



DIGITAL MARKETING ASSISTANCE FOR GONDOSULI KEREAN SUGAR PRODUCTS

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Abstract:

Gondosuli said that the production of this Community Service Program aims to help the community develop palm sugar processing skills and have a wider marketing reach. What is happening in community farming business groups and the marketing of palm sugar is still not being developed optimally, where the processing is carried out traditionally with limited equipment and the packaging does not vary, and the marketing still does not utilize online media. Based on these problems, assistance is needed for farming business groups in digital marketing of palm sugar products in Gondosuli Village through the formation and coaching of palm farmer groups regarding the manufacture of packaging products and development of palm sugar home products, website-based online sales design. simulation of website use and promotions. The results of this mentoring activity can stimulate community creativity in increasing palm sugar productivity and the use of digital marketing in the Gondosuli farming group's palm sugar products. This program provides community assistance in processing and digital marketing of palm sugar products through several stages. First, formation and development of sugar palm farmer groups. Second, product innovation training. Third development of a digital-based marketing system through creating an online sales website, training in using e-commerce platforms, and optimizing social media

Keywords: Mentoring, Digital Marketing, Palm Sugar.

INTRODUCTION

Gula Aren is an agricultural commodity-based product that is widely produced by small and medium enterprise (SME) groups. Gula Aren is one of the products of local wisdom of mountainous communities by developing regional potential by utilizing local resources. Handayani (2021). One of the areas that develops local Aren sugar products is the Gondosuli area located in Pakuniran District, Probolinggo Regency.

The community organized in the Gondosuli Village Farmer Business group utilizes the Aren trees to collect sap water and process it into original palm sugar without the addition of other substances. Gondosuli palm sugar is a typical Pakuniran souvenir sought after by the people of Probolinggo, because of its distinctive taste and different from other regions' palm sugar.

The Gondosuli Village Farmer Business Group that produces palm sugar still does not have sachet packaging and is not yet available in the form of sachet drinks. This situation has an impact on the decreasing demand for palm sugar, where migrants often ask for palm sugar in the form of packaging that is easily used as an addition to food and drinks. This is because the community has not been able to optimally develop the palm sugar business. The limited ability of the community has

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an impact on the low productivity of palm sugar and cannot market palm sugar. The people of Gondosuli market their palm sugar by selling it to the market and intermediary traders. In addition, the selling price of palm sugar in the market often fluctuates and the money earned from selling palm sugar can only fulfill the primary needs of the family. Government support has not been able to support Indonesian Small and Medium Enterprises (SMEs). Likewise, the Pakuniran regional government has provided assistance in supporting equipment for palm sugar production, but it has not been evenly distributed to all palm sugar farmers in Gondosuli village.

The above phenomenon shows that the palm sugar product in Gondosuli village has not been maximally developed both in marketing and processing. When the weather conditions are rainy, the community cannot take nira water to the mountains and there is no alternative work that can be done to make money, plus the community often sits in front of the house when not working. This has led to a decline in community income, an inability to make ends meet and has led to theft. Sluggish economic activity and high unemployment encourage criminal activities such as theft and robbery. Therefore, people who work as palm sugar farmers urgently need support that can improve their economy. The community needs support in the field of business and the potential of regional natural resources. The process of mentoring including community empowerment by prioritizing local aspects of the region towards independence is needed for community assistance in digital marketing of palm sugar products as health drinks. Sugar made from palm sap is very good for health, so palm sugar can be processed into health drinks.

The mentoring activities are carried out through coaching and mentoring of palm sugar farmer groups in processing product packaging and developing palm sugar home products, website-based online sales design, simulation of website usage and promotion. This is important to develop Aren Sugar products in digital marketing that can bring significant changes in the lives of Aren farmers (Mamluatun Ni'mah, 2024). Assistance to Aren farmers in digital marketing focuses on the quality of palm sugar products in bowls and health drinks. Improving the quality of palm sugar products can be done by developing the creativity of the community to process palm sugar products that are unique with a variety of flavors and packaging. Digital marketing can reach a wider range of consumers, facilitate online transactions and increase sales.

