

Empowering Farmer Groups in Ponggok District, Blitar Regency in the Creative Economy Era with Digital Marketing

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Abstract

The creative economy plays a vital role in business growth and economic growth. The rapid growth of the internet results from technological advances in today's digital era. One strategy to overcome competition and boost income is to empower farmer groups with digital marketing in the creative economy era. The farmer group in Ponggok District, Blitar Regency, is one of them. Farmer groups in Ponggok District process waste from coconut shells often found in Ponggok District Blitar Regency. Natural pesticides or biopesticides (BIOPEST) can be made from coconut shells processed by Ponggok District, Blitar Regency farmer groups. Digital marketing and education in the creative economy are discussed in this report. This did because the farmer groups in Ponggok District, Blitar Regency, still needed to understand. As a result, this activity aims to educate farmer groups on how to market digitally in the future. This activity focuses on developing quality capabilities to face business competition in the creative economy sector by using digital marketing, such as packaging, adding economic value, becoming a commodity, and managing a business.

Keywords: farmer group, creative economy creative, digital marketing, biopesticides

INTRODUCTION

The creative economy plays a vital role in business and economic growth, following the presidential instructions in 2009 regarding creative economic development. The government currently has a Creative Economy Agency to create an innovative economy in Indonesia. Increasing the creative economy in agriculture begins with making environmentally friendly and efficient production, modern energy, product design and packaging design, appearance, management of the agricultural environment, and waste utilization (Carin, 2018).

Digital technology can be utilized for business development. To connect with current and potential customers, businesses use digital channels like search engines, social media, email, and their websites (Gawade, 2019). The rapid growth of the internet results from technological advances in today's digital era. Users from all over the world can connect via the internet at any time and from any location (Kusuma, 2019). According to Hari Widowati (2019), one of the factors driving the expansion of e-commerce in Indonesia is a country that has more than 100 million internet users, with a growth rate of 78% in 2018. Farmers are among those who use the internet.

Wiediawati et al. (2019) explained that training in digital marketing could help create a society independent of its community. Similarly, Yudaningsih (2019) states that community-based digital marketing for Batik Sojiwan traders can help the group grow in independence and skill. Malang City's group of housewives experienced the same thing. According to Setyaningsih (2017), cyber promotion and digital marketing can increase the income of homemakers as a support family economy.

One strategy to overcome competition and boost income is to empower farmer groups with digital marketing in the creative economy era. For the economic welfare of farmers, it is very appropriate to strengthen the foundation for developing digital marketing knowledge

(Harto et al.: 2018). Fariana et al. (2020) explained that training in financial management could assist para-farmers or other groups of entrepreneurs in enhancing their financial performance. Increasing farmers' trade value requires improving their management skills.

Currently, there are still many people who consider coconut shells as waste from processing coconuts. Coconut shells have value and extremely usefull as an item (Hermita, 2019). The shells are usually only used for charcoal production. The Makmur Mandiri Farmers Group introduced the technology for making liquid smoke from coconut shells in Blitar Regency to address innovation challenges. Processed products turn into natural pesticides (BIOPEST).

METHOD

The method uses Asset-Based Community Development (ABCD). Asset ABCD is part of the method carried out by farmer groups whose primary focus is improving residents. Residents are not only seen as a group that is weak and hopeless. The main reason groups cannot realize their full potential is the limited resource system and the inaccessibility of resources. Several stages of the activity can be explained using the ABCD strategy. Following details:

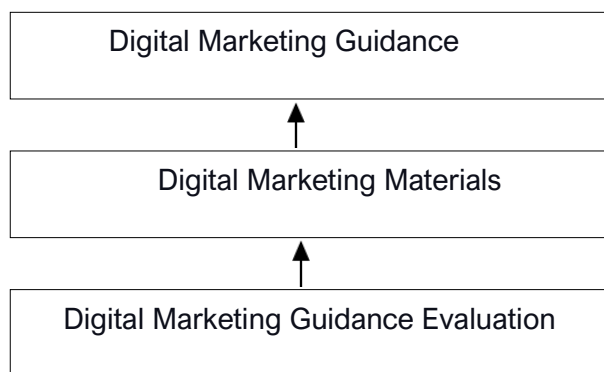


Figure 1. Methods

RESULTS AND DISCUSSION

Farmer groups are very enthusiastic about developing digital marketing in this creative economy era to support the sustainability of their businesses and actively participate in training activities. Group of farmers trying digital marketing. Farmer groups still need clarification about how to market at startups, or online media can take advantage of this counseling.

