



Uncaria Gambir Roxb Business Development in the IM Kita Farmers Group in Boangmanalu Village, Salak District, Pakpak Bharat Regency

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ABSTRACT

Gambier plants thrive in tropical regions with sloping and hilly terrain, such as North Sumatra, West Sumatra, and Papua. The partners in this community service proposal are the Im Kita Farmers Group in Boangmanalu Village, Salak District, Pakpak Bharat Regency, who are gambier farmers. Over the past 7 years of running the business, the partners have faced many challenges, including the lack of digital marketing and the absence of a sharp business strategy management, resulting in weak business competitiveness. Addressing this issue urgently is necessary to improve the welfare of the partners and as a form of empowerment of our own natural resources. This community service activity has been carried out on July 27, 2024, and all stages from preparation to implementation have run smoothly. Through this activity, the partners have been trained in conducting digital marketing and business strategy management training.

INTRODUCTION

One of Indonesia's native plantation products that is not yet familiar but has potential is gambir (*Uncaria Gambir Robx*). Gambir plants thrive in tropical areas with characteristics of sloping and hilly land such as in North Sumatra, West Sumatra, and Papua. Gambir plant leaves can be processed into gambir. Gambir is light brown in color, tastes bitter, uniquely over time after eating it becomes sweet (Hilmi & Rahayu, 2018). Gambir is not a consumer product like a snack. However, gambir has many benefits including as a herbal medicine, basic cosmetic ingredients, food coloring and for chewing betel. As a herbal medicine, gambir is used for diarrhea, ulcers, wounds, boils, headaches, fever, rheumatism, dysentery, and mouthwash. This is because gambir contains catechins, tannins and catechutanic acid which function to kill free radicals in the body. The use of gambir as a herbal medicine is done by brewing it with warm water (Harnis dkk, 2021). Although not yet familiar, Indonesia is the largest exporter of gambir in the world. West Sumatra is the largest gambir producing area in Indonesia followed by North Sumatra. In North Sumatra, the area producing gambir is Pakpak Bharat Regency.

The partner in this service proposal is the Im Kita Farmer Group in Boangmanalu Village, Salak District, Pakpak Bharat Regency, which are gambir farmers. This group was formed in 2016, consisting of 19 people and led by the chairman, Mr. Benget Bancin. The purpose of establishing this group is for them to work together to empower their gambir plants to become an optimal source of income, because this gambir field is the mainstay of the family's economy.



Figure 1. Gambir Field Owned by Group Leader

This is an important point that needs to be empowered because there is an expensive value, namely the transformation of agriculture into entrepreneurship. Initially, the partners were confident that the gambir they produced would sell because the culture of betel chewing and the use of gambir as a herbal medicine in Salak was quite high. However, in reality, demand for gambir was low. The following priority partner issues can be classified into two (2), including:

1. Marketing is still conventional

Marketing is an effort and process of selling goods produced so that consumers can feel the benefits and provide profit for the producer (Ardhana, 2023). In its marketing, partners sell gambir only around Salak City by selling directly to consumers and distributors. This makes sales limited. Currently,

technology is sophisticated, entrepreneurs must change their marketing to be digital-based (Febriyanti and S. Arifin, 2023).

2. Partners do not have sharp strategic management

It is known that the partner's gambir business has not progressed so far. So far, partners do not have a sharp strategy so that their gambir business can increase and be able to face competition. As entrepreneurs, they must have a sharp strategy in order to advance their business and compete. Based on the explanation that has been presented above, the following are the objectives of the community service activities, namely:

1. implementing digital-based marketing, namely through social media including Instagram, Facebook, Whatsapp, Youtube, and Tiktok.
2. Train and assist partners in creating marketplace accounts and how to use them, registering products with Shopee, and finding celebrities who will endorse gambir.
3. Train and assist partners in making SWOT analyses and producing documents.

All of these are useful for empowering and improving partner businesses so that these businesses continue to run and grow into bigger businesses.

IMPLEMENTATION AND METHODS

The implementation method for this activity is socialization, training, technology application and mentoring. The activity implementation method can be seen as follows:

1. Planning

The planning stage is the stage of preparing an activity plan such as a service implementation schedule, coordinating with partners, designing and building machines, and preparing other tools and materials.

