

# THE SCE BASED STRATEGY THROUGH GREEN MARKETING ON CORN SUPPLY OF NORTHERN LAMPUNG

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## ABSTRACT

*The agricultural sector in Indonesia plays an important role in efforts to increase the socio-economic growth of the community. However, at this time the agricultural sector in rural areas is still less effective and still depends on marketing traditions that are bound by middlemen. agriculture can have the ability to generate increases in the income of the sale and purchase price of the harvest without relying on middlemen. **purpose:** This service aims to develop the corn agricultural sector in an effort to improve the welfare of rural communities, especially in North Lampung Regency towards a more equitable direction and provide new knowledge about new products as business opportunities, namely based on green marketing with the use of green marketing of unused corn leaves as a process of planting and eco-friendly marketing*

***Methods:** The achievement of these goals can be done through assistance with socialization methods, forming communities, and evaluating program results. **Analysis data:** The Central Statistics Agency (BPS) noted that throughout 2017 the maize agricultural sector of North Lampung Regency had a land area of 40,629 hectares with a production output of 206,253 tons.*

***Result and discussions :** The amount of corn production in North Lampung Regency cannot be separated from the role of the supporting villages for corn production, one of which is TalangBaru Village. **Conclusion :** Active contribution as an effort to exploit and utilize the agricultural sector adheres to a green marketing strategy to maintain environmental balance during the planting process to post-harvest and post-sales.*

**Keywords:** Rural Economy, Agriculture Sector, North Lampung Regency

## 1. INTRODUCTION

TalangBaru Village, North Sungkai Subdistrict, North Lampung Regency, Bandar Lampung Province, is an area known as the earth of agribusiness and has the potential to be developed to a larger scale with several agricultural products, one of which is secondary crops such as corn. The existence of abundant natural resources (SDA) and human resources (HR) is utilized through the exploitation and utilization of the agricultural sector as one of the main supporters in the economic growth of rural communities. This is an effort to implement the motto "GertakSaburaiSikep" which is a simplification of "Gerbang Sakai SambaianLampuraSikep", where the North Lampung

Regency government mobilizes its people to contribute through mutual cooperation for the realization of economic growth and development in rural areas. The hope of the motto is to increase the income of rural communities through the use of agricultural land as a potential economic sector.

North Lampung Regency is relatively far from the provincial capital so that the economy of the majority of its population still relies on the use of Natural Resources (SDA) to meet their daily needs. The exploitation and utilization of agricultural land in rural areas with various food commodities is one of the sources of livelihood in indigenous communities. Based on the consideration of data from the Central Statistics Agency throughout 2017, the maize agricultural sector of North Lampung Regency has a land area of 40,629 hectares with a production output of 206,253 tons. The amount of corn production in North Lampung Regency cannot be separated from the role of the supporting villages for corn production, one of which is TalangBaru Village. From these details, the Central Bureau of Statistics of North Lampung Regency stated that the corn commodity is quite developed and will continue to increase every year. Of course this can be a major contribution to improving the welfare of rural communities, especially the people in TalangBaru Village. Basically, the economy will be considered to experience growth if the use of production factors in a certain year is greater than the previous year. According to Salmon and Stewart (in Irandust and Bamdad, 2014), green marketing is a marketing strategy that supports the environment by creating benefits for the environment. , it is based on what consumers expect. From this explanation, it can be concluded that green marketing is a strategy that is applied in the process of selling products based on environmental benefits. Green marketing is closely related to the supply of corn, because from the planting process to selling the crops through middlemen, farmers interact directly with nature through the media of land. Therefore, it is appropriate for corn farmers to support a green marketing strategy on corn crops, because corn is one of the plants that has many economic opportunities if it can be used innovatively and creatively.

However, until now the majority of farmers in TalangBaru Village have quite complicated problems. The marketing system of the corn supply which is still less effective is the common thread of this problem. This happens because farmers still depend on the tradition of marketing their crops through middlemen. A middleman is a collector who buys crops from farmers who then distributes them to large agents. considered very cheap. In setting the purchase price, the middlemen offer a number of rupiah with a nominal amount in accordance with their respective wishes, of course this is able to reduce the selling price of corn supplies from farmers. Other than that, the main problem that the people of TalangBaru Village complain about is that often payments from the sale of corn supplies from middlemen experience delays in payment so that the nominal

value of the sale proceeds for farmers will be received in the future. Regarding green marketing, until now there are still many corn farmers who do not understand the importance of implementing environmentally friendly products. This can be seen when the use of herbicides in preparation without tillage, fertilization that does not take into account the results of soil and plant analysis, and burning after harvesting. In long-term use, of course, it will have a significant impact on the environment and worry various parties.

