

Assistance for Marketing of Processed Agricultural Products in Kandangtepus Village, Senduro Subdistrict, Lumajang Regency

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Article Info:

Keywords: Mentoring, Marketing, Agricultural products

Article History:

Received : May 21, 2023
Revised : September 11, 2023
Accepted : October 10, 2023

Article Doi:

<http://dx.doi.org/10.22441/jam.v9i1.20531>

Abstract

Kendang Tepus Village, Lumajang regency is one of the agricultural areas in East Java. Which has agricultural products such as vegetables, golden bananas, cardamom, coffee and milk. Some of them are also processed into banana chips, cardamom coffee powder, aroma therapy candles, carrot nuggets and fresh milk with flavor variants. The problem experienced is that business actors have difficulty in marketing them, thus making it difficult for this business to develop. Overcoming these problems, we as a community service team took a joint action with LMDH, FARMERS GROUP, KARANGTARUNA, BUMDES as partners to provide assistance in product marketing techniques. Assistance is carried out using the Community Based Research (CBR) approach. The stages begin with training on packaging making, efforts to obtain official permits so that products are more reliable and then carry out extensive promotions. The results of the current attenuation are that most people already know marketing techniques ranging from packaging methods to make it more attractive, official permits to be marketed more broadly and promotional techniques both by opening a place of business, collaboration with souvenirs and also marketing through social media.

Abstrak

Desa Kandang Tepus kabupaten Lumajang merupakan salah suatu wilayah pertanian di Jawa Timur. Yang mempunyai hasil pertanian seperti sayuran, pisang emas, kapulaga, kopi dan susu. Beberapa diantaranya juga diolah menjadi produk kripik, kopi bubuk dan susu segar dengan varian rasa. Permasalahan yang dialami adalah para pelaku usaha kesulitan dalam memasarkannya, sehingga membuat usaha ini tidak berkembang signifikan. Mengatasi permasalahan tersebut, kami sebagai tim pengabdian masyarakat melakukan aksi bersama dengan LMDH, KELOMPOK PETANI, KARANGTARUNA, BUMDES sebagai mitra melakukan pendampingan teknik pemasaran produk. Pendampingan dilakukan dengan pendekatan metode Community Based Research (CBR). Tahapan awal dimulai dengan pelatihan pembuatan kemasan, upaya untuk mendapatkan izin edar secara formal agar produk lebih terpercaya dan selanjutnya melakukan promosi secara luas. Hasil dampingan saat ini sebagian besar masyarakat sudah mengetahui teknik pemasaran mulai dari metode pengemasan agar lebih menarik, izin edar secara formal untuk bisa dipasarkan secara lebih luas dan teknik promosi baik dengan pembukaan tempat usaha yang strategis, kerjasama dengan grai oleh-oleh maupun pemasaran melalui sosial media.

Kata Kunci: Pendampingan, Pemasaran, Produk hasil bumi

INTRODUCTION

Kandangtepus Village, located in Lumajang Regency tepatnya di kecamatan Senduro Figure 1, on the slopes of Mount Semeru East Java, relies on agriculture and animal husbandry for their economy. Kandangtepus Village has an agricultural land area of 1750.96 Ha. It has a landscape divided into two parts; plains and hills. The main natural resource cultivated in Kandangtepus village is the golden banana named Kirana golden banana. Apart from bananas, the commodities cultivated in this village are coffee and cardamom. Residents of Kandangtepus also use their yard to plant chilies, cabbage, and others. In addition to natural resources in the agricultural sector, Kandang Tepus Village also excels in animal husbandry, cattle and goats.



