GREEN INNOVATION IN INDONESIAN AGTECHS: EXPLORING THE ROLE OF INFORMAL CONTROLS

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Abstract

Green innovation in Indonesia's agricultural sector offers great potential to increase productivity, environmental sustainability and farmer welfare. Informal controls, which include social norms, community networks, and the role of community leaders, play an important role in facilitating the adoption of green innovations among farmers. Social norms and values dominant in agricultural communities can influence farmers' decisions regarding the use of green technology. Community networks provide an important channel for information exchange and social support, while the role of community leaders can provide moral encouragement and inspiration for farmers to adopt green innovations. However, to increase the effectiveness of informal controls in supporting the adoption of green innovation, strong support from government, the private sector and community institutions is needed. The government can create a policy framework that supports the adoption of green innovation through clear regulations, fiscal incentives and subsidy programs. The private sector can play a role in developing innovative solutions and providing access to green technologies for farmers. Meanwhile, community institutions can provide social support, training, and advocacy to strengthen informal control within agricultural communities. With good cooperation between various stakeholders, we can create a conducive environment for the adoption of green technology in the agricultural sector, which will ultimately provide significant benefits for food security, environmental sustainability and the welfare of farmers in Indonesia.

Keywords: Green, innovation, informal, control, agricultural, sector, Indonesia.

INTRODUCTION

Green Innovation in the AgTech (Agricultural Technology) sector in Indonesia is a strategic effort aimed at increasing agricultural productivity while preserving the environment. Indonesia, as an agricultural country with a large population, faces significant challenges related to food security, environmental degradation and climate change. In this context, green innovation in AgTech includes the development and application of environmentally friendly technologies, such as precision agriculture, smart irrigation and the use of

biofertilizers. This technology not only increases the efficiency of agricultural production but also minimizes negative impacts on the environment.

However, the success of green innovation in this sector is determined not only by the technology applied, but also by informal controls that play an important role in the adoption and spread of innovation. Informal control refers to monitoring and control mechanisms that are not formal or bureaucratic, but are based on social norms, community networks, and interpersonal relationships. In Indonesia, agricultural communities often have strong social structures, where the influence of community leaders, farmer groups and local associations is crucial in the acceptance of new technologies. For example, a farmer who has a good reputation and is considered successful in adopting green technology can become a role model for other farmers, speeding up the process of adopting the innovation.

In addition, informal control also functions in overcoming resistance to change that often arises in traditional agricultural communities. Many farmers tend to stick to conventional methods due to safety and convenience factors. This is where the role of informal control becomes crucial to provide confidence and encourage behavior change. Through a peer-to-peer approach, hands-on training, and field demonstrations, farmers can see firsthand the benefits of green technology and gain support from fellow farmers, thereby accelerating the diffusion of innovation.

In facing this challenge, collaboration between government, the private sector and local communities is very important. Governments can play a role in providing supportive regulations and incentives for the adoption of green technologies, while the private sector can offer technological solutions and funding. On the other hand, local communities through informal control ensure that the technology adopted is in accordance with local needs and conditions and is socially acceptable.

Thus, green innovation in the Indonesian AgTech sector is not only a technical solution to increase agricultural productivity and sustainability, but also requires a holistic approach that combines technology, regulation and informal control to achieve optimal and sustainable impact. The role of informal control is key in integrating innovation into farmers' daily practices, ensuring that the changes that occur are not just temporary but are part of a long-term transformation towards more sustainable and environmentally friendly agriculture.

METHOD

The literature study research method used in exploring green innovation in the Indonesian AgTech sector with a focus on the role of informal control involves systematic steps to collect, evaluate and synthesize relevant literature from various academic and practical sources. First, identification and collection of literature was carried out which included scientific journals, books, policy reports, conference articles, and official publications from related institutions such as the Indonesian Ministry of Agriculture, FAO (Food and Agriculture Organization), and independent research institutions. These sources were selected based on their relevance and credibility in the fields of sustainable agriculture, agricultural technology, and socio-economic dynamics in Indonesian agricultural communities.

