

AKM GROUP OF BUSINESS ACTIVITIES THROUGH INCREASING THE CAPACITY OF DIGITAL MARKETING OPTIMIZATION AS AN EFFORT TO INCREASE THE VOLUME OF SALES OF LIVESTOCK PRODUCTS OF THE MURAI BATU

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ABSTRACT

This study aims to introduce and distribute knowledge about digital marketing strategies in the livestock sector, to provide comprehensive training and mentoring sessions, as well as calculation of the cost of goods. Optimizing digital marketing by conducting empowerment activities, including providing training on online marketing management skills (digital marketing) using the Social Media Marketing (SMM) system. The results of this study include increasing market opportunity capacity, product diversification/differentiation, as well as digital marketing to improve the mastery of digital marketing methods in the field of aviculture, the ability to use social media and market share applications with personal accounts to increase sales, calculation of the cost of goods, based on which A reasonable selling price is then determined with the desired profit, as well as a safe method of packaging for the birds to ensure their health and safety even if they are shipped out of town or off the island.

Keywords: *digital marketing, capacity building*

1. INTRODUCTION

Digitization has become a part of our daily routine. It forms the traditional way in which consumers and businesses interact with one another. Digitization, especially social media, is claimed to change consumer behavior (Kaplan and Haenlein, 2010), with important consequences for companies, products and brands (Muntinga et al., 2011). Consumers are spending more and more time online and using social media (Forrester Research, 2008; Nielsen, 2012).

Digital marketing and social media provide opportunities for small businesses to attract new customers and reach existing customers more efficiently. Even the starting point of digitization, broadband access has proven to bring significant opportunities for SMEs such as reaching new target audiences, improving performance and efficiency as well as increasing growth and competitiveness (Galloway, 2007; Shideler and Badasyan, 2012; Spurge and Roberts, 2005). In addition, internet use can benefit SMEs by reducing costs (Chong and Pervan, 2007; Kaynak et al., 2005; Lohrke et al., 2006) and facilitating internal and external communication (Bharadwaj and Soni, 2007; Chong and Pervan, 2007). ; Eriksson, Hultman and Naldi, 2008; Kaynak et al., 2005).

In this community service activity, we will partner with hamlets in Klaten Regency. Banjarjo is one of the hamlets located in Kragilan Village, Gantiwarno District, Klaten Regency. Profile of the Banjarjo hamlet, its residents have a business for the Murai Batu bird, which is quite popular among bird lovers. The focus of the business is the Medan Batu Murai bird, which has a short tail with good sound quality when used for bird chirping competitions. The advantages of short-tailed Murai Batu birds include the bird's stamina is stronger because it has a short tail, its movement is more agile, it can print its tail, large body, its tail is rarely faked because the interest is not among collectors but indeed for competitions, and the price is more affordable than long tails. Based on these advantages,



Figure 1. Condition of Livestock Birds 1



Figure 2. Condition of Livestock Birds 2



Figure 3. Condition of Bird Livestock 3

Murai Batu Bird Farm Mr. Haryono is one of the pioneers in the business of bird farming since 2010 which then involved several community parties in Banjarjo Hamlet to learn together to breed birds. Until now, there are about five business people under the care of Mr. Haryono. In the beginning, Mr. Haryono did breeding birds of various types, such as Canaries, Starlings, and Stone Murai Birds. However, because there are few enthusiasts and the selling price falls on Canaries and Starlings, currently only focusing on breeding the Batu Murai with the short-tailed Murai Batu Medan.

Based on the results of surveys and interviews at the Batu Murai Bird Farm, Mr. Haryono has 18 pairs of brood birds. On average per month can produce chicks of 8 pairs to 9 pairs. The price per pair reaches Rp. 2,500,000.00 – Rp. 2.800.000.00. However, due to the Covid-19 pandemic conditions have changed business behavior. Even according to the results of the Katadata Insight Center (KIC) survey that this pandemic condition caused 63.9% of the affected MSMEs to experience a decline in turnover of more than 30% seen from a survey conducted on 206 MSME actors in Jabodetabek (Katadata.co.id, 2020) . Thus, the current selling price per pair has dropped to Rp.1,500,000.00 – Rp. 2,000,000.00. The cost of feeding birds every day ranges from Rp. 20,000-Rp. 25,000, 00 per day for 18 pairs of birds with the type of food in the form of crickets, kroto (ant eggs), caterpillar cages (racing). The decline in selling prices is also proportional to the difficulty of marketing products to the wider community so that livestock piles up. This problem is due to the lack of good enough knowledge about marketing strategies. Because so far the livestock business has only relied on traditional marketing and marketing using social media only uses the WhatsApp application so it still cannot target the wider community.

The start of the Murai Batu bird farming business in Banjarjo Hamlet demands optimization in all areas of business planning and management. Not only optimization in the field of production and yield management, but also demands how to expand the

market through opening up new opportunities that may not have been previously explored by MSME scale bird breeders. The development of wider marketing potential will have an impact on increasing business turnover and farmers' income. So that it also increases the enthusiasm of farmers to develop their business by opening a wider market.