The community service activity by empowering digital marketing to create marketing for farmer groups in Ponggok District, Blitar Regency, only lasted one day, February 2, 2023, and was attended by 14 people. All parties are happy with this activity. Ladies and gentlemen who attended thanked the extension team, active at the farmer group house in Ponggok District. The extension team has access to places and other facilities to help smooth the activity process, and community service extension participants actively participate in empowerment activities. A limited stay-in sheet form is sent to the applicant's email and can be printed anywhere.



Figure 2. Digital Marketing Guidance

The products produced are classified as mass products. The segment for the product is the farmer group. The product is temporarily for the farmer group among themselves. The selling price of the product starts from Rp. 8,000 for a 600 ml product and Rp. 15,000 for a 1.5-liter product. Packaging and branding in empowerment are given appropriate guidance. So that packaging and branding can be used in marketing their products digitally.



Figure 3. Brand Packaging and Branding

This empowerment increases the foresight and accuracy of farmer groups in marketing BIOPEST products based on digital marketing in the creative economy era. So that farmer groups can use marketing strategy mechanisms to get better sales results. Farmer groups can understand and determine the needs of their customers and competitors. Apart from that, to promote their products to a broader audience, farmer groups also take advantage of the features available on Android smartphones. The farmer groups in the Ponggok sub-district, Blitar Regency, are expected to maximize their business activities with the latest innovations in marketing digital products by implementing this empowerment.



Figure 4. Digital Marketing Materials

Farmer groups may feel participating in this activity will help them develop digital marketing. Utilizing applications in the creative economy era, marketing properly and wisely, and creating existing opportunities. So that it can use the empowerment, it gains to help create jobs. Of course, this solution solves the problem and will create social welfare for farmer groups by understanding and applying it according to circumstances.



Figure 5. Digital Marketing Guidance Evaluation

Farmer groups in Ponggok District and Blitar Regency usually make unique products. Thanks to this uniqueness, the community service team can quickly design product branding for social media. Farmer groups play a vital role in accompanying the empowerment of the use and application of branding that is marketed digitally through the implementation of this community service. Empowerment in community service involves learning how to use digital technology in business, primarily designing product branding digitally and understanding the importance of human resources in product marketing. Community service teams and farmer groups implement and publish digital product branding.

The community service team will provide ongoing assistance regularly during the next planning stage. This chapter is carried out to monitor changes and always encourage farmer groups in Ponggok District, Blitar Regency, to continue their activities. Assistance can also be obtained via WhatsApp (WA), SMS, or telephone.

Groups of farmers on a limited budget can use digital platforms such as Facebook, Twitter, and Instagram, as well as websites, for marketing that increases brand awareness, customer engagement, sales, and customer loyalty. In addition, digital marketing media has the potential to create marketing strategies that enable farmer groups to monitor and meet the needs and preferences of potential customers, besides being able to assist customers in obtaining information from anticipated products. Marketing methods only use traditional marketing channels such as personal Word of Mouth and WA promotions before farmer groups start community service programs. To promote BIOPEST products, farmer groups still need social media accounts.

CONCLUSION AND RECOMMENDATION

After community service, the farmer groups know what consumers want and where their competitors are. Farmers' groups know what consumers want and where their competitors are. Suggestions in community service in the era of the creative economy with digital marketing, farmer groups constantly update information and develop innovation or creativity in marketing BIOPEST products. To develop their business, farmer groups continue to network. To help farmer group businesses increase family income, the government continues to boost human resource development and capital cooperation.

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