The next stage is a critical evaluation of the collected literature. This process involved content analysis to understand concepts, theories, and empirical findings related to green innovation in AgTech and the role of informal controls. This analysis includes identifying key trends, research gaps, and existing controversies in the literature. In addition, special emphasis is given to case studies and practical examples of the implementation of green technologies in the Indonesian agricultural context to understand how informal controls play a role in the adoption process of such technologies.

The synthesis process is then carried out by integrating findings from various sources to provide a comprehensive picture of the topic under study. In this case, special attention is paid to how informal control, through social norms, community networks, and interpersonal relationships, influences the acceptance and spread of green innovations among farmers. This study also explores factors that support and hinder the effectiveness of informal control in this context, such as the social structure of the community, the role of community leaders, and the level of education of farmers.

To ensure the validity and reliability of the findings, data triangulation was carried out by comparing information from various sources and types of literature. In addition, this research uses a multidisciplinary approach that combines perspectives from social sciences, agricultural technology, and environmental studies. This aims to gain a more holistic understanding of how green innovations can be adopted and integrated effectively in agricultural practices in Indonesia.

The overall research method of this desk study allows researchers to explore the role of informal control in depth and comprehensively, as well as provide evidence-based recommendations to support wider and more sustainable

adoption of green technology in the Indonesian agricultural sector. Through this approach, it is hoped that research can make a significant contribution to the development of agricultural policies and practices that are more environmentally friendly and sustainable.

DISCUSSION

This study reveals that informal control plays an important role in the adoption and spread of green innovation in the Indonesian AgTech sector. By exploring related literature, conducting content analysis, and involving empirical data, we can provide a comprehensive picture of how informal control influences social dynamics in the acceptance of green technology by farmers. The following are research results that support these findings.

1. Social Structure and Community Networks:

The data shows that social structure and community networks have a significant impact on the green innovation adoption process. Table 1 displays a survey conducted on 500 farmers in various regions of Indonesia, showing the level of involvement in farmer groups and local agricultural associations as well as the level of adoption of green technology. Survey results show that farmers who are active in farmer groups or agricultural associations tend to have a higher adoption rate of green technology. This suggests that community networks can be an important channel for information dissemination and social influence regarding agricultural innovation.

Tingkat Keterlibatan dalam Kelompok Tani/Asosiasi	Persentase Petani	Tingkat Adopsi Teknologi Hijau (%)
Rendah	30%	40%
Sedang	45%	60%
Tinggi	25%	75%

Table 1: Relationship between Level of Involvement in Farmer Groups/Associations and Level of Green Technology Adoption.

2. Role of Public Figures:

Apart from that, the role of community leaders also has a significant influence in influencing farmer behavior regarding the adoption of green innovation. Based on interviews with local leaders and community leaders in

agricultural villages, Table 2 shows their perceptions of the role of community leaders in promoting green technology in their communities.

Persepsi tentang Peran Tokoh Masyarakat	Persentase Responden
Sangat Penting	60%
Penting	30%
Kurang Penting	10%

Table 2: Perceptions of the Role of Community Figures in Advancing Green Technology.

From these data, it can be concluded that the role of community leaders is highly valued and considered crucial in guiding and encouraging farmers to adopt green technology. The presence of community figures who have strong beliefs and influence can be a catalyst in increasing the adoption of green innovation at the local level.

3. Influence of Social Norms and Group Pressure:

In addition, social norms and group pressure also play an important role in shaping farmers' behavior regarding green innovation. Table 3 shows the results of a survey aimed at exploring the extent to which social norms and group pressure influence farmers' decisions to adopt green technologies.

Tingkat Pengaruh Norma Sosial/Tekanan Kelompok	Persentase Petani
Tinggi	45%
Sedang	30%
Rendah	25%

Table 3: Level of Influence of Social Norms and Group Pressure in Green Technology Adoption Decisions.

Survey results show that most farmers feel compelled to adopt green technology because of social pressure and norms that exist in their communities. This suggests that these social factors can be important drivers in increasing the adoption of sustainable agricultural technologies.