This market expansion does not only reach potential consumers in the Dusun Banjarjo area, but also reaches the national market. Another hope, apart from being able to reach a wider range of potential consumers, efforts to expand the market through digitalization of marketing in the bird farming sector can also attract new potential partners, and an opportunity to form a strong community among breeders in the surrounding area.

The introduction and distribution of knowledge about digital marketing strategies in the livestock sector is provided through various comprehensive training and mentoring sessions. Through field observations and initial interviews by business people, it can be formulated several points that become the main problems, namely not having good knowledge, abilities, and skills about market aspects and effective and optimal marketing strategies. Meanwhile, to be able to manage a livestock business, one must be able to understand the market, and explore various market opportunities that exist for optimal sales of livestock production, both within the local and national scope.

The Murai Bird livestock business in Banjarjo Hamlet also does not have the knowledge, ability and skills to use social media and applications to market livestock products. In fact, it can open up marketing opportunities to a wider range of consumers, as well as potential new partnership opportunities. Therefore, the objectives to be achieved from capacity building regarding digital marketing in increasing market opportunities for the production of Murai Batu cattle are: (1) Providing an understanding of market opportunities regarding product diversification/differentiation, (2) Providing knowledge about digital marketing for improve the ability to master digital marketing methods in the livestock sector, and (3) Increase the ability to create personal/business accounts in the livestock sector. The benefit that will be obtained from this capacity building is that partners will have good knowledge, abilities, and skills about market aspects and effective and optimal marketing strategies. In addition, partners will be able and skilled in using social media and applications to market their livestock products, so it is expected that sales will increase, and income will also increase.

In addition to marketing problems, there were several findings of problems faced by partners that became obstacles to the development of Murai's livestock and trading business with partners, namely not being able to calculate the cost of goods, which was then used to determine a reasonable selling price with the desired profit and packaging methods that were not safe for delivery. out of town.

2. METHOD

This Community Service (Abdimas) activity was carried out at the Murai Batu Bird Farming Business Group in Banjarjo Hamlet, Klaten Regency. The implementation method to solve the problems that exist in community service for optimizing digital marketing is by holding activities in the form of empowerment which includes providing online marketing management skills training (digital marketing) with the Social Media Marketing (SMM) system.

The Social Media Marketing (SMM) system is a type of digital marketing that is carried out by utilizing social media networks to reach customers and communicate company messages. Several types of social media that are popular and proven efficient to be used as marketing platforms, namely Instagram, Twitter, Facebook, TikTok.

Referring to the context of the form of empowerment, the materials to increase the capacity of digital marketing are given to bird breeders in the form of:

- Lecture on market opportunities regarding product diversification/differentiation
- Lecture on digital marketing to improve the ability to master digital marketing methods in the livestock sector
- Training on the implementation of digital/online marketing or digital marketing with the SMM system.
- The practice of assisting digital marketing-based product marketing using a smartphone.

In this community service activity, the flow of activities used refers to the problem-solving framework as follows:

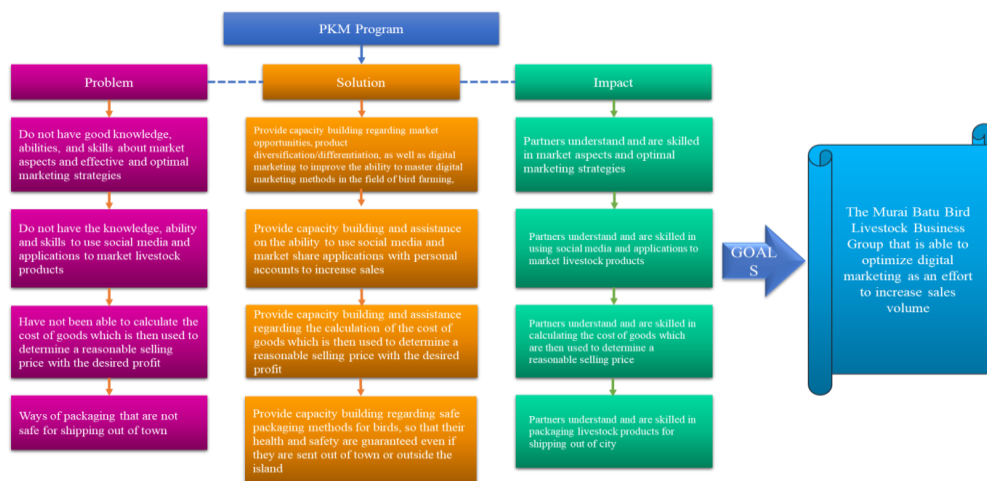


Figure 4 Problem solving framework

3. RESULTS AND DISCUSSION

3.1 Capacity building regarding market opportunities, product diversification/differentiation, and digital marketing to improve the ability to master digital marketing methods in the field of bird farming

This activity was carried out at the partner location of the Murai Batu Bird Farming Business Group in Banjarjo Hamlet, Klaten Regency by involving all members of the proposer team. The process of giving directions and related materials is carried out for 2 days (starting at 08.00-12.00 WIB). The training method is carried out through two-way face-to-face teaching between the tutor and the audience, using focus aids, laptops, PPT materials, whiteboards, and various examples of teaching aids. This training session is directed at providing material on product diversification, general marketing strategies, marketing mix, and examples of marketing applications in general business and livestock business.

