



Enhancing the Efficiency of Animal Feed Production through Digital Marketing and Governance Training

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ABSTRACT

This community service aims to enhance and sustain business operations to increase production capacity, ultimately improving the economic conditions of the partners. The process includes analyzing the situation, identifying issues, conducting Focus Group Discussions, preparing tools and materials, providing training and mentoring, and finally, evaluating the outcomes. The community service activity will primarily use training and mentoring methods. Through this, Barisan Sada Orjok members will gain hands-on experience in boosting their business by training and assisting partners with marketplace account creation and e-commerce registration. Additionally, organizational governance training led to the development of a new organizational structure with specific job descriptions for each member.

INTRODUCTION

Corn is one of the plants that is often found in Indonesia because of its ability to grow well in tropical and subtropical areas. Corn has various benefits, including being a source of healthy and delicious carbohydrates for humans. Apart from that, corn is also used as animal feed for various types of animals such as chickens, ducks, catfish and birds. Not only corn seeds, but also waste, such as cobs, leaves and stems, can be processed into animal feed and fertilizer through a fermentation process (Suherman et al., 2023). One of the corn entrepreneurs discovered by the service team is the Barisan Sada Orjok Farmers Group located in Salak II Village, Salak District, Pakpak Bharat Regency. This group was formed in January 2021 with the main goal of empowering their cornfields through common interests among its members. Consisting of 17 members registered, this group is led by a chairman, secretary and treasurer. Since the group was founded, they have been active in managing their corn harvest. Previously, they only sold corn in whole form. According to the head of the group, Mr Herdi Cibro, each harvest produces around 1 ton of corn, which is sold to suppliers at a price of between IDR 2,000 and IDR 2,500 per kilogram. This means that the turnover from one harvest reaches around IDR 2,000,000 to IDR 2,500,000. This income makes farmers feel the need to find ways to maximize the use of their corn, because they feel that the income they receive is not commensurate with the effort they put in.

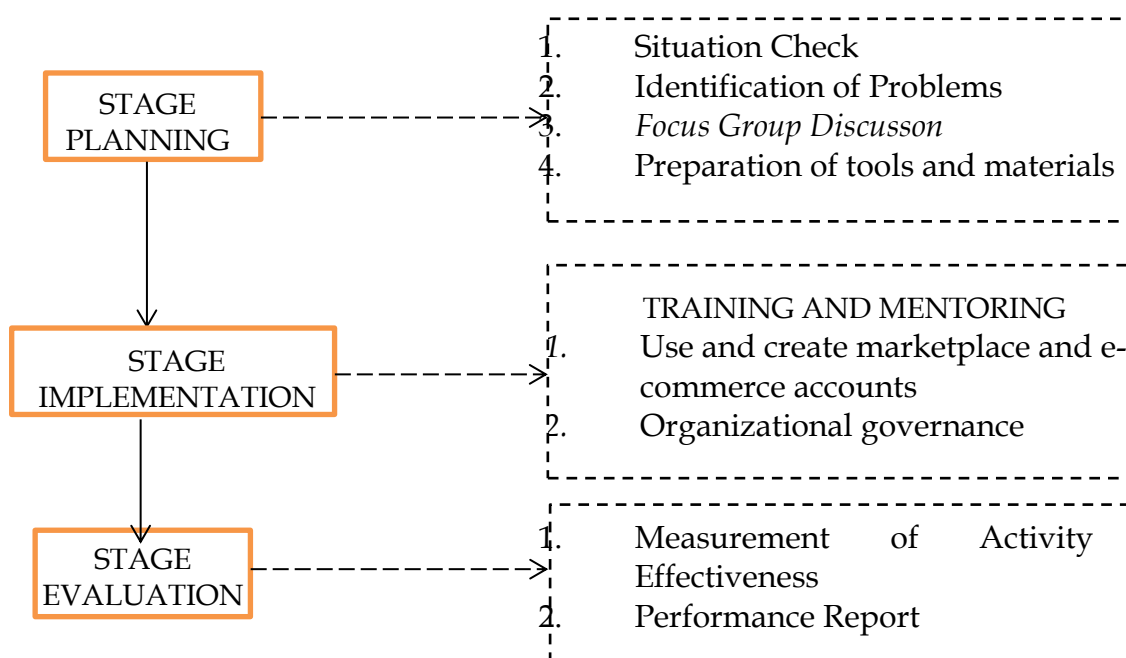
Seeing these conditions, the farmers agreed to process corn into animal feed. They see this as a promising business opportunity because the majority of residents in Salak II Village work in agriculture and animal husbandry. Many people, both in this village and throughout Pakpak Bharat Regency, raise chickens. The Barisan Sada Orjok Farmers Group started producing animal feed from corn in mid-2021. This feed is intended for poultry and fish. According to the group leader, selling animal feed increases their income, with selling prices ranging from IDR 8,500 to IDR 9,000. However, they face several obstacles that reduce their motivation. One of the main obstacles is the lack of digital marketing for their products. So far, they only sell feed around Salak II Village, so the increase in income has not been significant due to limited market reach. To overcome this, they need to combine conventional marketing with digital marketing strategies (Syukri & Sunrawali, 2022).