4. Supporting and Inhibiting Factors:

In addition to identifying the role of informal controls in the adoption of green innovations, this research also identifies factors that support or hinder the

effectiveness of informal controls in this context. Table 4 displays the results of the analysis of findings from various literature sources and interviews with relevant stakeholders.

Faktor Pendukung	Faktor Penghambat
- Keterlibatan aktif tokoh masyarakat	- Ketidakpastian tentang manfaat teknologi hijau
- Jaringan komunitas yang kuat	- Keterbatasan akses terhadap teknologi dan pelatihan
- Norma sosial yang mendorong keberlanjutan	- Tidak adanya insentif atau dukungan kebijakan
- Dukungan dari pemerintah dan sektor swasta	- Resistensi terhadap perubahan dari petani konservatif

Table 4: Supporting and Inhibiting Factors in the Effectiveness of Informal Control.

From this table, it can be concluded that factors such as the involvement of community leaders, strong community networks, and social norms that encourage sustainability can strengthen the role of informal control in supporting the adoption of green innovation. However, barriers such as uncertainty about the benefits of technology, limited access, and resistance to change can hinder the effectiveness of informal controls in encouraging the adoption of green technologies among farmers.

Informal controls, such as social norms, community networks, and the role of community leaders, influence the adoption and spread of green innovation among farmers in Indonesia

Informal control, which includes social norms, community networks, and the role of community leaders, has a significant impact on the adoption and spread of green innovation among farmers in Indonesia. Social norms, as part of informal control, refer to the rules, values, and expectations internalized by members of society. In the agricultural context, social norms can influence farmers' decisions to adopt green technology through the influence of peer pressure and social expectations. For example, if using chemical fertilizers is considered a common and respected practice in an agricultural community, farmers may feel compelled to follow that norm even though there are more environmentally friendly alternatives such as biofertilizers. Conversely, if emerging social norms value sustainable and environmentally friendly agricultural practices, farmers are likely to be more open to the adoption of green innovations.

Apart from social norms, community networks also have a significant role in influencing the adoption process of green innovation. Community networks

include a variety of groups, such as farmer groups, agricultural associations, and local communities, which are often the main channels for information exchange and social influence. In many cases, farmers who are actively involved in community networks have greater access to knowledge and resources related to green innovation. They are also more likely to receive information about the benefits and implementation techniques of the innovation through group meetings, training, or field visits. In addition, community networks can be a place where farmers can share experiences, build trust, and get support from fellow farmers who have successfully adopted green technology. Thus, community networks play an important role in facilitating the spread of green innovation and creating an environment conducive to sustainable technology adoption.

The role of community leaders is also very influential in the process of adopting green innovation among Indonesian farmers. Community figures, such as local leaders, religious figures, or respected farmers in the community, often have a great influence on farmers' decisions and behavior. When community leaders openly support and promote green technologies, this can provide a moral boost and inspiration for other farmers to follow in their footsteps. In addition, community leaders who have access to resources and information can also play an important role in providing farmers access to green technologies and help in overcoming practical barriers that farmers may face in the adoption process. Through their role as role models and drivers of change, community leaders can help change farmers' perceptions and attitudes towards green innovation and encourage the creation of a stronger culture of innovation in agricultural communities.

However, although informal controls have great potential to influence the adoption process of green innovations, there are also challenges and complexities that need to be overcome. One of the main challenges is the conflict between different social norms in agricultural communities. For example, in some cases, traditional norms or conventional agricultural practices may conflict with the sustainable and environmentally friendly values championed by green innovation. In situations like these, changes in culture and values within agricultural communities can take time and require a careful approach to facilitate sustainable transformation. In addition, poorly organized or disconnected community networks can be an obstacle to the spread of green innovation. Farmers who are isolated or do not have adequate access to information resources and social

support may have difficulty adopting green technologies despite their potential benefits.

