

Empowering Farmers: Leveraging Digital Platforms to Enhance Sales at Koperasi Petani Jaya Makmur

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Abstract

Koperasi Petani Jaya Makmur is a cooperative that produces various processed food products such as vegetables, fruits, and various spices. Established in 2020, one of its flagship products is a new variety of papaya. However, to date, the cooperative has not had an official promotional website, which has limited the dissemination of information and sales to the broader public. One effort to enhance marketing to the public is by building a website as a digital marketing medium containing product information, activities, news, and more. The website creation process begins with collecting as much data as possible for content, followed by building the website and hosting it on a server using the official business domain. A website administrator is responsible for managing the website and its content. The website is expected to increase the cooperative's visibility among the general public in Indonesia and serve as the primary source of information for the cooperative.

Keywords: Website, Marketing, Digital, Cooperative

1. INTRODUCTION

Koperasi Petani Jaya Makmur is a cooperative that produces various processed food products such as vegetables, fruits, and spices. Officially established in 2020 with registration number AHU-0002220.AH.01.26.YEAR 2020, one of its current flagship products is the new variety of Hawaiian papaya. However, the cooperative has yet to establish an official promotional website, which has limited the dissemination of information and sales to the broader public.

The main issue faced by the cooperative's farmer members is the fluctuation in horticultural prices, particularly vegetables, which have seen price drops of up to 90%. This situation has led farmers to be reluctant to harvest, as the cost of harvesting exceeds the selling price. Additionally, the low level of information technology skills among the farmers, whose average age is over 50, poses a challenge. In today's era, information technology is crucial for farmers to expand their consumer networks and increase agricultural productivity. Furthermore, the use of information technology can enhance the economic creativity of farmers.

One effort to improve marketing to the public is by building a website as a digital marketing medium containing product information, activities, news, and more (Erny, Rachmawati; Amir; Achmad, 2024). The website creation process begins with collecting as much data as possible for content, followed by building the website and hosting it on a server using the official business domain. A website administrator is responsible for managing the website (Roger S, 2005) and its content (Rani & Padmalosani, 2019). The website is expected to increase the cooperative's visibility among the general public in Indonesia and serve as the primary source of information for the cooperative.

2. METHOD

The process of creating a website for digital marketing at Koperasi Petani Jaya Makmur Indonesia was carried out through the following steps:

1. Coordinating with the partner regarding the technical implementation of website creation.
2. Preparing the necessary equipment and facilities, such as computers, internet connections, and website domain and hosting.
3. Collecting the required data to be included in the website.
4. Building the website using a content management system like WordPress.
5. Hosting the website and connecting it to the domain.
6. Testing the accessibility of the hosted website via the internet.
7. Training the operator or admin who will manage the website.
8. Evaluating the entire community service activity.

The website creation method used is the waterfall method (Hidayati & Sismadi, 2020). The waterfall method is a software development approach that emphasizes systematic, sequential steps in building an application. This model is also known as the "Linear Sequential Model." The approach through this method is analogous to a waterfall, where each process is carried out sequentially, from needs analysis to system testing.

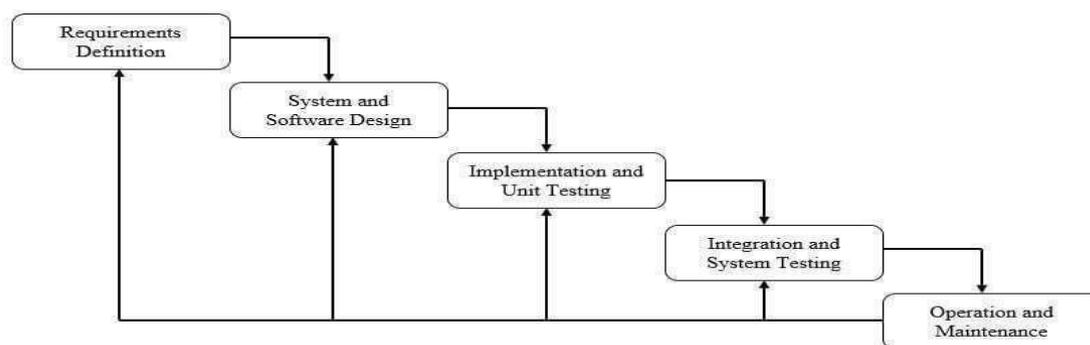


Figure 1. Waterfall Model System Development Method

1. Analysis: This involves preparing and analyzing the requirements of the website to be created. Information and insights are obtained through observation or interviews with the partner.
2. Design: Aims to provide a clear picture of the layout and sitemap to be created.
3. Coding: Writing the program code using a Content Management System.
4. Testing: Ensuring all functions work correctly.
5. Maintenance: Regularly updating the website content.

