

Increasing Farmers' Marketing Knowledge Using Social Media in Sukaraja Baru, South Indralaya

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Abstract

The issue that Sukaraja Baru Village, South Indralaya District, Ogan Ilir Regency, is the difficulty in selling the generation after generation of fruit seeds. Farmers in Sukaraja Baru Village carry out a wide variety of fruit seed agriculture. A variety of fruit seeds are grown, including durian, longan, water guava, and important citrus fruits. It is regrettable that the general population, particularly in South Sumatra, has yet to see or become aware of this enormous structure. This is because there hasn't been any advertising or information sharing about this fruit seed center. As a result, this activity's goal is to expand farmers' understanding of fruit nurseries. This help is being implemented via training and counseling sessions targeted at enhancing farmers' skills and knowledge.

The outcomes of this training exercise demonstrate that farmers' understanding of the advantages of social media as a substitute for encouraging the production of fruit seeds. Farmers also get experience producing material on social media platforms like Facebook and Instagram.

Key Words: Sukaraja Baru Village, South Indralaya, marketing on social media, fruit nurseries, the introduction of digital media

INTRODUCTION

Sukaraja Baru Village, South Indralaya District, Ogan Ilir Regency, is one of the communities that has drawn recognition for its fruit nurseries. The distance to Palembang, the provincial capital of South Sumatra, is around 35 kilometers. The greatest fruit nursery facility in South Sumatra is anticipated to be located in Sukaraja Baru Village. However, few people are aware that this community has been cultivating fruit nurseries for many generations.

Farming is the main source of income

for the residents of Sukaraja Baru Village, who depend on it to support their basic requirements. In addition to farmers, this New Sukaraja Village's residents also work as entrepreneurs, civil servants, police officers, soldiers, workers, fishermen, and others.

According to information from the RPJMDes of Sukaraja Baru Village in 2021–2022, 483 of the population are farmers. This demonstrates that the majority of household heads are farmers, in this instance farmers in the fruit nursery industry. Citrus seed production was the

first nursery industry, after which other fruit seed varieties emerged. Durian, longan, grapes, strawberries, avocados, and more or less dozens of other species of fruit seeds are grown and sold right in the yards of the homeowners.

Regarding the exceptional Siamese oranges and key oranges, citrus seeds, and citrus fruit seeds from Sukaraja Baru Village. Additionally, this fruit seed is being marketed in three Indonesian provinces: Sumatra, Java, and Kalimantan (Thoriq, 2022).

In truth, this company still depends on marketing for sales that don't come from customers directly. Despite the fact that this work has been going on since the Old Sukaraja Village first appeared. Then it continued during Sukaraja Baru Village's growth.

Unfortunately, despite the growth of marketing in the digital age and the widespread use of smartphone media, advertising still does not take advantage of these developments. "Marketing actions that employ the complexity of digital technology are typically referred to as digital marketing," according to Suranto et al., (2022). Suranto and others (Suranto et al., 2022)

Most farmers still communicate directly over the phone with vendors, brokers, or other farms. However, producers do need extra equipment to present seed goods for sale. To reach a larger market or prospective customers, farmers also need marketing growth, which requires media assistance.



Figure 1. A selection of fruit seeds for sale in the backyard

The issue is that farmers don't comprehend digital media or the internet, which is pretty evident from marketing, particularly from this advertising. In connection with this, the author cites prior research showing that the emergence of technologically sophisticated communication platforms has given corporate players greater freedom to seek out more affordable and adaptable ways to market their goods (Rozalena, 2020).

For this reason, in this community service activity, the solution program is to impart information or provide insight to farmers. The next step is to provide training to teach social media management abilities. In actuality, this training's goal of enhancing knowledge and promotion-related abilities cannot be divorced from it. According to Rozalena & Dewi (2017) definition, training is a set of actions intended to advance knowledge, experience, competence, and a person's attitude. According to the statement, the main goal of this training exercise is to improve farmers' knowledge, awareness, and insight into the usage of social media.

Additionally, the primary goal of this community service project is to enhance and elevate farmers' abilities to market the produced seed goods. According to Bachtiar et al. (2022), training on social

media usage for rural populations intends to give education about technology via the use of social media, which seems to have many good consequences if utilized carefully (Bachtiar et al., 2022).

On the other hand, farmers do require new instruments, along with knowledge, for example, introducing digital marketing efforts. Even if farmers are still learning the benefits and drawbacks of social media, it is still necessary to introduce it to them. Social media has the benefit of being easily accessible and sharing information rapidly. Users may create their own agricultural business branding (Mulitawati & Retnasary, 2020). But social media may also be used fraudulently, therefore it's important to employ prudence to prevent crimes.

