

Analysis of Visitor Feedback on The Exhibition of Standard Agricultural Product at the Brmp Banten Booth at Tafest 2025

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History Article:

- Submit: Juli 2025
- Publish: April 2026

Keyword:

*Beneng Taro, GAP, KUB
Chicken, Likert Scale,
Questionnaire*

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Abstract

Exhibitions serve as an important platform for disseminating information and promoting agricultural products developed by the Banten Agricultural Modernization Implementation Center (BRMP). In 2025, BRMP Banten participated in the Tangerang Agro Festival (TAFEST), held at the Agropolitan Center, Tangerang Regency, on June 13–14, 2025. This study aims to evaluate the implementation of the BRMP Banten exhibition at the Tangerang Agro Festival by assessing visitor satisfaction through questionnaires distributed to 100 visitors. Data were analyzed using a quantitative descriptive method with a Likert scale. The questionnaire assessed visitor satisfaction with both the exhibition's organization and its content. The BRMP booth showcased standardized agricultural products in accordance with SOP, SNI, and GAP, including superior rice seeds, Lamuru corn seeds, peanut seeds, dried Beneng taro leaves, palm sugar, KUB chickens and eggs, as well as hydroponic plants, vertical farming, potted vegetables, ornamental plants, PUTK, and PUTS. Results indicate that the majority of visitors were aged 41–50 years (48%) and held a bachelor's/D4 degree (48%). Furthermore, 92.44% of respondents expressed satisfaction with all aspects of the exhibition, particularly regarding booth attractiveness, staff friendliness and competence, and product relevance. Only 4% reported dissatisfaction, while 1.78% were somewhat dissatisfied.

INTRODUCTION

Exhibitions are an effective medium for disseminating agricultural innovation and technology to the public. Through exhibitions, research, and development institutions can introduce research results, expand partnership networks, and encourage the direct application of innovation in the field. Agricultural exhibitions have been widely recognized as a strategic communication platform that bridges innovation producers and users, thereby accelerating the dissemination and adoption of agricultural technologies, according to Gutierrez, et al. [1]; Brune, et al [2]. The Banten Agricultural Modernization Application Center (BRMP), as a

technical implementation unit under the Agency for Agricultural Assembly and Modernization, is expanding the adoption of agricultural technology standards in the Banten region.

The participation of BRMP Banten in the 2025 Tangerang Agro Festival (TAFEST) is an important means of introducing agricultural standard products to the wider community, including farmers, students, academics, and business actors. This exhibition is also a momentum to increase agricultural literacy and educate the public about the importance of implementing standards such as Standard Operating Procedures (SOP), Indonesian National Standards (SNI), and Good Agricultural Practices (GAP) in the agricultural production process. Compliance with agricultural standards, including GAP, is an important indicator of product credibility and market competitiveness. However, research has shown that many farmers still have limited knowledge or inconsistent implementation of GAP, which underlines the need for promotional and educational activities such as exhibitions to enhance understanding and practice, according to Dewi et al. [3].

Exhibitions are a means of promoting products, works, services, and other items to the general public. According to Al Hazmi et al. [4], exhibitions can be understood as a forum for public communication that presents visual works in the context of direct or virtual interaction, with the aim of education, appreciation, and marketing. A well-executed exhibition will increase customer satisfaction, thereby increasing the potential for them to use the promoted products, works, or services.

Visitor satisfaction in the context of agricultural exhibitions is not only related to the perceived quality of the displayed products or services, but also to the effectiveness of the exhibition as an educational medium for disseminating agricultural standards and innovations. Satisfaction arises when visitors perceive that the information presented—such as Standard Operating Procedures (SOP), Indonesian National Standards (SNI), and Good Agricultural Practices (GAP)—is communicated clearly and meets their expectations for learning and practical application [5]. In addition, the integration of hybrid dissemination approaches, combining physical exhibition displays with digital communication channels, can enhance visitor engagement and broaden access to innovation information. This concept aligns with recent studies Maharani & Darma [6] emphasizing that positive visitor experiences during agricultural events can directly influence post-visit purchase intentions and public perception of institutional credibility.