The next problem is the lack of responsibility and cooperation among group members. The group leader revealed that even though there was a management consisting of a chairman, secretary and treasurer, each of them had not carried out their duties properly. Many members and administrators do not care enough about the targets that have been set, even though these targets are a shared responsibility and the benefits will be enjoyed by all. Apart from that, they actually intend to fix the feed sales problem by implementing digital marketing. However, due to lack of responsibility, this plan has not been realized. Therefore, improving the corn-based animal feed business is very important, considering that this group is a productive group that is trying to improve family welfare.

Apart from that, this group processes their agricultural products into products that have economic value. Entrepreneurs in the agricultural sector like this need support, because their businesses have great potential and have good prospects. This productive effort must not stop here and must be improved immediately to ensure its continuation.

IMPLEMENTATION AND METHODS

The implementation method in this proposed community service activity involves training and mentoring. The training aims to hone participants' skills and knowledge in certain competencies (Gustiana et al., 2022). Meanwhile, mentoring involves a facilitator who supports and guides the community during community service activities, with the facilitator functioning as a director in the training process (Appulembang et al., 2023). The flow of the activity implementation method can be seen in the following picture.



Picture 1. Methods for Implementing Community Service Activities

The approach method for implementing the activities above can be explained as follows:

Stage Planning

In the preparation phase, several activities carried out include:

1. Situation Check

At this stage, the team proposing the activity conducted a survey or analysis of the conditions of the partners, namely the Barisan Sada Orjok Group, by conducting direct observations and interviews with them. This situation analysis functions as a process of collecting data or identifying problems that are needed before the team continues activities.

2. Identification of Problems

After conducting a situation analysis, the proposing team identifies various problems faced by partners and determines priority problems that need to be addressed immediately.

3. Focus Group Discussion (FGD)

After identifying various problems faced by partners, the proposing team held a Focus Group Discussion (FGD) to discuss several things, including solutions to be proposed to partners and technical details of implementing activities.

Stage Implementation

After the preparation stage is complete, activities can begin using training and mentoring methods. Training includes delivering material related to the proposed solution to participants, and will be accompanied by mentoring. This stage is the application of solutions to overcome problems faced by partners, including:

1. Training and mentoring includes creating an account and using marketplace platforms such as Instagram, Facebook, WhatsApp, YouTube and TikTok. Apart from that, at this stage, partners are also trained to register their feed products on e-commerce such as Shopee or Lazada.
2. Training and mentoring regarding organizational governance. At this stage, the Community Service team will provide guidance on how to manage a business effectively. Organizational governance is very important because it plays a big role in determining business success (Zakariya, 2021).

Stage Evaluation

Evaluation is the final stage after all activities have been carried out. In this phase, the implementation team will assess whether all the solutions that have been offered have been implemented and are effective in helping partners overcome their problems. Apart from that, at this stage activities will also be reported to the relevant agencies.

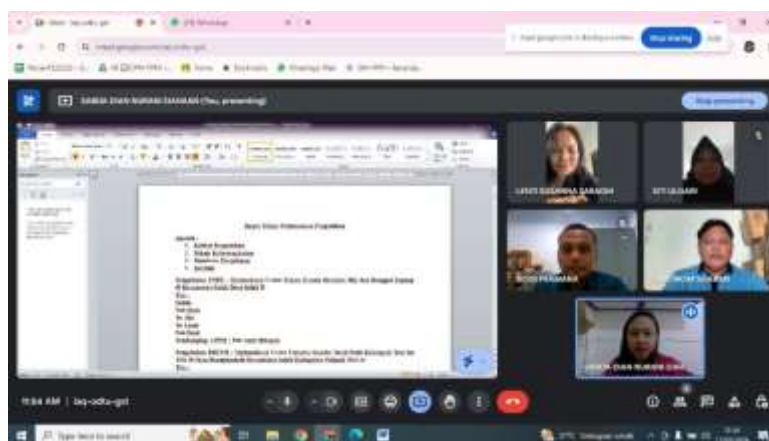
RESULTS AND DISCUSSION

In line with the planned implementation methods, the service activities are organized into three distinct phases: Planning & Preparation, Implementation, and Evaluation.