Departing from the main problem, it can be concluded that to increase the economic growth and development of farmers in rural areas, it is necessary to have an SCE-based agricultural marketing system (Socialization, Community, and Evaluation). The development of a community-based agricultural marketing system can be implemented through outreach to corn farmers in TalangBaru Village through green marketing efforts. Furthermore, as a form of effort that can be done is to gather village farmers in a community known as the Nawasena community which has the ability to penetrate the door of direct sales to large agents while continuing to prioritize green marketing strategies to get a balanced market price for the realization of prosperity, people and food self-sufficiency in accordance with the regulation of the minister of agriculture number 16/permentan/OT.140/2/2008. The evaluation stage can be carried out after post-harvest and post-sale. Generally, farmers burn crop residues after the harvest period ends, of course this is not very friendly to the environment. The solution to this problem is to teach about the use of unused waste as an implementation of green marketing. The next evaluation is related to the comparison of the economic results obtained by farmers when selling corn through middlemen with joint sales directed directly to large agents. Activities and problem-solving plans are prioritized for the development of the maize agricultural sector in improving the welfare of rural communities, especially in North Lampung Regency towards a more equitable direction. This welfare can be achieved through the sale and purchase price of farmers' harvests that are balanced and not tied to middlemen so that it is expected to be able to improve the standard of living and quality of life of the community concerned with a relatively small income gap. Green marketing aims to maintain environmental balance, from planting to post-harvest and post-sale.

## **2. IMPLEMENTATION METHOD**

The implementation of this activity was carried out in TalangBaru Village, North Lampung Regency which aims to help obtain profitable results for village farmers in selling their crops without relying on middlemen. in this service using the method in an SCE-based strategy (Socialization, Community, Evaluation).

No	Problem	Method used	Destination	Success indicator
1	Farmers in Talang Baru Village still use local traditions in selling their crops, namely relying on middlemen	Socialization: this counseling was carried out with the main target being village farmers and attended by an average of 60 participants who were from every RW in TalangBaru village by providing extension materials by the implementing team that could assist in distributing new knowledge about the system. very profitable marketing in the sale and purchase of crops	Village farmers are expected to have knowledge in selling their crops independently without relying on middlemen	Farmers will get a balanced price in selling their crops
2	Farmers still lack knowledge in terms of how to sell their crops in order to get a balanced price	Community: village farmers will be gathered and formed into a community called Nawasena with the aim of getting direction from the implementing team that collaborates with the Village Youth Organization in realizing the SCE-based strategy. By selling their crops together in order to get a balanced price along with very affordable expenses This program has been running from October 2021 until now	it is hoped that later it will be able to change the mindset of village farmers regarding the dependence of local marketing traditions that still depend on middlemen and know the risks if they continue to sell their crops with middlemen	Village farmers will know how to sell their crops using an SCE-based strategy
3.	Village farmers are not aware of the use of the SEC-based strategy program through green marketing on corn supply	Program evaluation: village farmers will evaluate success together with the implementing team, namely students and work together with village youth organizations in running ESC-based programs And can find out about environmentally friendly marketing and planting	Village farmers can manage their harvests optimally and can increase business opportunities through green marketing on consumable corn leaves as the main ingredient for environmentally friendly crafts.	Farmers get a price balance and can produce products and the emergence of new business activities in the direction of a more viable economy and can improve the welfare of rural communities towards a more equitable

### Preparation

The mechanism for implementing SCE-based strategy program activities in the form of socialization, community, and evaluation include:

- Socialization
 

The socialization aims to approach the village community with the following materials that have been prepared:

  - a. Effective and profitable marketing system
  - b. SCE-based marketing prospects in getting a balanced selling price
  - c. The importance of independence in selling crops without relying on middlemen
  - d. Utilization of green marketing unused corn leaves as an environmentally friendly planting and marketing process

#### **Procedure**

- Community
 

Community is a program to achieve the expected results, among others:

  - a. Carry out field technical coordinators with the companion team, namely students and youth organizations from the TalangBaru village management to prepare the community to be carried out
  - b. Conducting joint discussions in predicting the sale and purchase price of a decent and balanced harvest
  - c. Practicing marketing strategies together to sell their harvests to large stalls with more affordable expenses
  - d. Practicing the management of consumable corn leaves as an environmentally friendly craft product

