

Innovative Marketing Strategies for Organic Waste Compost through Modern Tebe Manufacturing

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ABSTRACT

This community service aims to develop a marketing strategy for compost processed by utilizing the latest tebe-making innovations. In a practical and participatory approach, we implement a marketing strategy focused on increasing the attractiveness and added value of compost. The tebe manufacturing process, which is integrated with the latest technology, is the main focus, producing organic compost products that are superior both ecologically and aesthetically. In this dedication, direct interaction with the community is key, as we seek to educate them about the benefits of organic compost while introducing marketing strategies that can increase interest and participation. This service is expected to make a positive contribution to organic waste management in the community, while creating economic opportunities through the marketing of innovative and sustainable compost products. The results of this service are expected to not only increase public awareness about the benefits of organic compost, but also make a positive contribution to overall organic waste management. By utilizing innovative marketing strategies, we are committed to creating sustainable solutions and strengthening community engagement in efforts to manage organic waste effectively.

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INTRODUCTION

Increased urbanization has increased the volume of organic waste, while existing management methods have not been fully effective. Making contemporary tebe as part of a compost marketing strategy can be an integrated and sustainable solution to manage organic waste at the community level in Penebel Village, Penebel District, Tabanan Regency. Public awareness of the importance of waste management has increased, creating great opportunities to market eco-friendly products such as compost.(Pancane et al., 2023)

The right marketing strategy can increase consumer attraction to compost from processed organic waste. By using contemporary tebe in the composting process, we can create added value and uniqueness that can attract consumers. The importance of introducing environmentally friendly and sustainable composting methods as part of a marketing approach, which in turn can create a positive impact on the surrounding environment.(Wiryana et al., 2023)

The development of this marketing strategy can also have a positive economic impact by opening new business opportunities, increasing community income, and creating local jobs. Community service through this compost marketing strategy can be a real contribution in achieving sustainable development goals, especially in the context of waste management and environmental conservation.

Through combining smart marketing concepts and innovative approaches in composting using contemporary tebe, it is hoped that this community service can provide sustainable solutions and empower local communities to play a role in environmental conservation.

METHOD

This service will begin with a thorough literature study to thoroughly understand the marketing strategy of compost from processed organic waste and the role of tebe in the current context. Analysis of this literature will form the theoretical basis for designing effective marketing strategies.(Wardana et al., 2023) Furthermore, this method of service will involve surveys and interviews with relevant stakeholders, such as compost producers, potential consumers, and marketing experts. The survey will be used to gather quantitative data on consumer preferences, while the interview will provide an in-depth understanding of the challenges and opportunities in compost marketing through contemporary compost manufacturing.(Hakim et al., 2023)



FIGURE 1. interviews with relevant stakeholders, such as compost producers, potential consumers, and marketing experts as well as the Penebel Village Community

Lastly, this devotion will involve trial implementation of the developed marketing strategy. This can be done through partnerships with local communities or compost producers, where the implementation of marketing strategies can be evaluated practically. (Suffarruddin, 2023) Sales data, consumer response, and positive impact on the environment can be measured to evaluate the success of the proposed marketing strategy. (Luthfi, 2023) With this approach, this service will combine theoretical analysis, empirical data, and practical implementation to develop an effective marketing strategy for compost from processed organic waste through the manufacture of contemporary tebe. (Prihatinta et al., 2023) This method is expected to make a significant contribution to the development of marketing strategies

An overview of the stages of the method used can be seen in the flowchart below :

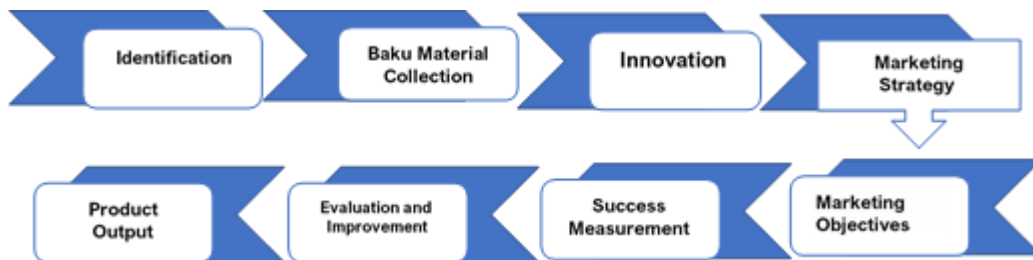


FIGURE 2. Method

- **Identification**

During marketing strategies, compostable products are promoted through innovative approaches that include online marketing, business collaboration, and exhibitions. The entire workflow is designed to achieve measurable marketing objectives, with continuous evaluation and improvement to ensure the successful implementation of innovative marketing strategies.

