



SOCIALIZATION OF SEVERAL PRODUCT DEVELOPMENT ETAWA MILK VARIAN

Ahmadi^{1*}, Moh. Sayyidek R², Salman Alfarisi³, M. As'adul Kholqi⁴, Husni M⁵,
Firman Sahru R⁶, Fahmi Aldo⁷, M Supyan⁸, M Ulul Azmi A⁹

^{1,2,3,4,5,6,7,8,9} Islamic Education Management (Zainul Hasan Genggong University, Probolinggo, Indonesia)

Email: salmanfree454@gmail.com¹, vanzzahkamm@gmail.com², dynnror@gmail.com³, ahmadislebew14@gmail.com⁴,
freemobile334123@gmail.com⁵, fahmialdo09@gmail.com⁷, mohmdsfyn@gmail.com⁸

Abstract:

The development of the etawa goat milk industry in Tambelang Krucil Village has great potential to improve the economic welfare of the community and encourage regional growth. With abundant natural resources and the potential for skilled human resources, this village has strong capital to develop the goat milk industry. This research aims to identify and develop appropriate socialization strategies and create value-added Etawa goat milk products to expand the market and increase people's income. This research uses a descriptive qualitative method with a case study approach. Data was obtained through in-depth interviews with various related parties, including farmers, milk managers, local government and community leaders. Apart from that, direct observations were made to understand the conditions of the Etawa goat farm and the existing milk processing industry. Data analysis was carried out qualitatively to find important themes related to the development of the Etawa goat milk industry. The research results show that although Tambelang village has great potential in developing the goat's milk industry, there are still challenges that need to be overcome, such as lack of capital, traditional technology, and competition with cow's milk products. Proper socialization and innovation in processed Etawa goat milk products are the main keys to increasing the competitiveness and welfare of farmers.

Keywords: Industry outreach, Etawa goat milk, processed products, industrial development, community welfare, Tambelang Krucil Village.

INTRODUCTION

The potential of a region is an important element in regional economic development. One of the main potentials that can be utilized is the livestock sector, especially in terms of the etawa goat milk industry. Tambelang Village, located in Krucil District, Probolinggo Regency, is a village rich in natural and human resources. This village is known for its abundant agricultural products, but in this article will be more focused on the management of the etawa goat milk industry as the main economic opportunity. Etawa goat milk is known for its various health benefits, such as helping to maintain healthy bones and teeth, increasing immunity, and facilitating the digestive process. This makes it a superior product in Tambelang Village which has great market potential, both locally and regionally. The majority of the people of Tambelang Village depend on the goat farming sector, where the milk produced is not only sold in fresh form, but can also be processed into various high-value products such as cheese, yogurt, and various flavor variants that increase market attractiveness. However, to develop this potential, proper socialization is needed

*Corresponding author.

E-mail addresses: dynnror@gmail.com

regarding how to manage and process etawa goat milk that is more modern and efficient, so that it can produce products that are more varied and have high selling value. Therefore, this study aims to identify socialization strategies and create processed goat milk products that can have a significant impact on improving the economy of the people of Tambelang Krucil Village.

RESEARCH METHODS

This study uses a descriptive qualitative method with a case study approach to analyze the development of the etawa goat milk industry in Tambelang Krucil Village. This method was chosen to dig up in-depth information about the condition of the etawa goat milk industry, as well as identify socialization and innovation strategies for etawa goat milk processed products. This research is divided into several stages that focus on inclusion, discovery, design, devine, and reflection. Each stage is carried out with a systematic approach to ensure maximum results in developing the etawa goat milk industry.

Inclusivity

The infiltration stage is carried out by building an initial relationship with the local community, especially etawa goat farmers. The KKN team made a direct visit to the homes of residents and farmers to introduce themselves and convey the purpose of this research. During these interactions, the team collected information related to the socio-economic conditions of the farmers and obtained permission to carry out further activities. This initial discussion also aimed to explore ideas from the community regarding the potential for processing etawa goat milk into more value-added products, such as cheese, yogurt, and other variants.

The success of this stage depends on the creation of a good relationship between the research team and the community.



Discovery

In the discovery stage, the research focuses more on understanding the potential that exists in the village through in-depth interviews with farmers and other related parties. The KKN team conducted interviews with etawa goat farmers, including with Mr. Mahmudi, a farmer who has long developed the etawa goat milk business. The results of the interviews show that although etawa goat milk began to be known since 2014, the milk supply was still limited until 2017. The increasing demand in 2018 indicates a great opportunity to develop the etawa goat milk industry, especially if it is supported by product innovations that can attract consumers.

