



EKSPLORASI POTENSI PASAR BIBIT SENGON DI ERA DIGITAL DESA CONDONG

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Abstract: This research explores the market potential of sengon seedlings in Condong Village, East Java, with a focus on Generation Z's interest. Using a descriptive qualitative approach and thematic analysis of 10 respondents' interviews and participatory observations, this research reveals Generation Z's low interest in sengon cultivation, mainly due to a lack of information, difficulty in accessing markets, and a lack of government support. Respondents also perceive sengon cultivation as a time-consuming business with minimal incentives. The research recommends an integrated digital marketing strategy that utilizes short video content on TikTok, Instagram, and YouTube Shorts platforms to increase brand awareness, offer comprehensive information, and address the barriers identified. The research highlights the importance of the government's role in providing access to quality seedlings, training, capital, and market access to encourage Generation Z's participation in sengon cultivation development.

Keywords: Generation Z, Sengon Cultivation Development, Condong Village.

INTRODUCTION

Indonesia has enormous potential in the forestry sector, and sengon cultivation is one of the mainstay commodities that needs to be continuously developed (Inovasi et al. 2018). Sengon, known as a fast-growing crop with high economic value, offers a range of significant benefits. For farmers, sengon cultivation promises increased income, economic independence, and diversification of agricultural businesses. The timber industry gets an abundant and sustainable supply of raw materials, supporting the growth of the wood processing industry and its derivative products (Author Team 2014).

In terms of the environment, sengon plays an important role in absorbing carbon dioxide, contributing to environmental conservation efforts, mitigating climate change, and improving air quality. In addition, the development of sengon cultivation also has the potential to create new jobs, reduce unemployment, and improve community welfare, especially in rural areas. Despite this huge potential, the optimization of sengon cultivation in Indonesia is still not optimal, especially in terms of effective marketing and market outreach, especially among the younger generation (Setiyabudi et al. 2022). Conventional marketing strategies are often less effective in reaching and motivating the younger generation to engage in the agricultural sector. The changing consumption trends and behaviors of the younger generation, who are increasingly connected to the digital world, require a more innovative and targeted marketing approach that breaks through existing communication and perception barriers.

Generation Z, born between 1997 and 2012, as a large and influential demographic group, has unique characteristics shaped by the hyper-connected digital age (Generation and its Readiness 2023). They grew up with abundant

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internet and social media access, shaping their information consumption habits differently from previous generations. Generation Z tends to consume digital content that is short, informative, visual, engaging and interactive. They prefer content that is delivered in a quick, concise, and easy-to-understand manner, and that involves strong visual and multimedia elements, such as short videos, infographics, and image-based content. Unlike previous generations who were more accustomed to traditional media such as television or radio, Generation Z is more responsive to content disseminated through digital platforms such as TikTok, Instagram, YouTube, Facebook and others (2024 Challenge).

They also tend to be more skeptical of unverified information and trust recommendations from peers, influencers, and sources of information deemed credible. Therefore, an effective marketing strategy for Generation Z must consider their digital preferences and behaviors in detail. A deep understanding of Generation Z's preferences and behaviors is crucial in designing effective and efficient marketing strategies for various sectors, including the agricultural sector (2024 Challenge). Marketing strategies that do not consider the unique characteristics of Generation Z risk failing to reach the intended target market, resulting in suboptimal efforts to increase production and income from the agricultural sector, such as sengon cultivation. This is important considering that Generation Z will be the backbone of the economy in the future, and their involvement in the agricultural sector is crucial for food security and sustainable economic development.

Condong Village, Gading District, Probolinggo Regency, East Java, has very promising potential for the development of sengon cultivation. Suitable geographical conditions, namely fertile soil and climate that support the growth of sengon, the availability of ample agricultural land, and a significant number of Z Generation residents make Condong Village a very ideal location for this research. The development of sengon cultivation in Condong Village has the potential to increase community income, reduce unemployment, and encourage sustainable local economic growth. However, Generation Z's low interest in sengon cultivation is a major obstacle that needs to be seriously addressed.