- **Raw Material Collection**

In the Raw Material Collection stage, the main focus is to identify and collect organic waste as an essential raw material in compost production. This process involves a strategy of selecting high-quality organic waste sources and has the potential to be processed into superior compost. By integrating modern Tebe manufacturing principles, this devotion aims to ensure that the raw materials collected meet the quality standards required to produce high-quality compost.

- **Processing with Tebe Manufacturing**

In the processing phase with Tebe Manufacturing, selectively collected organic waste is processed through an innovative process involving modern Tebe technology. This process is designed to optimize the transformation of organic waste into high-quality compost using environmentally friendly methods. Technical measures in Tebe manufacturing include optimal temperature and humidity regulation, control of earthworms as decomposition aides, and the use of sensor technology to monitor processing quality and progress in real-time.

- **Innovation in Manufacturing Processes**

In this study, innovation in manufacturing processes became the main focus to improve the efficiency and quality of organic compost production from organic waste. These innovative measures aim to speed up the process of converting organic waste into high-quality compost, while minimizing waste and improving sustainability. Thus, this innovation in the manufacturing process is expected to make a

positive contribution to the increased efficiency, sustainability, and competitiveness of these organic compost products in the market.

- **Marketing Strategy**

In order to implement an innovative marketing strategy for organic compost products resulting from modern Tebe manufacturing, a planned and integrated approach needs to be adopted. In addition, strategic collaboration with relevant industry players, such as organic retail businesses and local farmers, will be key to expanding market reach. Regular evaluations and continuous adjustments will be an integral part of this strategy to ensure robustness and sustainability in the marketing of these products(Kariyamin et al., 2023).

- **Marketing Objectives**

To develop and implement innovative strategies that can increase the visibility and adoption of organic compost products resulting from modern Tebe manufacturing processes. With a focus on deep understanding of market needs, these marketing goals include building a strong brand image, targeting the right market, and creating an ongoing connection with consumers. Through the implementation of smart and effective strategies, it is expected that this research can stimulate customer interest and confidence, achieve significant sales growth, and strengthen the position of organic compost products in a competitive market(Handayani et al., 2023).

- **Success Measurement**

The measurement of success in the study will be based on several key indicators, including an increase in organic compost sales volume, brand recognition through participation in exhibitions or marketing events, as well as positive feedback from consumers and customers. In addition, the evaluation will involve an analysis of the efficiency of modern Tebe manufacturing processes in improving product quality, as well as monitoring of positive impacts on the environment and public awareness regarding the benefits of organic waste treatment. By detailing these indicators, the measurement of success will provide a comprehensive understanding of the effectiveness and impact of innovative marketing strategies in increasing acceptance and adoption of organic compostable products produced.

- **Evaluation and Improvement**

This dedication will emphasize the importance of continuous monitoring of innovative marketing strategies for organic waste compost through modern Tebe manufacturing. The results of this evaluation will be the basis for continuous improvement, allowing adjustments to marketing strategies to be more responsive to market changes and consumer needs.

- **Product Output**

With a sophisticated marketing strategy, the product is aimed at meeting the needs of an increasingly sustainability-conscious market and helping to support the growth of the organic compost sector.

RESULTS AND DISCUSSION

This community service aims to implement a marketing strategy for compost produced from processed organic waste using contemporary tebe manufacturing methods. Through the implementation of this

activity, a number of results were obtained that can be a foothold in increasing the acceptance of the people of Penebel Village towards organic compost products.(Santri et al., 2023)



FIGURE 3. Making contemporary tebe as a fermentation medium and applying fertilizer to chili plants

The results of this dedication show that the use of contemporary tebe in the composting process has a positive impact on the final quality of the product.(Alianta, 2023) Tebe, as a fermentation medium, is able to increase the activity of microorganisms that play an important role in the decomposition of organic waste. Along with that, the resulting compost has a more optimal nutrient content.