Planning and preparation

Stage planning

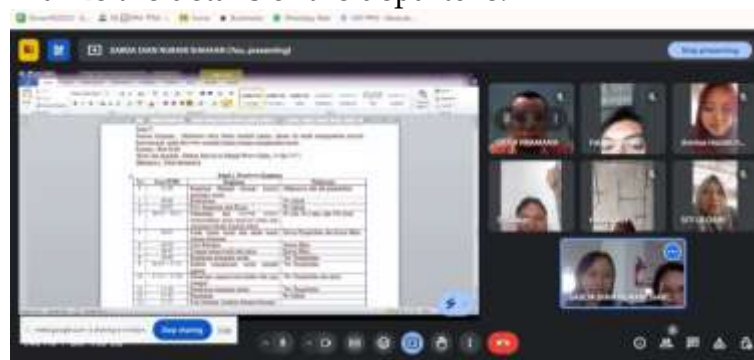
The planning stage involves designing and organizing all the activities. To accomplish this, the service team conducts meetings or Forums Group Discussions (FGD). The meeting held on April 15, 2024, determined that the service will be carried out at the partner's site by the end of July, specifically on July 25, 2024.



Picture 2. Meeting I of The Service Team

Stage Preparation

The preparation phase involves organizing all the necessary tools and materials. This includes items such as banners and other supporting equipment. Once all preparations are complete, the service team holds another Forum Group Discussion (FGD) on July 23 (2 days before the event) to confirm that everything is ready and finalize the details of the departure.



Picture 3. Meeting II of The Service Team

Implementation

The service activity took place on Thursday, July 25, 2024. The service team departed from Medan on Thursday morning and arrived at the partner's location by 12:00 PM WIB. A total of 20 participants attended the event. The team was assisted by students who handled the registration process, including guiding participants to sign in.



Picture 4. Participant Registration

After all preparations were completed, including setting up banners and arranging the venue, the service event commenced.