#### **Implementation**

- Program evaluation
 

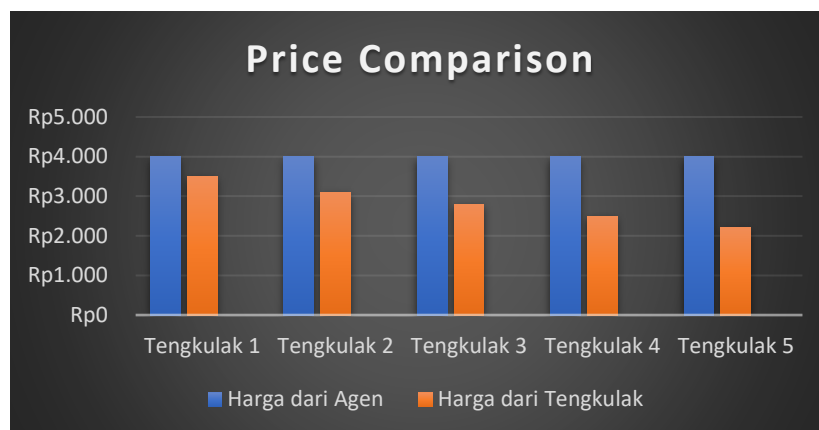
Evaluating aims to determine the indicators of program success

  - a. Holding a big meeting in Gor village which was attended by the community and the companion team, namely students and youth groups before the harvest arrived
  - b. Analyze the success of SCE-based marketing programs every 3 months
  - c. utilization of unused corn husks as the main ingredient in making environmentally friendly crafts.

### **3. RESULTS AND DISCUSSION**

Based on the results and discussion that agriculture in Indonesia is one of the sectors that greatly impacts the economy in rural areas, especially TalangBaru Village, North Sungkai District, North Lampung Regency, Bandar Lampung Province, which is an area known as the earth of agribusiness and has the potential to be developed to a large scale. which is bigger with several agricultural products, one of which is secondary crops in the form of corn. Therefore, some people in TalangBaru Village work as farmers in fulfilling their daily lives, but the marketing system is still not effective so that farmers are still

bound with middlemen. As a result, they get a very low purchase price because village farmers do not know the market price. Hasanuddin's study (2009) explains that farmers can fall into poverty because of their relationship with middlemen and therefore very high dependence causes farmers to have no other choice and farmers only sell their crops even though the purchase price is so low that this greatly affects the income of rural communities. Mahmuda (2014) stated that farmers as peasants or people who carry out economic activities only to meet daily needs, it can be said that the position of farmers is very weak where the presence of these middlemen has a strong enough influence. Not only that, working with middlemen has risks, namely: 1) not optimal in terms of economies of scale; 2) it contains risks and uncertainties; 3) farmers tend not to increase their capacity as producers. As a material for consideration and proof, the researcher compares prices from large agents to several middlemen, the following data is depicted in the form of a bar chart:



From the bar chart it can be concluded that the price offered by the agent is quite large for corn per kilogram, but the role of the middlemen greatly takes advantage of the prices set by the big agents, so that the farmers also get a very low purchase price for the harvest. This is what causes farmers to suffer losses when the harvest arrives because it is not in accordance with the costs that have been incurred during the corn planting process.

Therefore, it is necessary to have the right solution in predicting the sale and purchase price of a balanced harvest, namely with an ESC-based strategy through Green Marketing on corn supply in North Lampung district. SCE or (Socialization, Community, Evaluation) is a village community service program carried out by a group of students and in collaboration with youth organizations in helping to create a better community economy and can improve the welfare of rural communities towards a more equitable direction. In this program, a community called the Nawasena community was created which means a brighter future which means that it is hoped that later after this program,

it can help the community in achieving their equal life towards a better direction. New insights about an effective marketing system without relying on middlemen, this socialization was attended by an average of 60 people from every RW in TalangBaru village. This socialization took a long time, about 3-5 hours to deliver detailed material on an effective and profitable marketing system for village farmers.

After further socialization, the Nawasena community is directed to realize an SCE-based strategy by discussing together and accompanied by a team of mentors and youth groups in predicting a fair and balanced harvest sale and purchase price as well as practicing marketing strategies together to sell their harvests to large stalls with more affordable expenses including determining the operational costs of transportation. Next to evaluating the programs that have been implemented, the village community and the companion team will hold a large meeting and analyze effectively the indicators of success for the program that has been carried out every 3 months after harvesting, this evaluation is expected to be able to know the advantages of getting a balanced sale and purchase price of harvest.