The first material on market opportunities is targeted to provide audience insights and views in the field of marketing. So that the audience (target partners) are able to open their eyes to the various opportunities that exist around them and are able to work them into potential that will be profitable and able to improve the livestock business they manage.

Furthermore, the second material on digital marketing is targeted to provide understanding to breeder partners, that the world of digital marketing also has the potential to be utilized for the development and expansion of the target market. It is hoped that breeder partners have adequate knowledge regarding digital marketing materials that will be explained and are able to capture urgent points in marketing promotions in digital marketing application media that are more focused on the Social Media Marketing (SMM) system.

Capacity building and assistance on the ability to use social media and market share applications with personal accounts to increase sales

This activity was carried out at the partner location of the Murai Batu Bird Farming Business Group in Banjarjo Hamlet, Klaten Regency by involving all members of the proposer team. The training process was carried out for 2 days (starting at 08.00 to 15.00 WIB). This training method is carried out through a combination of tutorials and hands-on practice. Practice is carried out through observing work on creating social media accounts in applications and facilities that can be used in digital marketing, namely Instagram, Twitter, Facebook, TikTok. The practice is carried out with assistance by the PKM team and 3 students. This activity is equipped with a monitoring process carried out every 2 weeks in parallel with members of the PKM team. The steps for creating a TikTok account are as follows:

1. Sign in to the TikTok app

2. Click profile in the bottom right corner
3. Select the registration option. You can use your mobile number or email, facebook, google account to register on TikTok
4. Fill in according to the command shown
5. Done, your tiktok account is ready to use

Capacity building and assistance regarding the calculation of the cost of goods which is then used to determine a reasonable selling price with the desired profit

This activity was carried out at the partner location of the Murai Batu Bird Farming Business Group in Dusun Banjarjo, Klaten Regency by involving all members of the proposer team. The process of giving directions and related materials is carried out for 2 days (starting at 08.00-12.00 WIB). The training method is carried out through two-way face-to-face teaching between the tutor and the audience, using focus aids, laptops, PPT materials, whiteboards, and various examples of teaching aids. The purpose of calculating the basic price is so that the livestock business group can determine the price of the products that have been made, so that the target in product marketing will be in accordance with the desired target, the livestock products that will later be sold can achieve the targeted income, and maximize profits or profits accordingly.

Increased capacity regarding safe packaging methods for birds, so that their health and safety are guaranteed even if they are sent out of town or outside the island

This activity was carried out at the partner location of the Murai Batu Bird Farming Business Group in Dusun Banjarjo, Klaten Regency by involving all members of the proposer team. The training process is carried out for 2 days (starting at 08.00 to 15.00 WIB). This training method is carried out through a combination of tutorials and hands-on practice. Practice is carried out by observing the safe packing of livestock products. The practice is carried out with assistance by the PKM team and 3 students. This activity is equipped with a monitoring process carried out every 2 weeks in parallel with PM team members. The proposed packing method is as follows:

- a. Prepare the bird with a strong but perforated packing so that the bird can breathe freely. Make sure the volume of the bird container is sufficient but not too large so that it can reduce costs.
- b. Prepare a solid feed of Kroto or crickets that have their legs removed.
- c. Prepare cotton that has been covered with water for drinking intake for birds
- d. Prepare bird netting to be safe and birds are not stressed.
- e. Pack it neatly

4. CONCLUSION

Digitization has become a part of our daily routine. Consumers are spending more and more time online and using social media. This forms the traditional way of living in the village of Kr. Stone Murai Bird Farm. Mr. Haryono is one of the pioneers in the bird farming business since 2010 which then involved several community parties in Banjarjo Hamlet. However, because there are few enthusiasts and the selling price falls on Canaries and Starlings, they are currently only focusing on breeding birds together.

The start of the Murai Batu bird farming business in Banjarjo Hamlet demands optimization in all areas of business planning and management. So that it also increases the spirit of breeders to develop their business by opening a wider market. The Murai Bird livestock business in Banjarjo Hamlet also does not have the knowledge, ability and skills to use social media and applications. In fact, this can open up marketing opportunities to a wider range of consumers.

This Community Service (Abdimas) activity was carried out at the Murai Batu Bird Farming Business Group in Banjarjo Hamlet, Klaten Regency. The implementation method to solve the problems that exist in community service for optimizing digital marketing is by holding activities in the form of empowerment which includes providing online marketing management skills training (digital marketing) with the Social Media Marketing (SMM) system. Several types of social media that are popular and proven to be efficient for use as a marketing platform, namely Instagram, Twitter, Facebook, TikTok.

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