change conditions. The contradiction inherent in government-initiated extension journalism—which is top-down and carries propagandistic connotations—has prompted the development of a participatory extension journalism concept that empowers media managers and practitioners to be actively involved. The participatory extension journalism concept positions journalists as partners who collaborate and contribute actively to strengthening public literacy on food security.

To involve and empower mass media managers and practitioners in the implementation of extension journalism, the following strategies are proposed:

Mapping and Assessment. Mapping is conducted to identify mass media with audience segments residing in areas that require motivation and education to increase their capacity and food production. In reality, many regions on Java Island and outside Java—such as Kalimantan, Sumatra, and Papua—possess land with strong potential to be cultivated as food production areas; yet, due to limited literacy, motivation, and skills among local communities, optimal results have not been achieved. After mapping the media with audience segments that urgently need extension, the next step is to assess mass media companies that operate across various platforms (multiplatform). Selecting media that are active on multiplatforms will enhance the efficiency, effectiveness, and intensity of extension journalism activities.

Recruitment and Partnership. Based on an assessment of community and regional needs, the next step is to recruit media managers and practitioners who have strong potential to implement extension journalism. The recruitment process is built on a partnership framework, in which both the government

and mass media hold equal positions as stakeholders responsible for national food security. Through this equal and strategic partnership, journalists and media managers can actively participate in planning information dissemination and socialization agendas for the public. Mass media contribute to the provision of extension content to be disseminated to communities. Through such partnership-based cooperation, extension initiatives become more participatory (bottom-up) and thus more closely aligned with public needs for information and literacy.

Provision. Provision includes the socialization of guidelines for writing scripts for news articles, radio programs, and television shows containing educational or food security extension content. These guidelines are distributed to media managers and practitioners who participate as partners, as well as to all verified mass media outlets. Disseminating these guidelines to conventional and online media that are part of media associations aims to broaden understanding of extension journalism and to increase private-sector participation in accelerating food security literacy in society. Further provision is carried out through training and mentoring delivered by journalists who have gone through the formulation process and who understand and master the concept of extension journalism.

Training is provided to media managers or journalists appointed by each media outlet, using a Training of Trainers (TOT) approach. Through this method, training participants will later be able to transfer knowledge and skills in producing extension journalism content to colleagues in their work environment. Training is facilitated by government stakeholders responsible for welfare and food security, in collaboration with professional organizations, media associations, or journalist communities. Through such training and mentoring in the production of extension journalism content, it is expected that educative, solution-oriented, and persuasive materials will be produced that can enrich public literacy on efforts to build food security independently and collectively.

Conclusions

The concept of extension journalism constitutes an initiative involving the planning, preparation, and production of extension materials that are packaged in the form of articles, audio, and video. The production of extension materials tailored to specific platforms is one of the alternative solutions for improving public literacy and awareness regarding the urgency of building food security. The publication of articles and the broadcasting of audio-visual educational, persuasive, and solution-oriented materials through multiplatform media are managed within a partnership between the government, stakeholders, and the media.

From the perspective of Stimulus Response Theory (Carl Hovland, 1953) and Cultivation Theory (George Gerbner, 1969), the implementation of extension journalism represents the use of mass communication media as channels to encourage change in society. Extension materials or messages disseminated in textual or article form can enhance the literacy and understanding of media users, resulting in changes in cognitive aspects and attitudes in the form of awareness of the importance of building collective food security.

Meanwhile, according to Cultivation Theory, audio-visual broadcasts that are aired continuously (intensively) will, consciously or subconsciously, influence the thoughts and behaviors of audiences. Based on these theoretical perspectives, intensively and consistently broadcast extension journalism content has the potential to drive behavioral change in society so that people participate in efforts to build food security through the utilization of home yards for home-based agriculture, the development of hydroponic cultivation, and similar practices. The practical implication of this study is the formulation of strategies for implementing extension journalism in multiplatform media. Partnership and empowerment programs for mass media managers and practitioners in organizing extension journalism constitute a form of participatory extension.

The practical implication of the conceptualization of extension journalism is the development of food security literacy in the community through the production and dissemination of multi-platform media content that are educational, persuasive, and solution-oriented. The implementation of extension journalism by practitioners and managers of multi-platform media companies can be done through structured or partial training in a Training of Trainers (ToT) practice. Meanwhile, the theoretical implications can be developed empirical studies to measure the actual behavioral impact of the application of this conceptual model in farming communities, livestock, or other food production actors.

