



DIGITALIZATION AS A STRATEGY FOR OPTIMIZING THE BRANDING OF ORGANIC LIQUID FERTILIZER IN KLAMPOKAN VILLAGE

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Abstract:

This community service activity focused on optimizing the branding of organic liquid fertilizer through the use of digitalization in Klampokan Village, Probolinggo Regency. The problems faced by partners included the lack of a consistent brand identity, simple packaging designs, and traditional marketing patterns that resulted in a relatively limited market reach for the product. The objective of this support activity is to help partners build and strengthen the brand identity of liquid organic fertilizer in a structured manner using digital branding, improve product packaging design, and enhance partners ability to use digital media as a marketing tool to expand market reach and increase product competitiveness. The approach used in this activity is Asset Based Community Development (ABCD), which is implemented through the stages of inculturation, discovery, design, define, and reflection. The form of assistance includes designing the Bio Subur Fertilizer brand identity, creating a logo and packaging label design, developing digital promotional content, and utilizing social media as a marketing tool. The results of the activity show that the implementation of digital branding can strengthen product identity, improve visual quality, and expand the exposure of organic liquid fertilizer to a wider audience. In addition, this activity also contributes to increasing business owners' awareness and understanding of the importance of branding and digital marketing as part of a business development strategy. Thus, digital branding can be an effective and sustainable strategy in increasing the competitiveness of locally-based organic liquid fertilizer products in Klampokan Village.

Keywords: Digitalization, Optimization, Branding, Organic Liquid Fertilizer.

INTRODUCTION

The digital technology transformation has brought about significant changes across various sectors of life, including the agricultural sector. Advances in information and communication technology have shifted the patterns of production, distribution, and marketing of agricultural products from conventional methods toward more modern and digitally integrated systems. Digitalization is no longer viewed merely as a temporary trend but has become a critical strategy for enhancing the competitiveness of agricultural products in an increasingly competitive market (Silviawati et al., 2025). Through the use of digital technology, agricultural business owners have broader opportunities to access markets, disseminate product information quickly, and build direct relationships with consumers without relying on traditional intermediaries.

The use of digital platforms such as social media, marketplaces, and marketing websites has proven effective in increasing the visibility of agribusiness products, particularly in rural areas that previously faced limited market access (Natania &

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Dwijayanti, 2024). Digitalization enables local products to reach a broader consumer base, not only at the regional level but also nationally. Beyond serving as a promotional tool, digital marketing also plays a crucial role in building brand identity (branding). Through visual content, product narratives, and direct interaction with consumers, business owners can establish a stronger, more consistent, and easily recognizable brand identity. Thus, digitalization functions not only as a marketing tool but also as a strategic instrument in creating added value for products.

Klampokan Village is a rural area in Besuk Subdistrict with significant potential for the development of organic liquid fertilizer. The village's geographical conditions—supported by the presence of a river and vast, fertile farmland—have shaped a way of life in which the community is heavily reliant on the agricultural sector. The majority of Klampokan Village's residents work as farmers, creating a need for agricultural inputs that are effective, affordable, and environmentally friendly. The availability of local raw materials, such as organic waste from the agricultural and household sectors, along with ongoing agricultural activities, makes organic liquid fertilizer a relevant and sustainable alternative for agricultural inputs (Udayana, 2011). In addition to helping increase agricultural productivity, the development of organic liquid fertilizer is also in line with the characteristics of rural communities that are beginning to develop home-based businesses and small and medium-sized enterprises as an effort to improve their economic well-being independently.

Bio Subur organic liquid fertilizer is an eco-friendly product designed to support sustainable agriculture and boost crop productivity. This fertilizer is made from natural ingredients that are readily available in rural areas, making its production costs relatively affordable and sustainable. The main ingredients in Bio Subur Fertilizer include turmeric, galangal, lemongrass, coconut water, bamboo roots, fermented rice water, EM4, rice or rice water, sugarcane juice, and chicken eggs. This combination of ingredients serves as a source of natural nutrients and microorganisms that are beneficial for the soil and plants.