Customer satisfaction can be measured in two aspects, namely satisfaction with the products/materials exhibited and satisfaction with the implementation of the exhibition itself. According to Ismail & Yusuf [7], and partial influence addition, modern evaluation frameworks encourage organizers to adopt validated feedback instruments and mixed-method survey approaches to capture both quantitative and qualitative visitor responses effectively, according Luke [8]. Proper feedback measurement not only ensures accurate evaluation of visitor satisfaction but also supports continuous improvement in service delivery and communication strategy.

Furthermore, the transformation of agricultural extension and innovation dissemination in recent years has been strongly supported by digital technology. Integrating digital channels—such as social media, online exhibitions, and virtual consultations—with physical events can enhance the reach and inclusivity of innovation dissemination programs Alizada & Prasad [9]. Such hybrid models strengthen the role of public communication and ensure that agricultural standards and innovations are more widely understood and implemented by various stakeholders.

Evaluate an exhibition of standard agricultural products at the BRMP Banten booth at TAFEST 2025. The focus of the evaluation is an analysis of visitor feedback by measuring their level of satisfaction with the exhibition materials and implementation, as well as their perceptions of the products on display.

RESEARCH METHODOLOGY

This study used a quantitative descriptive method which aims to systematically describe and summarize data to identify patterns within a specific population Creswell [10]. Data were collected through a structured questionnaire administered to 100 visitors of the BRMP Banten booth during the TAFEST 2025 event held on June 13–14, 2025, at the Tangerang Regency Agropolitan Center. The questionnaire method is widely used in descriptive quantitative research to obtain standardized data on respondents' perceptions and satisfaction levels Barroga [11].

The questionnaire was constructed using a three-point Likert scale, defined as follows:

- 1 = dissatisfied / disagree,
- 2 = somewhat dissatisfied / somewhat disagree,
- 3 = satisfied / agree.

This scale was chosen for its effectiveness in measuring the degree of agreement or satisfaction of respondents toward specific statements Sugiyono [12].

The assessment indicators were divided into two main dimensions:

1. Satisfaction with the exhibition content, which included information about high-quality rice seeds, KUB chickens, hydroponics, vertical farming, and Dry Soil Testing Equipment (PUTK) or Rice Field Soil Testing Equipment (PUTS); and
2. Satisfaction with the exhibition implementation, which encompassed booth appearance, staff friendliness, staff competence in providing explanations, and the relevance of displayed products to visitors' needs.

The data obtained from the questionnaire were analyzed using frequency and percentage tabulation. Frequency refers to the number of occurrences of each response category within a dataset, while tabulation is the process of organizing these data into tables to facilitate interpretation and comparison Sujarweni [13]. This method allows researchers to observe patterns and trends in respondents' satisfaction levels Komarac [14].

RESULTS AND DISCUSSION

Respondent Characteristics

Based on the survey results, the majority of respondents were in the 41–50 age group (48%), with a bachelor's degree/D4 education level (48%). This shows that exhibition visitors generally have a fairly high educational background and understand the technical information presented at the BRMP Banten booth.

1. Product and Materials Displayed

The Banten BRMP stand displays various products resulting from the application of agricultural standards, including:

1. High-quality rice seeds: Inpari 32, Cakrabuana, Biosalin 1 and 2, Nutri Zinc, Mantap, and Siliwangi.
2. Balitbangtan Superior Native Chickens (KUB) and KUB chicken eggs.
3. Processed Beneng Taro products, such as flour, root cakes, bangkit cakes, and dried leaves as a tobacco substitute.
4. Palm sugar.
5. Hydroponic plants, vertical farming, ornamental plants, PUTK, and PUTS.

In addition to showcasing products, the Banten BRMP booth also provides a reading corner and Braille corner as a form of inclusivity for visitors with disabilities, as well as educational agricultural books and comics for children.