Figure 1 Map of Lumajang Regency

Sumber (Pemerintah Kabupaten Lumajang, 2023)

The community has been running their business for years, but are experiencing difficulties in marketing and licensing. So that the amount of production is also low because of people's concerns about their unsold products. This is because, based on their experience so far, products that can be sold are still very minimal. For these problems, a solution is required related to marketing strategies. One of the marketing strategies so that the product can be widely known by the public and increase sales volume is through promotional activities (Amanah, 2015). Promotion is a marketing force for a product, therefore product promotion must be carefully planned, starting from packaging methods to make it more attractive, formal distribution permits to make it more trusted and to see opportunities for marketing methods both offline and online through social media (market place). (Amanah, 2015; Rezki & Hapsari, 2019). Marketing is one of the main activities that needs to be done to maintain business continuity. Marketing is also one of the overall systems of business activities aimed at planning, pricing,

promoting and distributing goods or services that satisfy the needs of both existing and potential buyers. So that the marketing of processed products is absolutely necessary, and cooperation from business people, the government and academia is needed. (Abdullah dan Tantri, 2015)

Various mentoring activities related to marketing strategy have been carried out and this illustrates that strategy in marketing is an important thing required by the business community to increase sales volume. Some community assistance related to marketing strategies includes "Marketing Management of Processed Products for PKK Members in Bangle Village, Kec. Lengkong Regency sleepy". This assistance aims to improve the welfare and independence of women in terms of their involvement in village development. (Anwar & Soim, 2022). Others is "assistance for marketing home industry products based on social media in an effort to empower housewives in Pringsewu district" (Fauzi et al., 2020), "Assistance in optimizing social media as a means of product marketing" (Raharjo & Prasetyo, 2018)

Kandangtepus village has many agricultural products such as vegetables, bananas and coffee. Apart from that, there are also animal husbandry products such as cow's milk and goat's milk, but their processing to become a product and their marketing are still very limited. Furthermore, this is also due to the fact that the majority of the community lacks the courage to process their agricultural products on a large scale due to concerns about potential losses. On average, sales are solely based on customer orders and are sold at relatively low prices with the principle of being able to sell even if the profit is very low. This situation leads some businesspeople in the community to consider that agricultural processing businesses are not lucrative or profitable. They sometimes even prefer to leave their agricultural products unprocessed, allowing them to rot. Following are some of the problems faced including;

1. Lack of agricultural product innovation in both the agricultural and livestock sectors.
2. There is no formal distribution permit
3. Packaging is still very simple
4. Production is still very limited
5. Lack of creativity in modifying product results
6. Lack of breadth of product marketing both offline and online.

This is due to the limited knowledge of the community as business actors in product sales. (Komalasari, 2020). Based on this condition, it is necessary to carry out assistance related to marketing techniques so that the number of sales increases. In an effort to overcome these problems, several things have been done, including those related to processed product innovations such as banana chips, banana pie, coffee cardamom, carrot nuggets and flavored milk. We label these products Kandangtepus Banana Chips, Kandangtepus Banana Pie, Tepus Special Cardamom Coffee, Aromatherapy Candle Coffee, Tepus Carrot Nuggets, and SUKA (Kandangtepus Milk). Furthermore, it is necessary to carry out marketing assistance efforts more broadly, so as to increase the number of sales and provide additional income for the community as business actors. The focus of the program is marketing techniques starting from making attractive packaging, managing distribution permits (PIRT) as well as offline

and online product promotions through social media. PIRT is a food production permit that is produced on a home industry scale that is determined by BPOM (Food and Drug Monitoring Agency) (Kurniawan & Astuti, 2018)

The initial stage of assistance is to provide training related to product packaging to make it look more attractive, then the handling of Home Industry Products (PIRT). It is intended that this processed product can be trusted by consumers because with the presence of a PIRT product, this means that the product receives comprehensive monitoring from the government. Furthermore, assistance with marketing techniques both offline by opening a place of business in a strategic location, collaborating with souvenir shops and online marketing through social media. (Nisa et al., 2018; Novita et al., 2020)