References

- Abidin, J. Z. (2024). Penguatan petani kecil dalam mendukung ketahanan pangan nasional. *Journal of Sustainability Society and Eco-Welfare*, 01(02). <https://doi.org/https://doi.org/10.61511/jssew.v1i2.2024.239>
- Akmal, A. N., Maelasari, N., & Lusiana, L. (2025). Pemahaman Deep Learning dalam Pendidikan: Analisis Literatur melalui Metode Systematic Literature Review (SLR). *JIIIP (Jurnal Ilmiah Ilmu Pendidikan)*, 8(3), 3229–3236. <https://www.jiip.stkipyapisdompupu.ac.id/jiip/index.php/JIIP/article/view/7442/5327>
- Alam, S. (2020). Jurnalisme Damai dalam Pembungkahan Berita Rasisme Mahasiswa Papua di Tribunnews.com dan Detik.com. *Jurnal Pewarta Indonesia*, 2(2), 121-136. <https://doi.org/10.25008/jpi.v2i2.33>
- Allam, R., & Gody, A. El. (2021). Diffusion of Development Journalism Inside Egyptian Newsrooms. *Sage Journals*, 28(01). <https://doi.org/https://doi.org/10.1177/19401612211040026>
- Ardelia, R., Anwarudin, O., & Nazaruddin, N. (2020). Akses Teknologi Informasi melalui Media Elektronik pada Petani KRPL. *Jurnal Triton*, 11(01), 24-36. <https://jurnal.polbangtanmanokwari.ac.id/index.php/jt/article/view/101/84>
- Azeez, A. L., Akerele, O. E., Adeniyi, A., & Ibrahim, R. (2025). Media convergence on androids and journalistic practice: A study of the use of channels television mobile application among professionals in Lagos. *Sustainable Futures*, 10, 1-8. <https://doi.org/https://doi.org/10.1016/j.sfr.2025.100816>
- Destrian, O., Wahyudin, U., & Mulyana, S. (2018). Perilaku Pencarian Informasi Pertanian melalui Media Online pada Kelompok Petani Jahe. *Jurnal Kajian Komunikasi*, 6(1), 121–132. <https://jurnal.unpad.ac.id/jkk/article/view/12391/8308>
- Dinter, R. van, Tekinerdogan, B., & Catal, C. (2021). Automation of systematic literature reviews: A systematic literature review. *Information and Software Technology*, 136. <https://doi.org/https://doi.org/10.1016/j.infsof.2021.106589>
- Duku, S. (2018). Penerapan Jurnalisme Pembangunan dalam Pemberdayaan Masyarakat (Adopsi Inovasi Urban Farming dan Pemanfaatan Lahan Tidur di Kota Palembang). *Jurnal Komunikasi Islam dan Kehumasan (JKPI)*, 02(02), 103-126. <https://doi.org/https://doi.org/10.19109/jkpi.v2i2.3317>
- Ernawati, E., Wijaya, Y. M., Elsanti, D., Sumarmi, S., & Rahayu, M. (2024). Dampak Climate Change Dan Ketahanan Pangan Selama Kehamilan Pada Ibu Hamil Di Pedesaan Indonesia: Studi Kualitatif Dampak Badai El Nino. *Jurnal Keperawatan Muhammadiyah*, 4. <https://doi.org/https://doi.org/10.30651/jkm.v9i4.25026>
- Fatmawaty, A. S., & Bijaksana, A. A. (2023). Implementasi Alat dan Mesin Pertanian dalam Mendukung Kedaulatan Pangan Indonesia. *JNSTA Adpertisi Journal* 3(1):30-33. Doi:10.62728/Jnsta.V3i1.39
- Hidayat, S. I., Ardhan, Y. H., & Nurhadi, E. (2020). Kajian Food Waste untuk Mendukung Ketahanan Pangan. *Agriekonomika*, 12(02), 171-182. <https://doi.org/https://doi.org/10.21107/agriekonomika.v9i2.8787>
- Juliashar, F., Tatimah, K., Abbiyah, N. A. S., & Wikansari, R. (2024). Pengaruh Impor Beras Asal Thailand dan Vietnam Terhadap Kestabilan Harga Beras di Indonesia. *Agroradix Jurnal Ilmu Pertanian*, 7(2). <https://doi.org/https://doi.org/10.52166/agroteknologi.v7i2.5518>
- Khumairoh, U. (2021). The Impact of Media Conglomeration on the Mass Media Industry and Political Economy Democracy in the Era of Media Convergence. *Muqoddima Jurnal Pemikiran dan Riset*, 2(1). <https://doi.org/https://doi.org/10.47776/MJPRS.002.01.05>
- Kustiawan, W., Nasution, A., Sari, D. P., Simbolon, J., Mulyani, S., & Wisfa, W. (2022). Radio Sebagai Proses Komunikasi Massa. *Jurnal Ilmiah Teknik Informatika Dan Komunikasi (Juitik)*, 2(3), 78-84. <https://journal.sinov.id/index.php/juitik/article/view/349/278>
- Leilani, A., Nurmalia, N., & Patekkai, M. (2015). Efektivitas Penggunaan Media Penyuluhan (Kasus pada Kelompok Ranca Kembang Desa Luhur Jaya Kecamatan Cipanas Kabupaten Lebak Provinsi Banten). *Jurnal Penyuluhan Perikanan dan Kesehatan (JPPIK)*, 9(1). <https://doi.org/https://doi.org/10.33378/jppik.v9i1.79>
- Madonna, M. (2019). Jurnalisme Provokasi Berbasis SARA: Studi Kasus Pemilihan Umum Presiden 2019. *Jurnal Keamanan Nasional*. file:///C:/Users/USER/Downloads/422-1297-1-PB (2).pdf