3. RESULT AND DISCUSSION

The community service activity conducted at Koperasi Petani Jaya Makmur took place on May 24, 2024, at the home of the cooperative's chairman in Kramat Village, Kembaran District, Banyumas Regency. The meeting was a follow-up to previous discussions to socialize the plan for creating the cooperative's website and the development and marketing of products from cooperative members.

After the meeting, the community service team discussed with the chairman and members of the cooperative regarding the content to be included in the website. The required data included the history of the cooperative's establishment, vision and mission, products and services, gallery of cooperative activities and members, and more. (The cooperative's website page is included in the appendix.)

The cooperative's website has been registered with an internet hosting provider under the domain name <https://kpmi.co.id/>. In addition to having a domain named 'kpmi,' this community service activity has also created several online media platforms to promote and market the products managed by Koperasi Petani Jaya Makmur Indonesia, including TikTok, Instagram, YouTube, and Shopee.



Figure 1. Empowerment Activities

Training for the development of the created website included setting up TikTok, Instagram, YouTube, and Shopee accounts, aiming to expand the business and market reach of the cooperative's products, including:

- a. Expanding market reach: Local agricultural products can gain wider recognition.
- b. Connecting with the younger generation: Digital platforms are more popular among millennials and Gen Z.
- c. Cost-effective promotion: Digital marketing is cheaper than traditional promotion.

Creating a TikTok Account to Build a Brand with Creative Content. Activities to prepare for the TikTok account include:

a. Content types:

- Harvesting or packaging processes.
- Product education (e.g., plant care tips).
- Trends or challenges (#challenge) related to cooperative products.

b. Tips for success on TikTok:

- Use current music and trends.
- Post consistently, 2-3 times per week.

- Use popular hashtags, e.g., #PertanianIndonesia #KoperasiPetani.

The Instagram Account Aims to Showcase Attractive Visuals. Preparation for creating and developing the Instagram account includes:

a. Content types:

- High-quality product photos.
- Stories of cooperative members (storytelling).
- IG Stories for flash sales or highlighting flagship products.

b. Tips for success on Instagram:

- Use Instagram Shopping to facilitate purchases.
- Engage with the audience through polls, quizzes, or Q&A.
- Post regularly, 3-5 times per week.

The YouTube Account Can Serve as a Platform for Educational and Documentary Content. Preparation for developing the YouTube account includes:

a. Content types:

- Tutorials on using cooperative products (e.g., organic fertilizer).
- Documentation of cooperative activities (e.g., annual meetings, bazaars).
- Success stories of cooperative member farmers.

b. Tips for success on YouTube:

- Create videos with an ideal duration of 5-10 minutes.
- Optimize YouTube SEO with relevant titles and descriptions.
- Add subtitles to reach a broader audience.

The Shopee Account Aims to Increase Sales of Cooperative Products. Preparation for designing the Shopee account includes:

a. Suitable products for sale:

- Fresh products: vegetables, fruits.
- Processed products: honey, chips, chili sauce.
- Small equipment: plant seeds, organic fertilizer.

b. Tips for success on Shopee:

- Use free shipping promotions.
- Offer discounts during major events.
- Optimize product descriptions with relevant keywords.

6. Digital Platform Integration Strategy

a. Cross-promotion: Use TikTok or Instagram to direct audiences to Shopee.

b. Integrated campaigns: Launch the same campaign across all platforms to increase brand awareness.

c. Leverage analytics: Monitor content performance to identify effective strategies.

4. CONCLUSION

The community service activity titled "Enhancing Horticultural Product Sales through Digital Marketing at Koperasi Petani Jaya Makmur" has been successfully carried out with the following results:

1. Increased Knowledge: Cooperative members gained a better understanding of the importance of digital marketing, including SEO strategies and the use of social media.
 2. Implementation of Digital Strategies: The cooperative has begun implementing digital marketing platforms such as e-commerce and social media to expand market reach.
 3. Operational Efficiency: With the use of technology, marketing and promotion processes have become more effective and efficient, reducing reliance on traditional marketing methods.
 4. However, there are several challenges, such as limited internet access in certain areas and the lack of technical skills among admins, which require further training.
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Recommendation of future empowering societies are as follow:

1. Further Training: It is recommended to conduct regular advanced training on online store management, marketing analytics, and content optimization strategies to help cooperative members develop their skills continuously.
2. Strategic Partnerships: The cooperative can establish partnerships with local e-commerce platforms and internet service providers to improve accessibility and expand market reach.
3. Monitoring and Evaluation: It is essential to regularly monitor the effectiveness of the implemented digital marketing strategies and evaluate the results to ensure continuous improvement.
4. Diversification of Marketing Channels: In addition to e-commerce and social media, the cooperative is advised to utilize email marketing to maintain good relationships with regular customers and attract new ones.
5. Digital Infrastructure Improvement: To support the sustainability of this program, the cooperative can propose digital infrastructure assistance to the government or related institutions to address internet access issues

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