METHOD

Assistance is carried out using a Community Based Research (CBR) approach which is a transformative research approach. Research with the community or community to achieve social change. The principle of this method is to position the assisted communities as partners and agents of change. The focus of the CBR approach is the active role of the assisted community/community in planning, implementing and evaluating research results. The three main principles in this method are; 1) collaboration between researchers and the community, who are business actors in the Kendang Tepus village community, 2). Extracting information about community knowledge which is used as a reference in mentoring, 3) Social change occurs, in this case the assisted community is expected to have basic knowledge of marketing techniques to increase sales volume (Tim Penyusun CBR UINSA, 2019)

The steps of mentoring are carried out as follows;

Laying the foundations of research (Laying the Foundation)

Some of the things done at this step include the difficulty of the problem and the determination of research objectives. The same perception must be built at this stage so that all parties have the same expectations to achieve a change. The problem for the Kendang Tepus village community is the abundance of agricultural produce in the Kendang Tepus village, but this is not accompanied by high food production due to difficulties in marketing.

research planning

Research planning is carried out through Focus Group Discussions (FGD) to minimize the scope of the study and formulate the research design and the instruments used. Besides that, in order for the program to be achieved as it should, at this step a monitoring and evaluation method was also agreed.

Collecting and Analyzing of Data

Data collection was carried out through interviews with the local community. Further processing and analysis is carried out. The analysis was carried out using a descriptive exploratory approach to describe the reality on the field related with theoretical

studies which can then be drawn conclusions about the problems experienced by the Kendangtepus community.

Acting of Findings

This step is the step of program implementation, assistance for the Kendang Tepus community about marketing techniques, how products gain consumer trust and how they can be widely marketed, so that sales volume increases

RESULTS AND DISCUSSION

Assistance Implementation

Laying the Foundation. This step is carried out in an effort to build trust from the community. The activity begins with mapping the condition of the assisted communities through inculcation. Based on discussions with village officials and several local communities, that Kendang Tepus village has abundant agricultural and livestock products including golden bananas, vegetables, coffee, cardamom and milk. The current condition of one of the agricultural products, such as golden bananas, has been processed into chips, but production is still very limited due to difficulties in marketing. Besides that, processed products are still limited to only processed banana chips. Table 1 is the result of mapping the condition of the crops of the assisted community in Kandangtepus Village

Table 1 The condition of the of the Kandangtepus Village Community

Potency	Current condition
Abundant plantation and livestock products, among others; bananas, vegetables, cardamom, coffee and milk	<ul style="list-style-type: none"> • There are processed agricultural products, but not yet diverse, only banana chips, milk and coffee / There is no product innovation yet • Packaging is still very simple • Production is still minimal • Not yet extensive marketing • There is no distribution permit yet

Based on the results of mapping the condition of processed agricultural products in Kandangtepus village, it can be seen that the community already has processed agricultural products that are produced, but are still very limited to banana chips and are also produced on a small scale and even depend on orders. In addition, there is also coffee and milk. The low production of agricultural products into a product is influenced by several factors, one of which is related to marketing issues, so based on this consideration it was agreed to focus on assistance on how to widely market processed agricultural products from Kandangtepus Village and gain consumer trust, so that production can be increased in line with the large number of request.

Planning Step. Activities at this step are focus group discussions (FGD) between the service team, village officials, and the community which includes PKK

groups, farmer groups, BUMDES, and LMDH. Based on the FGD conducted, it can be seen that there are several obstacles for farmer groups in processing and marketing processed products, so processed production is not varied and limited. Marketing sometimes just waiting for orders. Based on these considerations, an agreement was obtained in assisting marketing techniques, related to how products can be trusted, attract consumer interest and be widely marketed. Figure 2 is an FGD activity with the community