This is caused by several complex interrelated factors, including: lack of accurate and easily accessible information on the economic potential of sengon cultivation, negative perceptions of traditional agricultural businesses that are considered less attractive and profitable for the younger generation, lack of support and facilitation from the government and related parties (such as access to capital, training, and marketing), limited access to information and communication technology, and lack of successful examples of sengon cultivation that can inspire the younger generation. The gap between the economic potential offered by sengon cultivation and Generation Z's understanding of the opportunity needs to be addressed with appropriate and measurable strategies.

Therefore, this study aims to explore in depth Generation Z's interest in sengon cultivation in Condong Village. The research will identify in detail and comprehensively the barriers faced by Generation Z, both internal barriers (e.g., lack of knowledge, skills, and interest; high risk perception; lack of self-confidence) and external barriers (e.g., limited market access, inadequate government support, limited access to technology, and lack of access to capital).

Furthermore, this research will formulate an innovative, effective, and sustainable integrated digital marketing strategy to increase Generation Z's interest and participation in sengon cultivation development in Condong Village. This strategy will be designed by considering the unique characteristics of Generation Z, utilizing popular and effective social media platforms (such as TikTok, Instagram, YouTube, and Facebook), and incorporating various relevant digital marketing techniques, such as the use of engaging and informative short video content, influencer marketing involving influential figures among Generation Z, targeted and measurable digital campaigns, and the utilization of other digital technologies to improve marketing efficiency and effectiveness.

The results of this study are expected to make a significant contribution to the development of the forestry sector in Indonesia, especially in encouraging the participation of the younger generation in productive and sustainable economic activities. This research is also expected to provide comprehensive and measurable policy recommendations for the government and related parties to create a conducive environment for the development of sengon cultivation and other agricultural sectors, as well as to improve community welfare in a sustainable manner.

RESEARCH METHODS

This research uses a descriptive qualitative approach with thematic analysis method to reveal Generation Z's interest in sengon cultivation in Condong Village, Gading District, Probolinggo Regency, East Java. A qualitative approach was chosen as it allows for an in-depth understanding of respondents' perspectives and experiences regarding their interest in sengon cultivation. Thematic analysis was used to identify themes and patterns that emerged from the data collected.

Population and Sample

The research population was all Generation Z (aged 15-24 years) who live in Condong Village and have knowledge or experience related to sengon seedlings, either directly or indirectly (for example, having seen or heard about sengon cultivation). Due to limited time and resources, this study used a purposive sampling technique. The inclusion criteria for respondents were: 1. aged 15-24 years; 2 residing in Condong Village; 3 having minimal knowledge or experience related to sengon cultivation. The research sample amounted to 10 people, selected based on the availability of time for interviews and representation from various backgrounds such as education and occupation.

Data Collection Techniques

Data was collected through two techniques:

Semi-Structured Interviews: Interviews were conducted face-to-face using prepared interview guidelines. The interview guide contained open-ended questions designed to elicit in-depth information about:

1. Respondents' knowledge about sengon seedlings (types, characteristics, benefits).
2. Respondents' perceptions of sengon cultivation prospects (benefits, risks, challenges).

3. Respondents' interest in engaging in sengon cultivation (as farmers, workers, or investors).
4. Factors influencing such interest (economic, social, environmental, technological).
5. Respondents' sources of information about sengon seedlings (family, friends, media, internet).

Example question: "What do you know about sengon trees?", "What do you think are the advantages and disadvantages of planting sengon?", "Are you interested in engaging in sengon cultivation? Why or why not?", "Where did you get the information about sengon?".

Participatory Observation: Researchers conducted participatory observations by directly engaging in activities related to sengon cultivation in Condong Village for 20 days. This observation aims to obtain qualitative data on field conditions, social interactions related to sengon cultivation, and cultivation practices carried out by the community. Field notes were made in detail to document the observations, including a description of the location, activities observed, interactions between individuals, and other important observations.