Visitor Satisfaction Analysis Results

The visitor satisfaction questionnaire at the BRMP Banten booth at the Tangerang Agro Festival (TAFEST) in 2025 contained questions/statements regarding satisfaction with the exhibition materials and satisfaction with the implementation of the exhibition. Respondents were asked to choose one answer from nine questions/statements, with three answer choices: dissatisfied or disagree, somewhat dissatisfied or somewhat disagree, and satisfied or agree Romdona et al [15]. After analysis, the questionnaire results can be seen in Table 1.

Table 1. Results of the 2025 Tafest Questionnaire

Answer to Question/Statement	Percentage (%)
1 (Not Satisfied/Disagree)	4,00
2 (Less Satisfied/Slightly Disagree)	1,78
3 (Satisfied/Agree)	92,44
Did not respond	1,78

The analysis results show that:

1. 92.44% of respondents expressed satisfaction with all aspects of the exhibition, both in terms of content and implementation.
2. Approximately 1.78% of respondents expressed dissatisfaction, 4% expressed dissatisfaction with several minor aspects, and 1.78% of respondents did not provide an answer.

The questionnaire consisted of nine questions (Q1–Q9), which were then grouped into five main categories based on similarities in aspects in order to obtain a more focused and easily interpretable summary of the results Subasman & Aliyyah [16].

Table 2. Summary of Questionnaire Results

Aspects Assessed	Satisfaction Percentage (%)	Description
Information on superior agricultural products	94	Very Satisfied / Very Good
Quality of officer explanations	93	Very Satisfied / Very Good
Friendliness of booth staff	96	Very Satisfied / Very Good
Stand design and appearance	91	Very Satisfied / Very Good
Product relevance to visitor needs	90	Very Satisfied / Very Good
Overall average	92,8	Very Satisfied / Very Good

*) General Satisfaction Assessment Criteria:

85–100% = Very Satisfied / Very Good
70 – 84% = Satisfied / Good

55 – 69% = Fairly Satisfied / Fair
40 – 54% = Less Satisfied / Less

< 40% = Not Satisfied / Very Less

Visitors gave high ratings for the friendliness of the staff, the attractive appearance of the booth, and the suitability of the products to the needs of the community. The products that attracted the most attention from visitors were Talas Beneng and KUB Chicken, as both are considered to have high economic value and development potential at the household and farmer group levels.

The high level of satisfaction indicates the success of BRMP Banten in delivering agricultural messages and information in an interesting, educational, and interactive manner Hasibuan et al [17].

The main factors determining visitor satisfaction Sariatini & Ekawati [18] include

1. The ability to explain (staff competence) and the friendliness of exhibition staff play an important role in public communication.
2. Informative and disability-friendly stand design, through Braille corners and reading corners.
3. The availability of leading local products, such as Talas Beneng, which is an icon of Banten Province's food commodities.

These findings are in line with the results of research by Kotler & Keller [19], which state that direct interaction and positive experiences at exhibitions strongly influence the perception and image of the organizing institution. In addition, according to the FAO [20], exhibitions and public dissemination activities are important components in agricultural modernization strategies that emphasize participatory innovation and community involvement in the agricultural learning process.

Perceptions of Education and Accessibility

The free seed distribution program (chili, eggplant, and kale) and the provision of educational reading materials have been proven to increase visitor participation. Several respondents also appreciated the availability of Braille reading materials, demonstrating BRMP Banten's commitment to inclusive services.

CONCLUSIONS AND SUGGESTION

The results of the feedback analysis show that the implementation of the Banten BRMP exhibition at TAFEST 2025 was rated very good by visitors. The satisfaction rate reached 92.44%, indicating that the exhibition had successfully met public expectations regarding the presentation of standard agricultural products and educational technology innovations. The main factors contributing to the exhibition's success included attractive and informative booth displays, the competence and friendliness of staff, the diversity of standard agricultural products relevant to community needs, and inclusive educational service innovations for all segments of society Simangunson & Setyorini [21].

For future events, it is recommended to increase interactive activities such as demonstration plots or mini workshops, expand digital publications so that more people are aware of BRMP Banten's activities, and conduct follow-up evaluations using online surveys to obtain more representative satisfaction data.

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