In overcoming these challenges, collaboration between various stakeholders, including government, the private sector, and civil society organizations, is essential. Governments can play a crucial role in creating policies and incentives that support the adoption of green innovations, as well as providing the necessary resources and infrastructure to facilitate the spread of these technologies. The private sector can also contribute through investment in research and development of environmentally friendly agricultural technologies, as well as through partnerships with farmers to expand their access to innovative solutions. On the other hand, civil society organizations and non-governmental organizations can play an important role in supporting farmer capacity building, facilitating knowledge exchange between farmers, and strengthening community networks to increase the adoption of green innovations.

Thus, informal control, which includes social norms, community networks, and the role of community leaders, plays an important role in the process of adoption and dissemination of green innovation among farmers in Indonesia. Through the complex interaction between these factors, farmers can be influenced to adopt more sustainable and environmentally friendly agricultural practices, which in turn can contribute to better food security, environmental sustainability and economic prosperity in the long term.

Factors influencing the effectiveness of informal controls in driving green technology adoption, and how they can be leveraged or overcome to increase the success of green innovation in the AgTech sector

The factors influencing the effectiveness of informal controls in encouraging the adoption of green technologies in the AgTech sector are diverse and complex. First of all, the social norms and values dominant in agricultural communities can be a major factor influencing the success of green innovation. If social norms tend to value conventional agricultural practices or are less concerned with environmental sustainability, then the process of adopting green technology may face significant obstacles. Conversely, if social norms encourage environmental sustainability and innovation values, then the adoption of green technology will occur more easily. For example, in societies that have high environmental awareness and value environmentally friendly agricultural practices, farmers tend to be more open to the use of green technology.

Second, the level of accessibility and availability of green technology is also an important factor influencing the effectiveness of informal controls. If green technology is not widely available or affordable for farmers, it will be difficult for informal controls such as community networks or the role of community leaders to encourage the adoption of the innovation. Therefore, it is important for the government, private sector and civil society institutions to work together to provide easier and more affordable access to green technology, either through subsidies, training or promotional programs.

Furthermore, farmers' knowledge and skills in using green technology are also key factors in the successful adoption of this innovation. If farmers do not have an adequate understanding of the benefits, how to use and potential risks of green technologies, then they may be reluctant to adopt them. Therefore, adequate education and training are essential in preparing farmers to accept and implement green technologies effectively. By increasing green technology literacy and providing the necessary technical support, these factors can be addressed to increase the adoption of green innovation in the AgTech sector.

In addition, economic factors also play an important role in the adoption of green technology by farmers. Initial investment costs, operational costs, and profit potential are key considerations for farmers in deciding whether or not to adopt green technology. If green technologies are deemed too expensive or do not provide sufficient economic returns, then farmers may be reluctant to take the risk of changing their farming practices. Therefore, it is important for governments and the private sector to develop attractive business models for farmers, such as affordable financing schemes, fiscal incentives, or subsidy programs, to increase the economic attractiveness of green technologies.

Furthermore, institutional and policy support also have a major impact on the effectiveness of informal controls in encouraging the adoption of green technologies. If there are supporting regulations or incentives from the government to adopt green technology, then this can strengthen the influence of informal controls such as the role of community leaders or community networks in promoting these innovations. On the other hand, if existing policies do not support or even hinder the adoption of green technologies, then informal controls may face difficulties in influencing farmer behavior. Therefore, there is a need for cooperation between the government, the private sector and civil society institutions in designing policies that support and remove obstacles to the adoption of green technology.

Finally, it is also important to consider local context factors and geographic conditions in evaluating the effectiveness of informal controls in encouraging the adoption of green technologies. Each agricultural community has unique characteristics, including soil conditions, climate, infrastructure, and level of education. Therefore, effective strategies and approaches in encouraging green technology adoption may vary from one location to another. Informal controls need to take these contextual factors into account in designing programs or campaigns to increase the adoption of green technologies that suit local needs and challenges.

By paying attention to the factors that influence the effectiveness of informal controls in encouraging green technology adoption and taking appropriate steps to address or exploit them, we can increase the success of green innovation in the AgTech sector. Through collaboration between various stakeholders, including government, the private sector, civil society institutions, and farming communities, we can create an environment conducive to wider and more sustainable adoption of green technologies in Indonesian agriculture.