Data Analysis Technique

Data analysis was conducted using a thematic analysis method consisting of several stages:

Data Transcription: Interview recordings and field notes were transcribed verbatim and verified by two researchers to ensure accuracy.

Open Coding: Transcriptions were read repeatedly to identify themes and sub-themes that emerged inductively from the data. A unique code was assigned to each theme and sub-theme for example, ("Lack of Information," "Market Access Difficulties," "Risk Perception," "Government Support").

Axial Coding: The identified codes are grouped and linked to form broader categories. Causal, contextual and temporal relationships between themes were identified and mapped.

Selective Coding: A coherent and integrated narrative was developed to comprehensively explain the research findings. This narrative answers the research questions and connects the various categories that have been identified.

Data Validation: Data triangulation was conducted by comparing findings from interviews and participatory observations to enhance the credibility of the findings.

In-depth interviews with 10 Generation Z respondents in Condong Village revealed low interest in sengon cultivation. Only 20% of respondents expressed a strong interest in getting involved, while 80% expressed a lack of interest. These findings are described in more detail as follows:

1. Lack of Information (60% of Respondents):

Most respondents (60%) who were not interested in planting sengon cited lack of information as the main obstacle. They admitted that they did not understand the potential economic benefits of sengon cultivation, the effective planting process, and the market for selling the harvest. For example, one respondent (initials A, 20 years old) stated, "I am interested in agriculture, but I don't know anything about sengon. How much profit is it, how difficult is it to plant? Where do you sell it?"

This statement indicates a significant information gap regarding sengon's business potential among Gen Z. This lack of information is also reflected in the low level of understanding regarding the selling price of seedlings, optimal harvesting time, and proper maintenance techniques.

2. Difficulties in Market Access and Government Support (40% of Respondents):

In addition to a lack of information, 40% of respondents also cited market access difficulties and a lack of government support as hindering factors. They were concerned that they would have difficulty selling their sengon harvest due to the lack of a marketing network and accurate and up-to-date market price information. Respondent B (22 years old) revealed, "Although I am interested, I am afraid of loss because I don't know how to sell it and there is no guarantee of a stable price." Lack of government support, such as training, capital assistance and marketing facilities, was also a major concern. They feel they need technical and financial assistance to start a sengon cultivation business.

3. Other Factors Influencing Interest:

In addition to the two main factors above, some respondents also mentioned other factors that influence their interest, such as:

- a. Perception that sengon cultivation takes a long time: Some respondents perceived that sengon cultivation takes a long time to generate profits, making it less attractive to those who want quick results.
- b. Lack of Incentives and Easy Access to Credit: Lack of incentives and easy access to credit is also a barrier for Gen Z to start a sengon cultivation business.
- c. Interest in Other Types of Agricultural Business: Some respondents are more interested in other types of agricultural businesses that are considered more modern, easy, and quick to generate profits.

Implications and Recommendations:

The findings suggest the need for an integrated education and facilitation strategy to increase Gen Z's interest in sengon cultivation. The strategy should focus on providing comprehensive information, improving market access, and providing adequate government support. It is important to target information that is relevant and appealing to Gen Z, by utilizing digital media and engaging agricultural influencers.

Implementation of Digital Marketing Strategy

Short Video Content:

Implementation: Short videos of 15-60 seconds will be produced and disseminated through TikTok, Instagram Reels, and YouTube Shorts platforms. Content will be diverse, including: timelapse of sengon growth, simple planting and maintenance tutorials, testimonials of successful farmers, and behind-the-scenes of cultivation activities. The language used will adapt to Generation Z's communication style, light, engaging, and informative. Example: A timelapse video of sengon growth with upbeat music and overlay text explaining the benefits of cultivation.

Another video could feature short interviews with young farmers who have successfully cultivated sengan, highlighting the economic benefits and satisfaction they get.