Despite its high selling value, traditional marketing is often an obstacle for palm sugar producers in Gondosuli Village, especially in reaching wider consumers. Digital marketing is one solution that can be applied to improve marketing efficiency and encourage business growth. With assistance in the use of digital marketing strategies for farmer business groups, it is hoped that it can help them to more easily market their products online, increase visibility, and expand customer networks.

Assistance to farmer groups in digital marketing of palm sugar bowls and health drinks is carried out on an ongoing basis with the support of village officials and the role of BUMDES (Village Owned Enterprises). The role of BUMDES has the opportunity to create potential for the community to develop, make the community empowered, and protect interests by developing a protection system for the

community. So that the community can develop the palm sugar business into a superior product of Gondosuli village.

Preliminary study in Gondosuli Village, the palm sugar product has not been developed optimally, sugar processing is done traditionally with limited equipment and packaging that does not vary, marketing of palm sugar is still around Pakuniran and selling directly to intermediary traders who come, the assistance of palm production support equipment provided by the local government has not been evenly distributed to all palm farming communities, the limited ability of the community to develop the palm sugar business optimally and the rainy season is an obstacle for the community to collect nira water from Aren trees Based on the background above, the problems to be discussed in this program are First, how to form a palm farmer group in order to increase palm sugar productivity, Second, how to foster palm farmer groups in order to increase palm sugar productivity. Second, how to guide the aren palm farmer groups on product processing and packaging. Third, how to develop palm sugar home products so that they have quality and are produced continuously. Fourth, how to design online sales to reach the marketing of palm sugar bowls widely. Fifth, how the simulation of website usage can provide an understanding of online marketing for teenagers. Sixth, how to promote products offline and online. This community service aims to help the community in developing palm sugar processing skills and a wider marketing reach.

METHODS

Digital marketing assistance is carried out through several stages, namely:

1. Basic Digital Marketing Training: Provides an understanding of the basic concepts of digital marketing, the importance of brand positioning, and the utilization of social media and marketplaces.
2. Social Media Optimization: Teaches the use of platforms such as Instagram, Facebook, and TikTok for product promotion, creation of interesting content, and strategies to increase customer engagement.
3. Marketplace Utilization: Assisting business groups in registering and managing online stores on various e-commerce platforms such as Shopee, Tokopedia, and Bukalapak.
4. SEO Strategy and Digital Content: Increasing product visibility with Search Engine Optimization (SEO) techniques on product descriptions and websites, as well as creating attractive content to attract more potential buyers.
5. Evaluation and Monitoring: Monitoring digital marketing results and providing recommendations for improvement based on the data obtained.

RESULTS AND DISCUSSION

From the assistance that has been carried out to the Gondosuli village farmer business group in Digital Marketing assistance, including starting with socializing the program which is carried out by providing an overview of the implementation of community assistance activities to the village head, village officials and the Gondosuli village community farmer business group. So that all parties involved in this program have the same perception in realizing the success of community business development. After the implementation of marketing assistance, business groups experienced an increase in the number of online visitors and product sales.

From this marketing, farmers can offer and exchange information and something that has value by using more optimal social media and a more attractive content strategy that will have a positive impact on attracting new customers (Mamluatun Ni'mah, 2022). In addition, the utilization of marketplaces helps increase product accessibility and expand market coverage, so that business groups can better compete in the digital era.

CONCLUSION

Digital marketing assistance has proven effective in helping Javanese sugar business groups improve the marketing and sales of their products. With the implementation of the right strategies, business groups can expand their market reach, increase competitiveness, and achieve greater profits. It is hoped that this mentoring program can continue to be developed to help more business groups utilize digital technology as an efficient and effective marketing tool.

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