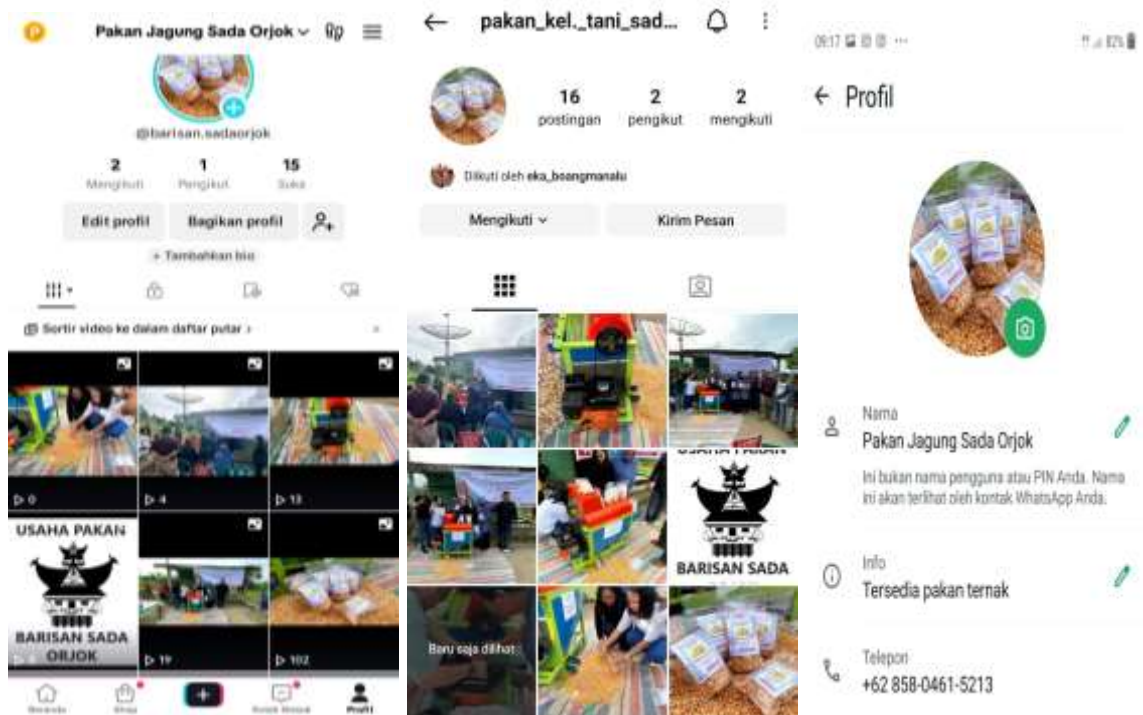
Opening

The service activity officially began at 1:00 PM WIB. To kick off the event, the team leader delivered an opening speech, outlining the purpose and goals of the visit to the partner's location. In their speech, the team leader explained that the visit aimed to assist the partner in optimizing their livestock feed business, specifically corn-based feed, due to the numerous challenges the partner had faced in managing their feed operations.

Training and Mentoring

The next activity involves training and mentoring:

Creating marketplace accounts and registering feed on e-commerce platforms. The next activity involves training and assisting partners in creating marketplace accounts and registering feed on e-commerce platforms. Initially, the service team trains partners on how to create marketplace accounts. A marketplace is a platform where individuals can conduct business by leveraging internet technology to connect buyers and sellers, allowing them to engage in transactions through various mechanisms (Gunadi & Zakaria, 2018). For this feed business, the marketplaces used will include Instagram, Tiktok, Whatsapp, Facebook, and Youtube. The marketplace accounts for the feed business developed by the partners from this training are:

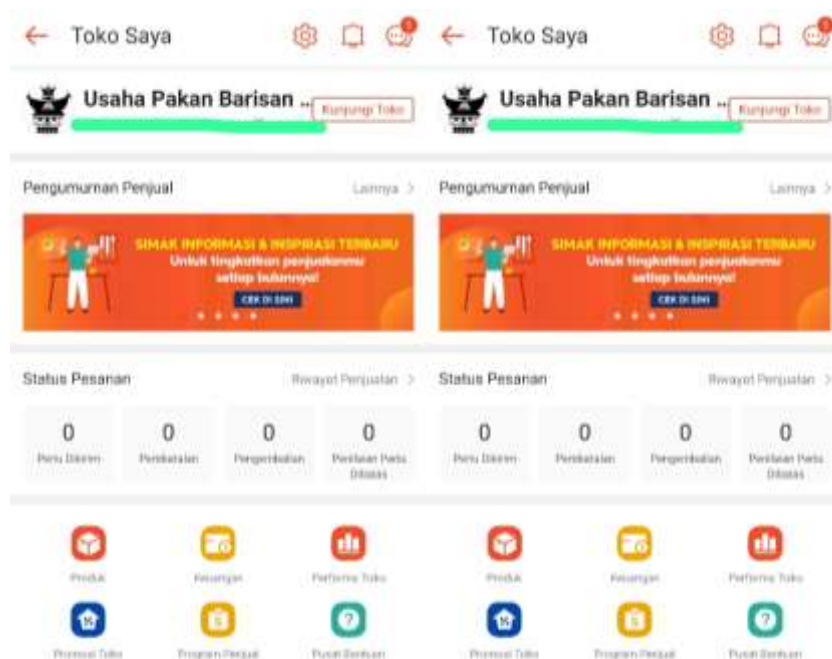


Picture 5. Marketplace Account for the Partner's Livestock Feed Business

Once the account is set up, the service team provides training and support to the partners in using it. Although the partners were initially unfamiliar with the platform, they found the training extremely helpful. Following the setup of the marketplace account, the service team also helps the partners establish an e-commerce account on Shopee. Shopee is currently a widely used e-commerce platform, and research has shown that utilizing Shopee can boost sales (Jabat et al., 2022). The steps for registering a Shopee business account are:

1. Register on the Shopee app / Start Selling on the Shopee website / Sign up on the Seller Centre.
2. Verify personal information. This verification can only be done using the account owner's ID card.
3. Add store information.
4. Upload product listings.