SWOT Analysis:

- Strengths: Wide reach, relatively low production costs, easily accessible to Generation Z.
- Weaknesses: High content competition, requires consistency in content creation and upload.
- Opportunities: High virality potential, increase brand awareness and interest in sengan cultivation.
- Threats: Changing platform algorithms, possibility of content not attracting audience attention.

Role of the Government

The Condong Village Government has an important role in supporting the development of sengan cultivation. Programs that can be run include: providing quality sengan seeds at affordable prices, training and mentoring facilities for farmers, access to capital and financial assistance, and opening market access for sengan products. Cooperation with related agencies, such as the Department of Agriculture and Plantations, is also very important for the success of this program.

Implications of Research Findings.

The findings of this study show that Generation Z's interest in sengan cultivation can be increased through an integrated digital marketing strategy that is creative, innovative, and user-friendly. The importance of engagement and storytelling in marketing content also needs to be considered. The results of this study can be used as a reference for the Condong Village government and stakeholders to develop more effective programs to encourage Generation Z's interest and participation in sengan cultivation.

RESULTS AND DISCUSSION

Based on the research findings on Generation Z's low interest in sengan cultivation in Condong Village, an integrated and innovative digital marketing strategy is needed to overcome the constraints of access to information, markets, and government support. This strategy will leverage the power of digital platforms simultaneously for a wider and more effective reach. A key focus will be the creation of short video content on TikTok, Facebook and Instagram, designed to be attention-grabbing and easily understood by Generation Z.

The video content will be in the form of a series documenting the entire process of sengan cultivation, from land preparation, selection of superior seeds, proper planting techniques, plant care (weeding, fertilizing, pest and disease control), to the harvesting process and marketing of the harvest. Each stage will be

explained in detail and visually, using simple and contemporary language, and accompanied by music that is trending among Generation Z. To enhance the appeal, videos can be interspersed with interesting visual elements such as time-lapse of crop growth, stop motion to explain certain techniques, or infographics that present important data in a concise and digestible manner.

In addition, the video will also feature interviews with young farmers who have successfully cultivated sengon, highlighting their success stories, the benefits gained, and the challenges faced. This aims to provide inspiration and motivation to Generation Z. Video titles will be designed to be as catchy and eye-catching as possible, for example: "Cuan Melimpah dari Sengon! Success Stories of Millennial Farmers," 'Secrets of High-Quality Sengon Harvest,' 'Complete Guide to Sengon Cultivation for Beginners,' or "Sengon: A Profitable Future Investment."

In-depth keyword research will be conducted to ensure the video content aligns with Generation Z's interests and searches on each platform. Relevant and trending hashtags will be used to increase the visibility of the videos. Interaction with the audience will also be maximized through live streaming features, Q&A sessions, and prize contests. Data analysis from each platform will be conducted periodically to measure the effectiveness of the strategy and make adjustments if needed. In addition to short videos, this integrated marketing strategy will also be balanced with supporting content on the website and social media, such as informative articles, infographics, and interesting photos. Collaboration with influencers and key opinion leaders (KOLs) in agriculture will also be considered to expand the reach and credibility of the information.

CONCLUSION

This journal examines the market potential of sengon seedlings in Condong Village, East Java with a focus on Generation Z's interest. Through interviews and observations, the journal reveals Generation Z's low interest in sengon cultivation due to lack of information, difficulty in accessing markets, and lack of government support. The journal highlights the importance of the government's role in providing access to quality seedlings, training, capital, and market access to encourage Generation Z participation. The journal recommends an integrated digital marketing strategy with short video content on TikTok, Instagram, and YouTube Shorts platforms to increase brand awareness, provide comprehensive information, and overcome the barriers identified.

The journal asserts that creative, innovative, and user-friendly digital marketing strategies can increase Generation Z's interest in sengon cultivation. The importance of engagement and storytelling in marketing content is also worth noting. This journal provides recommendations for the Condong Village government and stakeholders to develop effective programs to encourage Generation Z's interest and participation in sengon cultivation.

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