2. Implementation

This stage is the execution of the service activity, namely going directly to the partner's location. The implementation activity is a formal activity attended by the entire service team, students involved, partners, and supervisors from LPPM Unimed. This activity will be carried out for 3 days or can change according to conditions in the field. The implementation of the activity starts from socialization, training, technology application, and mentoring.

a. Socialization

Socialization is an activity to provide information or transfer material to partners. The material that will be transferred to partners is:

Table 1. Material to be Socialized to Partners

No	Topic
1	Benefits of marketplaces and e-commerce, how to use them, and introducing endorsement promotion methods

2 Business strategy management and how to make a business SWOT analysis

b. Training and Mentoring

Training is an activity in order to train or develop skills and knowledge to others related to certain competencies. Mentoring is a job done by a facilitator in assisting those being trained in an activity. At the training stage, technology application, and mentoring will be carried out together because these three parts are inseparable from each other.

Table 2. Training and Mentoring

No	Activity
1	Train and assist partners in creating marketplace accounts and how to use them, register products on Shopee, and find celebrities who will endorse Gambir.
2	Train and assist partners in conducting SWOT analysis and producing the documents.

3. Evaluation

The evaluation stage is a stage to measure the success of the activity. The success of the activity is there any increase in the amount of sales volume.

RESULTS AND DISCUSSION

In accordance with the implementation method plan, the implementation of this community service is divided into three stages, namely:

Planning and Preparation

Before the activity is carried out at the community service location, planning is carried out first to conceptualize the implementation of the community service. The community service team held a meeting/Forum Group Discussion (FGD), which was held on June 10, 2024. The results of the meeting were:

- ✓ Assembling the gambir press machine from June 12 to July 15, 2024.
- ✓ Carrying out community service at partner locations at the end of July, namely July 26 & 27 2024.

Implementation

This community service activity was carried out on July 26 & 27, 2024, located in the partner's gambir field in Boangmanalu Village, Salak District, Pakpak Bharat Regency. Participants in this activity consisted of 20 people attended by partners, community service teams, and also assistants from LPPM Unimed. After the community service team arrived at the partner's location, the community service team immediately prepared the machine first, before practicing how to use it. While preparing the machine, the community service team assisted by students also carried out registration, namely inviting participants to fill in the attendance sheet.



Figure 2. Participant Registration

After all the preparations were complete, including putting up banners and conditioning the location, the community service event began. The community service activity began at 08.00 WIB. To start the event, the community service leader gave a welcoming speech and explained the purpose of the team's arrival at the partner's location. The community service leader in his speech said that the purpose of their arrival was to help partners optimize their gambir business. So far, it is known that partners have experienced many problems in running their gambir business, including pressing gambir sap using simple tools, which results in little gambir sap being produced and resulting in low production volumes. Therefore, through this opportunity, we want to help you, ladies and gentlemen, by providing a gambir hydraulic press machine which will be handed over today, he said. The community service leader also said that this machine should be utilized optimally by partners.



Figure 3. Welcome Speech from the Head of Community Service

Digital-based marketing.

To overcome the problem of the absence of digital-based marketing, the solution offered is to hold digital-based marketing.

- ✓ Conduct training on digital marketing. At this stage, partners have been given knowledge about digital marketing, digital marketing platforms, and how to

operate them. The digital marketing platforms that will be socialized are marketplaces and e-commerce.

- ✓ Assisting partners in creating marketplace accounts. Next, the service team assists partners in creating marketplace accounts, namely Instagram, Facebook, Youtube, and Whatsapp. The appearance of the partner marketplace can be seen in the image below:

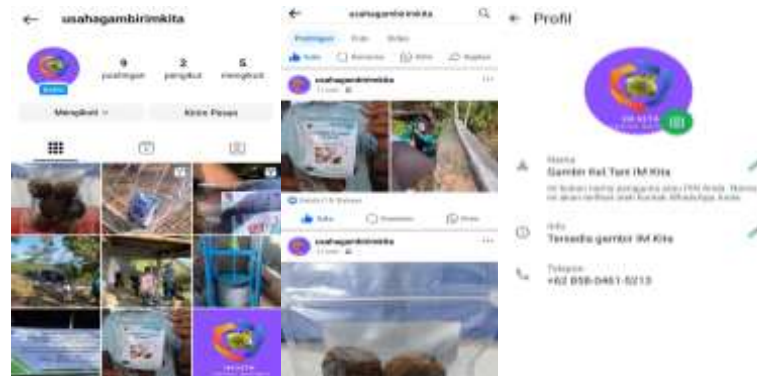


Figure 4. Marketplace Usaha Gambir Partner

- ✓ Registering gambir products to the Shopee e-commerce. In addition to marketing through the marketplace, this gambir product has also been entered into Shopee so that the sales scale can increase.