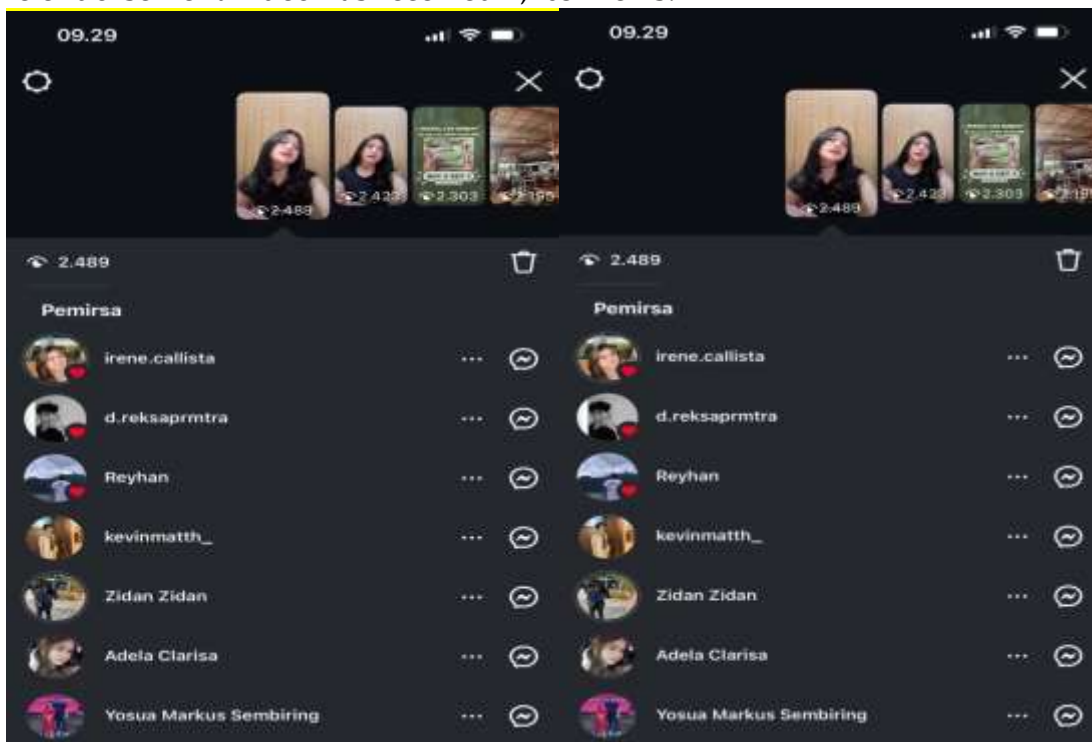
The Shopee account set up from the training includes the following appearance



Picture 6: Shopee Account for the Partner's Livestock Feed Business

The Shopee platform provides substantial opportunities for boosting the partners' sales and revenue. By leveraging both marketplace and e-commerce channels, partners can extend their market reach to customers beyond their local area. Besides creating marketplace and e-commerce accounts, the service team has also supported the partners in promoting their products through influencer marketing, specifically using endorsements. Endorsement is a marketing strategy that involves promoting products and services on social media with the help of well-known figures such as celebrities, fashion bloggers, and stylists to

attract consumer interest (Dewi & Kholifah, 2022). This approach helps increase product visibility. For this promotion, the endorsement was carried out by influencer Olivia Manurung, who has 24,100 followers. As of August 3rd, 2024, the endorsement video has received 2,463 views.



Picture 7. Endorsement Video for the Partner's Livestock Feed

Organizational Governance

The final topic of this training activity is organizational management. Governance refers to the way in which something is managed. Thus, the goal of this section is to provide partners with knowledge on how to effectively manage their organization, which in this case is a farmer group. The training emphasizes the importance of teamwork and commitment in achieving goals. To enhance work commitment, the training led to the development of a new organizational structure and job descriptions for each role, created collaboratively by the service team and the partners.



Picture 8. New Organizational Structure of Mitra

The main duties of each position are as follows:

1. Chairman

- a. Lead group meetings to develop the Group Business Plan based on the Member Business Plan.
- b. Communicate the results of the meetings to group members.
- c. Coordinate the implementation of group business activities according to the meeting decisions.

2. Treasurer

The treasurer is responsible for handling all financial administration activities of the group, with the following detailed duties:

- a. Receive payments on behalf of the group and store them securely.
- b. Make payments upon the chairperson's approval.
- c. Maintain and archive financial transaction records.
- d. Organize and maintain the group's financial administration.
- e. Prepare periodic financial reports.