Lampung Province is the 3rd highest corn producer nationally with a corn harvest yield of 2.83 million tons from a harvested area of 479.9 thousand hectares, one of which is North Lampung Regency, precisely in TalangBaru Village, which contributes to the production of shelled corn. land by cleaning from weeds and crop residues before then plowing to a depth of 15-20 cm and followed by harrowing the soil twice to make the soil more loose and even so that it is ready for planting, after being ready to be planted, the corn seeds must also be prepared and adjusted. with soil type, climate, and land conditions of each region. Corn planting in Lampung province is carried out in dry rainfed land irrigation and watering on corn plants is rarely done by farmers. In addition, corn planting is usually done at the beginning of the rainy season so that the soil becomes moist and corn plants no shortage of water. Harvesting of corn is done after the corn is 110-120 days after planting and then it is ready to be harvested and ready to be sold. The price level that applies at the factory depends on the quality and water content contained in the corn, while the price ranges between IDR 2,000 - IDR 4,000 per kg

Corn is one of the sources of income in meeting the needs of the TalangBaru village community which is relatively very far from the provincial capital, therefore the community is very utilizing the crops. Besides corn having a very important role in helping the economy of rural communities, corn can also be processed into a new business by utilizing the results of unused corn husks as a form of business from green marketing . According to the American Marketing Association (AMA) in Hawkins and Mothers Baugh (2010:94) defines green marketing as an activity to market products in an environmentally friendly way, including modifying products, changing production processes, changing packaging and even changing promotion methods. The goal of green

marketing is not only to see profit as the main goal. but also an additional concern for the environment. The company is expected to encourage good habits of consumers to care about the environment. The difference between green marketing products is not only in the raw materials used. Green marketing is assessed from production to the way to provide products without harming the environment. This surplus value is expected to form the interest of potential consumers so as to generate consumer interest in buying. According to Riviera (2007) in Sumarwan et al. (2012:216) which states that companies implementing a green marketing strategy must integrate conventional approaches (marketing mix) consisting of products, prices, places or distribution channels, and promotions. The green marketing mix consists of:

- Environmentally Friendly Products Suwarwan et al. (2012:235) classifies an environmentally friendly product as a product that uses materials that are safe for the environment, energy efficient, and uses materials from renewable resources. The production process is carried out in a way to reduce the negative impact on environmental pollution, starting from production, distribution channels and up to when it is consumed.
- Premium Price Tiwari et al. (2011:3) argues that the implementation of a green marketing strategy will set a higher price compared to the price of competing products on the market. The factor that causes the price of environmentally friendly products to be more expensive is the costs incurred by the company implementing green marketing. for consumers. Environmentally friendly distribution channels must pay attention to the convenience of consumers in obtaining products without having to spend a lot of energy and fuel. Some companies that produce environmentally friendly products sell their products through authorized distributors to maintain premium product quality.
- Green Promotion The key to a green marketing strategy is credibility. Promotion of environmentally friendly products can change consumer habits

Utilization of unused corn leaves can be one of the business opportunities in getting additional income to meet daily needs, unused corn leaves are usually just left alone or after the harvest is finished they will be burned by the villagers, of course this causes air pollution. when in fact unused corn leaves have a high economic value that can be used as handicrafts as the main ingredient in environmentally friendly crafts, but some people do not know the knowledge of the use of unused corn leaves. Therefore we offer an SCE-based strategy through green marketing on corn supply in North Lampung district  
As one of the uses of non-consumable corn leaves through environmentally friendly green marketing, here are some uses:





Unused corn leaves or midribs that have strong and tight elongated fibers that are suitable for making food wrappers. It also has a distinctive aroma, the smell is similar to pandanus that appears during the cooking process. Many sweet snacks are wrapped in midrib or corn leaves, for example, diamonds, pudak, and lunkhead. And usually priced at 15 thousand per pack with 12 pieces. Therefore, it can be a source of income in meeting the daily needs of the TalangBaru village community

Utilization of consumable corn leaves can also be used as souvenirs such as the following:



#### 4. CONCLUSION

The obstacles faced in this activity are the marketing system that is less effective and still depends on the middlemen and the lack of knowledge of the village community about the use of corn leaves that are not used up in creating new business opportunities.

From this service activity, it is expected to increase the knowledge of village farmers to be able to sell their harvests independently without relying on middlemen, and

to be able to find out for the use of corn leaves that are not used up through SCE-based strategies through green marketing on corn supply in North Lampung district.

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