Figure 5. Shopee Gambir Partner Account

- Gambir promotion through endorsement on Instagram
Endorsement is a promotional method by reviewing products carried out by influencers or public figures (Rahmayani dkk, 2023). The review is a form of recommendation to use the product. The service team has also helped partners so that their gambir products are endorsed by Instagram celebrities and have received 2423 views as of August 4, 2024.

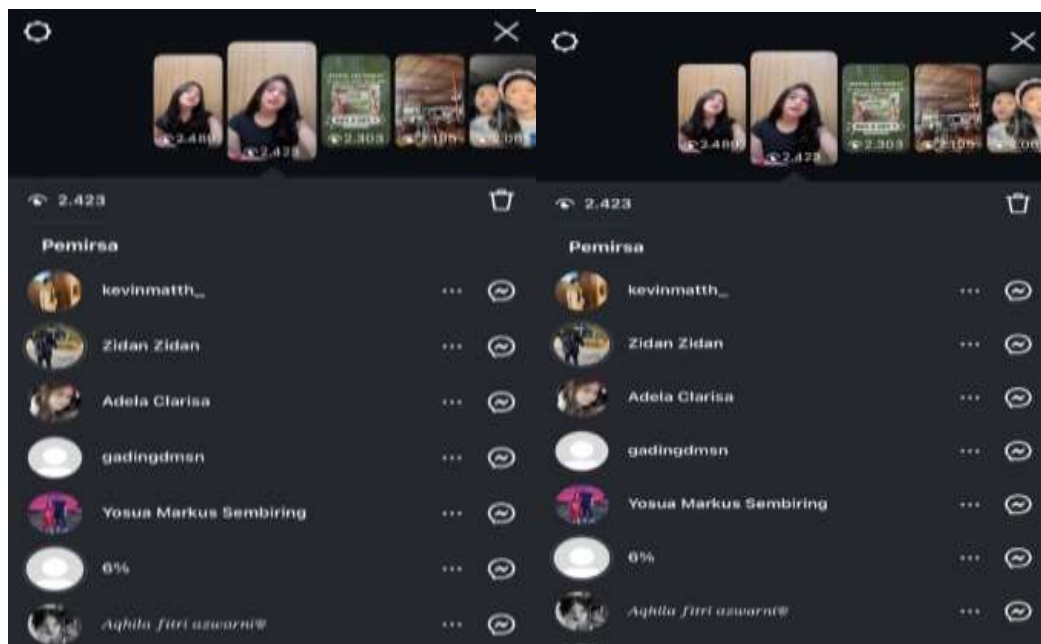


Figure 6. Endorse Gambir Partner

Business strategy management

The last topic in this training activity is business strategy management. The goal in this section is to provide knowledge to partners in determining business strategies for their businesses. Through this training, partners are introduced to the SWOT strategy. SWOT is a method to be able to recognize the company itself, with the SWOT analysis, it can be analyzed what are the business's strengths, weaknesses, opportunities and business threats (Febriyanti and Arifin 2023; Farhan dkk, 2024). Thus, a strategy can be obtained on how to strengthen strengths with existing opportunities, overcome weaknesses with existing opportunities, overcome threats with existing opportunities, and minimize existing weaknesses and threats. The community service team has also assisted partners in formulating SWOT documents. Through this training, partners and the community service team have produced a SWOT document for the gambir business.

Evaluation

The series of events in the community service activity above ended after all training materials and target solutions offered in 2 days were completed. At the end of the event, the partners represented by the chairman expressed their deepest gratitude to the Directorate of Research, Technology, and Community Service (DRTPM) of the Ministry of Education, Culture, Research, Technology and Higher Education and also the Institute for Research and Community Service (LPPM) UNIMED and the community service team for their attention and concern for their efforts.



Figure 7. Group Photo at the End of the Activity

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the Community Partnership Program (community service) activities that have been carried out, the conclusions that can be obtained are as follows:

1. The method of implementing this community service activity consists of several stages, namely Preparation, Implementation, and Evaluation. All activities have been carried out in accordance with the planned method of implementing the activity.
2. The activity was carried out on Friday & Saturday, July 26 & 27, 2024 at the partner chairman's gambir field in Boangmanalu Village, Salak District, Pakpak Bharat Regency.
3. Participants in the activity were 20 people.
4. In this community service activity, the community service team provided digital marketing and produced SWOT documents.

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Hopefully, the implementation of this Community Service activity can help achieve the implementation of the Tri Dharma of Higher Education and provide a positive contribution to society.

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