3. Secretary

The secretary is responsible for handling non-financial administrative tasks, with the following detailed duties:

- a. Record all important decisions made in each meeting and follow up on the outcomes of these meetings.
- b. Prepare meeting minutes and present them at the subsequent meetings.
- c. Create, store, and distribute meeting minutes to the management.
- d. Draft invitations, prepare correspondence, and manage filing and archiving, as well as prepare reports (monthly and annual reports).

4. Agriculture Division

To ensure the smooth operation of the group's business activities, the tasks of the Agriculture Division are as follows:

- a. Make decisions regarding the development of profitable agricultural production based on available information in the fields of technology, social aspects, capital, product facilities, and other resources.
- b. Develop a definitive plan for the group and implement activities based on efficiency considerations, facilitating the application of technology (materials, tools, methods) in the group's agricultural activities according to the activity plan.
- c. Conduct maintenance of corn.

5. Processing Division

- a. Plan the equipment needs for processing the agricultural products of farmers and farmer groups.
- b. Establish partnerships with businesses involved in processing agricultural products.

- c. Develop partnerships with suppliers of agricultural processing equipment.
 - d. Enhance the skills of farmer group members in processing agricultural products.
 - e. Organize the production activities of farmer group members into processing business units.
 - f. Provide raw materials (details specified in the planning document).
6. Production Division
- a. Supply raw materials.
 - b. Achieve sales targets as specified in the planning document.
7. Facilities Division
- a. Plan the needs for facilities and infrastructure for each member.
 - b. Establish partnerships with providers of agricultural production facilities and infrastructure, collaborating with relevant agencies and related business entities.
 - c. Form partnerships with suppliers of agricultural production, processing, marketing, or capital facilities.
8. Marketing Division
- a. Identify and analyze market potential and opportunities based on available resources to develop and market the commodities.
 - b. Increase business profitability.
 - c. Plan market needs based on available resources while considering market segmentation.
 - d. Establish partnerships with suppliers to meet market needs.
 - e. Develop partnerships with suppliers of agricultural production outputs.
 - f. Manage social media for the business (details specified in the planning document).

Division members can be seen in the table below:

Tabel 5.1 Members of the Partner Division

No	Name	Division	Chairman
1.	Borhan Bancin	Agriculture	Rianna Berutu
2.	Edar Cibro	Processing	Massa Cibro
3.	Elpe Maharaja	Production	Hantar Boangmanalu
5.	Junandi Situmorang	Facilities	Saini Banurea
6.	Sumeltro Boangmanalu	Marketing	Doter Banurea

With these job descriptions, it will serve as a reminder for each partner to carry out their duties towards achieving the success of their feed business.

Evaluation

The entire series of events proceeded smoothly. Both the service team and partners were very pleased with the activity. To assess the success of the event, the service team conducted an evaluation comparing the initial plans with the actual implementation. The results of this evaluation are as follows:

Tabel 5.2. Activity Evaluation

No	Problem	Offered Solution	Results Produced	Realization
1.	There is no digital marketing for the partners livestock feed products yet.	Create a business marketplace account and register the feed on e-commerce platforms.	Business Marketplace Accounts Instagram Facebook TikTok YouTube WhatsApp Feed endorsement on Instagram by influencers E-commerce product (Shopee)	Achieved Achieved Achieved
2.	Lack of responsibility and teamwork within the farmer group.	Conduct organizational governance training.	Organizational governance training. The existence of a handbook with the new organizational structure document and the job descriptions for each position.	Achieved Achieved

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the Community Partnership Program (PKM) activities conducted, the following conclusions can be made:

1. The community service activities were executed in several phases: Planning, Implementation, and Evaluation. All activities were carried out as per the planned execution method.
2. The event was held on Thursday, July 25th, 2024, at the livestock feed production facility located at Jl Lae Ordi Barisan Salak II, Salak District, Pakpak Bharat Regency.
3. The event had 20 participants.
4. During the service activity, the community service team provided training and support in digital marketing and organizational management. These efforts were aimed at boosting the business capacity of the partners.
5. Through this service activity, the partners have the opportunity to boost their sales and revenue by expanding their market reach, which allows them to

attract customers from outside their local area and increase the visibility of their products to a broader audience.

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