

needed to intervene in the minds of the public to improve the quality of their business.

IV. CONCLUSION

This study concludes that aquaculture cyber extension materials on the MFCE website are only presented in text, graphic, and video media formats. There are no other formats like animation and interactivity yet. The three media formats present all the six fish species of high economic value recommended by the Indonesian government. The video media presents more information about the Nile tilapia species (58.49% of all titles of extension materials). While graphic and text media presented more materials on catfish, 58.52% and 55.10% each. The three media also present all the seven aquaculture management elements. Graphic and text media presents more content on management of pond preparation, 27.59% and 18.58% of all extension materials titles respectively. While the video media presents more information on fish feed management (33.96%). The text and graphics extension media size are ideal with most of the text material containing 700-1,700 words (66.67%) and graphic measuring 380x285 pixels (79.31%). The video duration that is ideal (4.5 - 9 minutes), very few, only 33.96%. Most of the extension material is for recommendations only and not problem-solving. The graphic media material are all (100%) recommendations, video media (84.91%), and text media (71.58%).

The MFCE website only has three media elements, includes text, graphics, and video. Meanwhile, the other three are audio, animation, and interactivity, were not present. In fact, those three media elements are potentially good for cyber extension programs. It is unknown why the website does not serve it. This is a challenge for future researchers to conduct more studies.

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