Figure 2

FGD with Kendangtepus Community

Data collection and analysis stage. Data collection was obtained through observation and interviews. observation activities are carried out in the context of collecting data or information related to natural potential, the daily activities of the Kendangtepus village community to generate income, and the activities of community groups such as the PKK group of Kandantepus Village. The interview aims to find information on the problems faced by the Kendangtepus Village Farmer Group and other groups related to agricultural and livestock products and their processed products. Apart from that, information was also extracted regarding the wishes and expectations of the community for processed agricultural products. Furthermore, data analysis was carried out through FGD (Forum Group Discussion), FGD with village government, assisted communities (BUMD), Farmer Groups, LMDH, Karang Taruna, and PKK). In order to find community needs in related development of marketing techniques, FGDs were conducted before and after data collection

Action step/ action on research results. Based on the results of the analysis of field facts, it is known that the obstacles experienced by the Kendang Tepus village community regarding agricultural products are that the community experiences difficulties in marketing agricultural products. Research results related to product packaging are still very simple, that there is no distribution permit and marketing is still very limited, so it is difficult for businesses to process agricultural products to develop. Based on this consideration, assistance is needed regarding marketing techniques, and how the product looks more attractive, credible, and has a broad market. Mentoring activities are carried out with the principle of partnership in accordance with the CBR approach. This aims to maximize the role of the community, especially the communities in Kandangtepus Village. The community is expected to be the driving force (community-driven development) or the main actor.

furthermore, mentoring activities begin by providing training on marketing techniques, packaging design training, and product marketing assistance to community groups. This training is designed to increase the community's knowledge and skills related to product marketing. The material presented in the training included planning, organizing, directing, and marketing evaluation, as well as technical material on how to communicate with consumers and build cooperation with other business actors, such as souvenir centers. This training is based on several theories which say that HR (Human Resources) training and development is closely related to company performance. Therefore, to maximize the marketing of processed products, training and development of related human resources is needed. In the training, it was also agreed that the village government would also become a partner in marketing the processed products of the Kandangtepus Village Groups. Support from the village government is also a separate motivation for village group members in marketing their products. In addition, technically, the more stakeholders involved, the easier it will be for village group members to market their products. This is bearing in mind that a business will develop quickly if there are roles from three business actors, include the government, academics, and the business actors themselves.

Kendang Tepus Village is an area that produces vegetables, golden bananas, cardamom, and milk. Steps in an effort to increase sales volume begin with training in processing the product with various innovations as shown in Table 2.

Table 2 Innovations in processing agricultural products in Kandangtepus village before and after mentoring

Agricultural product	processing of agricultural products	
	Before mentoring	After mentoring
Carrot	-	Carrot nuggets
Golden banana	Banana chip	Banana chips with various flavors and banana pie
Fresh milk	-	Fresh milk with a variety of flavors
cardamom	-	Cardamom coffee powder
coffee	-	Aromatherapy coffee candle

The next step product packaging design training is conducted to make the product look more attractive. This training activity is expected to increase sales volume. Prior to the training, several things were agreed in advance regarding the materials

used and the equipment needed. Product packaging is planned to use good materials and be able to make the product more durable, in this case, the packaging uses plastic that is thick enough. Then, together with the community, the product is packaged using a vacuum sealer and then the product is labeled. Figure 1 is a number of processed products that have been packaged and labeled.



Figure 2. Processed agricultural products after mentoring (1) banana pie, (2) carrot nuggets, (3) Cardamom coffee powder (4) aromatherapy coffee candles, (5) Banana Chips, and (6) Milk variant

After packaging assistance, the product looks more attractive than before, that they are only wrapped in simple plastic without any labels that give the product's characteristics, and sometimes it is not even wrapped.