The role of government, private sector and community institutions in supporting and strengthening informal controls to facilitate the adoption of green innovation in Indonesia's agricultural sector

The role of government, the private sector and community institutions is very important in supporting and strengthening informal controls to facilitate the adoption of green innovation in Indonesia's agricultural sector. First of all, the government has a strategic role in creating a policy framework that supports the adoption of green innovation. Through the development of regulations, fiscal incentives and subsidy programs, the government can provide clear market signals to farmers about the importance of sustainable agricultural practices. For example, the government can provide tax incentives or direct assistance to farmers who adopt green technologies, such as the use of organic fertilizers or water-saving irrigation systems. Apart from that, the government can also facilitate the transfer of technology and knowledge through training programs and technical guidance for farmers. By providing appropriate institutional and policy support, the government can strengthen informal controls such as social norms and the role of community leaders in encouraging the adoption of green innovation.

Meanwhile, the private sector also has a significant role in supporting the adoption of green innovation in the agricultural sector. Agricultural technology

companies and agricultural input producers can play a role in developing, marketing and distributing green technology to farmers. Through investment in research and development, the private sector can create innovative solutions that are more efficient, economical and environmentally friendly. In addition, the private sector can also provide access to markets, capital and technology necessary for farmers to adopt green innovations. Collaboration between the private sector and farmers can also strengthen community networks and increase knowledge exchange between farmers. Thus, the private sector can strengthen informal control in encouraging the adoption of green innovations by providing the necessary technical solutions and resources.

Apart from the government and private sector, community organizations also play an important role in supporting the adoption of green innovation in the agricultural sector. Non-governmental organizations, farmer groups, and agricultural associations can be effective agents of change in strengthening informal controls such as community networks and social norms. For example, community organizations can organize training programs, workshops, or group meetings to facilitate the exchange of knowledge and experience between farmers about green technology. They can also provide social and psychological support to farmers who want to adopt green innovations, including problem solving, motivation and risk management. Apart from that, community organizations can also act as advocates for farmers' interests in formulating policies and regulations that support sustainable agricultural practices. Thus, community institutions can strengthen informal control in facilitating the adoption of green innovation by mobilizing existing resources and support within the community.

However, to achieve optimal impact, cooperation and coordination between government, the private sector and community institutions is very important. This synergy between various stakeholders can create a conducive environment for the adoption of green innovation in the agricultural sector. Through strong partnerships and clear division of responsibilities, they can complement each other and strengthen their efforts in supporting farmers in adopting green technologies. In addition, the exchange of knowledge, resources, and experience between government, the private sector, and community institutions can also accelerate farmer capacity building and increase the effectiveness of informal controls in facilitating the adoption of green innovations.

By considering the role of government, the private sector and community institutions in supporting and strengthening informal control, efforts to facilitate

the adoption of green innovation in Indonesia's agricultural sector can become more coordinated, sustainable and effective. Through good collaboration between these various stakeholders, we can create a conducive environment for farmers to adopt green technology, which will ultimately provide significant benefits for food security, environmental sustainability and economic prosperity in Indonesia.

CONCLUSION

In conclusion, the role of informal control, which includes social norms, community networks, and the role of community leaders, is very important in facilitating the adoption of green innovation in the Indonesian agricultural sector. These informal controls play a crucial role in shaping farmers' behavior and decisions regarding the use of green technologies, as well as creating a social environment that supports sustainable agricultural innovation. However, to maximize the effectiveness of informal controls, strong support from government, the private sector and community institutions is needed. The government needs to create a policy framework that supports the adoption of green innovation, including clear regulations, fiscal incentives and subsidy programs. The private sector can play a role in developing and providing innovative and affordable green technologies to farmers, while community organizations can provide social support, training, and advocacy to strengthen informal control within farming communities. With good cooperation between these various stakeholders, we can create a conducive environment for farmers to adopt green technology, which in turn will contribute to better food security, environmental sustainability and economic prosperity in Indonesia. Therefore, cross-sector collaboration and joint efforts are needed to ensure the successful implementation of green innovation in the Indonesian agricultural sector.

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