



# IMPLEMENTATION OF INTEGRATED AGROINFORMATIC SYSTEM THROUGH MOBILE PHONE UTILIZATION TO DEVELOP AGRICULTURAL SOCIETY IN INDONESIA

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## ABSTRACT

Mobile telecommunication has been growing rapidly in Indonesia. It's showed by 178,432,531 people of Indonesia own mobile phone occupying almost 80% of total population. The growth has expended into rural agricultural area that brings potential source to open information. However, the gap of mobile device utilization between rural and urban area is high. Thus, it is necessary to encourage farmer utilize mobile phone as valuable device to get beneficial information dealing with agriculture such weather information and any other relevant information to improve adaptation in climate change and knowledge in order both minimizing adverse harvesting failure and encouraging productivity.

Keyword: *mobile phone, agriculture, farmer*