In terms of marketing, the implementation of this strategy has succeeded in creating a more modern product image and in accordance with current trends. This can increase the attractiveness of organic compost products in the eyes of consumers, especially those who care about the environment and sustainable lifestyles in the Penebel Village Community.(Haider, 2021)

Furthermore, the active participation of the people of Penebel Village in this activity is an indicator of the success of the marketing strategy. The existence of workshops and training on making contemporary tebe not only improves community skills, but also forms a deeper understanding of the benefits and processes of organic compost production.



FIGURE 4. Observation with the community

However, it should be acknowledged that there are still some obstacles that need to be overcome. Some people in Penebel Village may still not be familiar with the current concept of tebe, so further education is needed to expand their understanding of this method.

In the context of marketing, it is important to continue to develop effective communication strategies so that information about the advantages of organic compost from the present tebe can be widely disseminated. Efforts to strengthen collaboration between stakeholders, such as the government, business actors, and the community, also need to be increased to support the sustainable implementation of this strategy. (Timofeeva, 2022)

TABLE 1. Comparison Before and after devotion to society

NO	Before	After
1.	The people of Penebel Village often burn organic waste	The people of Penebel Village make compost from processed organic waste into fertilizer
2.	Lack of understanding of the importance of waste management and how to utilize waste as a valuable natural resource.	With the program from Penebel Village on waste management, it really helps the community have knowledge about how to manage waste.
3.	Burning waste is not a good solution to overcome the waste problem because it affects environmental and public health problems.	With the existence of Tebe Kekinian, people can process organic waste into fertilizer for farmers.

Overall, the results and discussions from community service in Penebel Village show that the compost marketing strategy through making contemporary tebe has great potential to increase public acceptance of organic compost products. (Cucina, 2021) By continuing to optimize the production process and increasing the understanding of the people of Penebel Village, it can be expected that the sustainability of the use of organic compost will increase in supporting efforts to preserve the environment of Penebel Village.

CONCLUSION

In serving the community of Penebel Village, we explore the marketing strategy of compost produced from processed organic waste, especially through the Tebe making method that is in accordance with the trends of the times. Through this service, we can draw several conclusions that are relevant to the purpose of community service.

First of all, the use of Tebe in making compost from organic waste provides a significant contemporary touch, attracting the attention of a market that is increasingly concerned about environmental issues. By understanding consumer preferences and trends, marketing strategies can be optimized to reach a wider target audience.

Second, collaboration with related parties, such as government agencies, industry players, and local communities, is the key to success in implementing marketing strategies. This synergy between various parties can increase product distribution and increase public awareness of the importance of organic waste management.

Furthermore, the use of social media and information technology is an important aspect in achieving the effectiveness of marketing strategies. Utilization of digital platforms can help expand reach, convey information quickly, and interact directly with potential consumers.

The importance of an educative approach also appears in this conclusion. Educating the public about the benefits of compost, its positive impact on the environment, and contribution to sustainable development are the critical factors for the success of this marketing strategy.

In the economic context, the results of dedication show that the marketing of compost through contemporary Tebe can provide new economic opportunities, both for producers and local communities. By building a sustainable local economic ecosystem, this community service has the potential to improve shared prosperity.

Finally, this conclusion underscores the importance of continuous evaluation of the marketing strategy implemented. By continuously monitoring and evaluating the performance of the strategy, we can make the necessary adjustments to ensure sustainability and success in marketing compost from processed organic waste through the manufacture of contemporary Tebe.

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The participation and contribution given by the residents of Penebel Village not only provided a strong framework for this research, but also paved the way for the integration of local values in the implementation of marketing strategies. The success of this project is inseparable from the close collaboration between researchers and the community, and we highly appreciate the openness, friendliness, and collaborative spirit that continues to enrich our steps. Thank you for your invaluable support, and we hope that this cooperation can continue to grow to achieve sustainable results for the economic and environmental development of Penebel Village.

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