The next step is product marketing assistance, this activity begins by providing assistance to the community regarding how to obtain a distribution permit so that the product to be marketed can increase consumer trust as a food product that is proper and good for consumption. Then, to provide assistance related to marketing methods so that they are broader and can increase sales volume so that it also directly has an

impact on increasing income from processed agricultural products from the Kendangtepus community which are quite abundant and are expected to be able to improve the village economy. Marketing is done offline and online through marketplaces. The Kendangtepus community has been educated on selling techniques and seeing potential market shares such as opening stores directly in strategic locations, establishing cooperation with souvenir shops and then entrusting processed products, as well as participating in exhibition activities with the aim of promoting processed products so that they are more known by many people. Online marketing assistance is carried out starting by introducing methods of using social media or e-markets in selling a product

Reflection And Impact Of Change

Reflection is carried out in an effort to find out to what extent the program has had an impact on the community. Activities are carried out through monitoring and evaluation. As has been explained, the problem faced by the assisted community regarding processed products is difficulties in marketing, so the agricultural products of Kendangtepus Village are not very promising and there is no business development that can significantly increase the community's income.

Based on the results of the analysis, the stagnant development of community businesses is due to low production and the community does not understand good sales techniques so sales increase. So the community's competence in Technical Marketing is required to be improved, including how a product attracts consumer interest, is widely known, and is sold on a large scale. Training assistance begins with marketing management training, then pelatihan pengolahan product, packaging design, and then broad marketing.

So that the product can attract many consumers and increase sales, as well as gain public trust, one effort is to carry out a marketing strategy by making the product more valuable, including by increasing the quality of a product. including making innovations on a product, including processing methods, packaging methods, and distribution permits related to expiry times, information on the materials used, and halal information. So assistance is carried out starting with marketing management training, then training on product processing, packaging design, and then marketing methods

The impact of the changes after the assistance is that several processed products have obtained distribution permits, including Banana Chips, and Cardamom Ground Coffee. As for other processed products such as milk, they only have NIB. A product that will be widely marketed must have a distribution permit marked with no. PIRT. Prior to assistance, the community's understanding of product marketing was still very limited, so the community had difficulty marketing processed products which led to low production of processed products. Currently, after providing assistance, the community understands marketing techniques better, this can be seen from the existence of more diverse product innovations, the form of product packaging which is more attractive than before, and marketing on a wider scale. If at first the packaging was very simple and not even packaged, now all processed products have been packaged and labeled.

Marketing has also been carried out using several methods including offline marketing by selling directly to consumers either through collaboration with souvenir shops, opening outlets in strategic locations, and participating in exhibitions to promote processed products widely. Apart from that, online marketing is also carried out through various social media and e-markets which are currently well known by the public such as Tokopedia and Shopee and processed products from Kendangtepus Village agricultural products can be obtained easily through e-markets. Currently, production is also starting to increase, and the people of Kendangtepus village have enough confidence to produce processed products.

CONCLUSION

Community service activities are mainly for community empowerment. In this activity, the goal is to improve product quality so that the product has more economic value. In order to obtain quality products, a series of activities have been carried out starting from marketing management training, packaging training, and training on the use of popular media in product marketing and the things that must be prepared to get distribution results. In the process of its activities partners show extraordinary enthusiasm in participating in all activities. This can be seen from the acceptance of the assisted community with the companion team.

Mentoring activities are carried out according to the needs of the assisted communities, this means that the assisted communities are taught to understand their problems so that they are willing to try to find solutions to these problems. In addition, partners also do not feel used, because it often happens that partners' names are only used to obtain aid funds but the assistance never reaches the partners. Things like this are rarely done in program empowerment, because programs that appear often start from top-down, not bottom-up. This fact usually makes empowerment programs fail or not continue.

Furthermore, it is hoped that mentoring activities can continue by looking at the potential problems faced by the Kendangtepus village community, especially related to marketing techniques to increase the sales volume of agricultural products and processed products so as to increase community income.

to support small and medium enterprises, local governments need to continuously monitor and evaluate. Weak oversight resulted in programs from the center being stopped in the village elite. Local governments must be active in providing motivation and training to increase the knowledge and skills of small business actors. Thus, small and medium industries will be stretched which will be able to increase regional income.

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