METHOD

The Sukaraja Baru Village Hall in South Indralaya District, Ogan Ilir Regency, South Sumatra hosted this event on August 28, 2022. Farmers, youth groups, and residents of Sukaraja Baru Village are the training's target audience.

The three steps of the activity implementation process include socialization of the activity, training, and outcomes assessment. Table 1 below displays the outcomes of the activities.

Table 1. shows the method's implementation stages.

Stages	Achievement Objective
Socialization instruction	Increased knowledge and insight
Training support	Able to produce social media material
Evaluation	Social media may be used to promote a brand

RESULT

The three steps of socialization, training support, and outcomes assessment make up the process of putting the training into practice. The Head of the General and Public Relations Section of South Indralaya District, the Secretary of the Sukaraja Baru Village, resource people from the implementation team, participants from farmer organizations, cadets, and members of the community were present during the training socializing exercise.

Table 2. Training Socialization Activities at Different Stages

Substance	Achievement Objective
a. Discussion of marketing issues	a. An explanation of the training mechanism's support
b. Adding expertise and understanding	b. Information about pre-assistance training

The phases of socialization of mentoring activities are used to implement. Discussions and information exchange on the circumstances and issues surrounding possible local marketing are prevalent in this activity.

In this situation, marketing initiatives and village branding may be used to further maximize the potential of Sukaraja Baru Village. In a similar manner, how do they market in order to increase market share and revenue?



Figure 2. The socialization of the activity precedes the start of the mentoring activity.

Then, the implementation team discussed what needed to be done to increase marketing, notably promoting on social media, both in photographs and videos. Participants in the training and mentorship stage received an overview of how to market using different social media sites, beginning with Instagram, Facebook, YouTube, and other platforms. How to generate content using images and videos that demonstrate the process of fruit sowing is explained in a straightforward manner.

The implementation team actively engaged participants in each training session throughout the experimental stage, so that they could learn about and experience firsthand each procedure. Ways for participants to characterize different items that might serve as promotional media are provided.

Farmers and the local community were first instructed on the use of social media for selling seeds in the current digital age. Then provide training sessions on how to utilize Facebook and Instagram's capabilities and social media.

Participants are also encouraged to experiment with using the camera to take pictures of the advertised goods and submit them to Facebook and Instagram. The information that follows covers how to set up an Instagram account for business, add product images, write catchy advertising copy, advertise items via videos, edit photos using WhatsApp and Instagram tools, and respond to customers.

The implementation team decided to use the learning-by-ongoing methodology throughout the training and mentoring phase as a strategy to inspire and enhance content generating abilities. This includes instructions on how to better promote items to the neighborhood, which will be followed by instructions in the Sukaraja Village Hall.

Additionally, participants received instructions on how to properly capture pictures, record videos, and write descriptions that would pique readers' attention. Regarding the assessment phase, participants were questioned on how the information was presented and the actual procedure. As a token of thanks for participating in the training exercises, participants received presents.

The assessment serves as a basis for suggestions for further training exercises. It is envisaged that through providing socialization and training to the local community, improvements would come about as a result of the effective online marketing of seeds.

Table 3. Stages of Training Assistance

Substance	Achievement Objective
a. An explanation of the benefits and drawbacks of social media marketing	Participants' own images and videos may be utilized as content for simulated social media sites.
b. the act of photographing fruit seeds	
c. Write content- and picture-caption practice	



Figure 3. A portion of a resident's backyard fruit orchard as shown in a simulated video posted on Instagram.

The main goal of the activities was to develop the self-capacity of farmers in Sukaraja Baru Village by providing them

with basic social media marketing training. In this instance, expertise in the subject of marketing communications, which also refers to using digital technologies to interact with customers.

Additionally, based on the notion that communication is a process of thinking and understanding being transferred between individuals or between farmer groups, this action gives farmers extra information. Utilizing social media as part of the promotion may also add to the knowledge of marketing, which was previously only done directly to the market.

According to Prayoga (2018), using social media also refers to using media as a substitute strategy to hasten the dissemination of agricultural knowledge. Farmers are now using social media as the newest form of communication for their agricultural goods. In the end, the usage of digital social media may also bring extension professionals and farmers closer together, particularly in agricultural extension operations.

CONCLUSION

The farmers in Sukaraja Baru Village, at least, have knowledge and expertise with social media usage based on socialization and training efforts. Farmers are also likely to find it simpler to present their company and promotional requirements using social media, such as Facebook, Instagram and YouTube.

Additionally, the village's name is growing in recognition as a producer of fruit seeds. Through the utilized account simulation, training participants may immediately test out how to construct their individual social media later on thanks to the chosen activity technique, which is learning by doing.

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