- Madonna, M., & Reza, F. (2023). Implementation of Extension Journalism in Cyber Media as a Communication Channel for Sustainable Development. *Jossed*, 4(1), 24-32. <https://doi.org/10.29303/jossed.v4i1.2621>
- Madonna, M., Reza, F., & Sovianti, R. (2023). Social Media as a Platform to Increase Participation of Extension Workers and Farmers in Achieving SDGs. *KnE Social Sciences*, 854-863. <https://doi.org/10.18502/kss.v8i12.13731>
- Madonna, M., Sumardjo, S., Amanah, S., & Anwas, E. O. M. (2022). Mobilization of Cyber Extension Participants to Build Household Food Security. *Jurnal Penelitian Pendidikan IPA*, 08. <https://doi.org/10.29303/jppipa.v8iSpecialIssue.2479>
- Maryana, D., Puspita, R., & Madonna, M. (2021). Praktik Jurnalisme Merek untuk Membentuk Citra Polda Metro Jaya (Studi Kualitatif Deskriptif Produksi Pesan pada PMJNEWS. COM). *Jurnal Daring Mahasiswa Komunikasi*, 01(01). https://scholar.google.co.id/citations?view_op=view_citation&hl=en&user=rR1mq2gAAAAJ&start=20&pagesize=80&citation_for_view=rR1mq2gAAAAJ:kNdYIx-mwKoC
- Nur, E. (2021). Peran Media Massa Dalam Menghadapi Serbuan Media Online the Role of Mass Media in Facing Online Media Attacks. *Majalah Semi Ilmiah Populer Komunikasi Massa*, 2(1), 51-64. <file:///C:/Users/USER/Downloads/penjaga,+4.+Emilsyah.pdf>
- Rethlefsen, M. L., & Page, J. M. (2020). PRISMA 2020 and PRISMA-S: common questions on tracking records and the flow diagram. *JMLA: Journal of the Medical Library Association*, 11(2), 253-257. <https://doi.org/10.5195/jmla.2022.1449>
- Sakir, I. M., & Desinta. (2025). Pemanfaatan Media Sosial dalam Penyebaran Informasi Konservasi Lingkungan kepada Petani Rawa Lebak. *Jurnal Penyuluhan*, 21(1), 51–61. <https://journal.ipb.ac.id/jupe/article/view/51716/30347>
- Sudirman, F. A. (2023). Teknologi Informasi dan Komunikasi (TIK) dan SDGS : Review Literatur Sistematis. *Jurnal Ilmu Komunikasi UHO : Jurnal Penelitian Kajian Ilmu Sosial Dan Informasi*, 8(2), 273–288. <https://doi.org/http://dx.doi.org/10.52423/jikuho.v8i2.56>
- Tanti, Budiman, & Ananta, Y. (2023). Peningkatan Kinerja Digital Penyuluh Pertanian Dinas Pertanian dan Pangan Kabupaten Banyuwangi Jawa Timur. *Sistem Informasi Polije (Sipora)*, 19(2).
- Wibawa, N. C., Ardini, H., Hermawati, G., Firdausa, R. N., Anggoro, K. B., & Wikansari, R. (2023). Analisis Impor Beras di Indonesia dan Faktor-Faktor yang Memengaruhi Impor Beras. *Jurnal Ekonomi*, 2(2). <https://doi.org/https://doi.org/10.55681/economina.v2i2.337>