Design

At the design stage, the KKN team designed strategic steps to develop the etawa goat milk industry in a more innovative way. We recommend that farmers develop etawa goat milk products in various processed forms such as cheese, yogurt, and other processed products. We also propose the use of goat farm waste such as wool to become high-value products, such as handicrafts or textile raw materials. In addition, marketing strategies using social media are very important to expand market reach, especially with the use of digital platforms such as Instagram, Facebook, WhatsApp, and Twitter that allow etawa goat milk products to be more widely known in local, national, and international markets.

Devine

At the divine stage, the community began to collaborate to realize the development of the etawa goat milk industry with a strategy that had been prepared. Some farmers are focusing on increasing goat milk production, while others are focusing on developing dairy products such as cheese and yogurt. This collaboration between farmers is very important to improve production efficiency and accelerate product innovation. At this stage, it is also important to focus online and offline marketing efforts to reach a wider market, both domestic and international.

Reflection

The reflection stage is carried out to evaluate the process that has been passed and plan the follow-up ahead. This evaluation aims to ensure that the development of the etawa goat milk industry can continue and develop. The program has the full support of the community and local governments who are ready to implement the development plan. In addition, an evaluation will be carried out to ensure that processed goat milk products are accepted by the wider market and can have a positive impact on improving the welfare of farmers in Tambelang Krucil Village.

RESULTS AND DISCUSSION

Inclusivity

At the inclusivity stage, the KKN team begins interaction with the community through direct visits to the homes of residents and farmers to build harmonious relationships. This activity aims to introduce themselves, provide space for the community to express ideas and ideas related to the development of the etawa goat milk industry, as well as collect permits for the implementation of activities. During this process, we discussed the potential of processing etawa goat milk into various products, such as cheese, yogurt, and other dairy-based products, which can increase the selling value of the product and open up new market opportunities. The success of the inclusion stage depends on good relationships and mutual understanding between KKN students and the local community.

Discovery

The discovery stage aims to explore more deeply the potential that exists in society. Through interviews with farmers, especially with Mr. Mahmudi, we found that etawa goat milk began to be widely known in this village since 2014, although the milk supply was still limited until 2017. In 2018, the demand for etawa goat milk began to increase, although prices were still fluctuating. In addition, many farmers have begun to switch from cattle farming to etawa goats because of the potential for more profitable milk. This shows that there is a great opportunity to develop the goat milk industry in Tambelang Village, especially if it is supported by processed product innovations that are attractive to consumers.



Design

At the design stage, the KKN team designed strategic steps to develop the etawa goat milk industry, including creating more varied processed products. We suggest the development of etawa goat milk products in the form of cheese, yogurt, and various flavor variants. This is expected to attract a wider range of consumers and increase the competitiveness of etawa goat milk products. We also propose the use of livestock waste such as goat wool that can be processed into high-value products, such as handicrafts or textile raw materials. A marketing strategy based on social media is also very important to expand the reach of the market, given the rapid development of information technology today. Through digital platforms such as Instagram, Facebook, WhatsApp, and Twitter, etawa goat milk products can be known more widely in the local, national, and even international markets.

Devine

At the divine stage, the community began to collaborate to realize the development of the etawa goat milk industry in accordance with the existing potential. Some farmers are focusing on increasing goat milk production, while others are more interested in developing dairy products, such as cheese and yogurt. This collaboration is important to accelerate the innovation process and improve the quality of the products produced. In addition, some farmers have also begun to focus on marketing products online and offline to reach a wider market.

Reflection

The reflection stage aims to evaluate the process that has been passed and plan the follow-up. This program has full support from the community and the local government, which is ready to realize the development plan of the etawa goat milk industry. Evaluations will continue to be carried out to ensure the sustainability of the program and ensure that etawa goat milk products can be accepted by a wider

market, and can have a positive impact on the community's economy. Through the sustainability of this program, it is hoped that the etawa goat milk industry can grow rapidly, not only improving the welfare of farmers, but also introducing Tambelang Village's typical products to a larger market.

CONCLUSION

Based on the results of research and service activities carried out in Tambelang Village, it can be concluded that the etawa goat milk industry has a huge potential for further development. Abundant natural potential, competent human resources, and the support of the local community are important factors in developing this industry. However, there are still several challenges that must be overcome, such as limited capital, technology that is not optimal, and competition with other products, especially cow's milk.

Through the ABCD approach applied in this study, the people of Tambelang Village can identify the existing potentials and opportunities, which are then used as a basis for planning to improve the production, quality, and marketing of etawa goat milk products. Involving farmers in every stage of planning and implementation is an important step to ensure the sustainability and independence of their business.

With a work plan that has been prepared and good cooperation between the community, the village government, and other related parties, the etawa goat milk industry in Tambelang Village is expected to grow rapidly. The use of technology and social media for marketing is also a strategic step to expand the market, both locally and nationally.

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