In terms of function, Bio Subur Fertilizer offers various benefits, including supporting plant growth and development, particularly for agricultural crops such as corn, rice, tobacco, and chili peppers. Additionally, this fertilizer helps enrich the soil by increasing organic matter content and improving soil structure. The natural microorganisms it contains also play a role in naturally controlling pests. As a result, farmers do not need to rely heavily on synthetic chemicals.

Bio Subur Fertilizer is versatile because it can be used on various types of plants, including food crops, horticultural crops, and plantation crops. In addition to plants, Bio Subur Fertilizer can also be used for various types of animals as part of environmental management and animal health support. However, it must be used properly and in accordance with the recommended dosage, and it does not replace animal feed or medications. This application focuses on maintaining the cleanliness of livestock pens and supporting an environmentally friendly integrated farming system.

When using Bio Subur Fertilizer, it is not recommended to mix it with chemical pesticides to preserve the effectiveness of the microorganisms it contains. Application is recommended in the morning or evening to ensure optimal nutrient absorption by the plants. This product is sold in 1-liter containers at a price of Rp15,000, making it

affordable for local farmers. From a business perspective, Bio Subur Fertilizer holds promising prospects.

As public awareness of environmentally friendly agricultural practices grows, the key advantages of this product lie in its use of natural ingredients, its diverse benefits, and its competitive pricing. With the implementation of the right branding strategy and effective digital marketing, the Bio Subur organic liquid fertilizer business has the potential to expand further and become a sustainable fertilizer alternative for farmers in Klampokan Village and the surrounding areas.

However, this potential has not yet been accompanied by adequate marketing and branding strategies. The owners of organic liquid fertilizer businesses in Klampokan Village still rely on traditional marketing systems, such as direct word-of-mouth sales or sales limited to the local village area. This situation results in the organic liquid fertilizer product being less known to a broader market, despite the product's relatively good quality and benefits. Consequently, there is a gap between the quality of the product produced and the level of market exposure achieved. This limited market penetration indirectly impacts the product's low competitiveness and restricts income-growth opportunities for local business owners.

Digital marketing, particularly in the realm of branding, can serve as a strategic solution to address these challenges. Through the implementation of digital branding, organic liquid fertilizer is positioned not merely as a functional product, but also as a product with its own distinct identity, values, and uniqueness. Digital platforms can be utilized to highlight the product's advantages, environmentally friendly production processes, and long-term benefits for soil and plants (Paranoan et al., 2022). Additionally, direct interaction with consumers via digital media enables producers to receive rapid feedback and build consumer trust in the products offered.

Previous studies have shown that the application of digital marketing in the agricultural sector has a positive impact on expanding market reach and brand awareness. Digital marketing is also considered capable of reducing marketing costs and strengthening the relationship between producers and consumers through more intensive and sustainable communication (Judijanto et al., 2025). In the context of agribusiness, digital marketing strategies allow for the more engaging communication of product value and the story behind the production process, so that consumers not only purchase the product but also understand the value inherent in it.

Nevertheless, the reality on the ground shows that most organic liquid fertilizer businesses at the village level have not yet been able to fully leverage digitalization. The low digital literacy of business owners, limited network infrastructure, and the absence of a well-planned and sustainable digital marketing strategy are the main challenges. These conditions underscore the need for community assistance and capacity building through community service activities. Therefore, this initiative focuses on the design and implementation of a digitalization strategy to optimize the branding of organic liquid fertilizer in Klampokan Village, thereby effectively connecting the potential of local products with the needs and dynamics of the digital market.

RESEARCH METHODS

This mentoring session was held on Thursday, January 29, 2026, at the Pupuk Bio Subur production facility. The Asset-Based Community Development (ABCD)

method was selected for this community service activity because it is considered the most appropriate approach given the current situation and characteristics of the Klampokan Village community. This approach is deemed relevant because the community already possesses tangible assets and potential, particularly in the production of organic liquid fertilizer; however, these assets and potential have not yet been fully utilized in terms of branding and marketing. By employing the ABCD approach, the community service activity does not begin with the identification of problems or shortcomings, but rather with the strengths already possessed by the community (Setyawan et al., 2022). This makes the development process more inclusive and sustainable.

The ABCD method was chosen because it can enhance community awareness and self-reliance in managing the organic liquid fertilizer business. Digital branding will not function optimally if the community merely acts as a recipient of the program (H Ali Muhtarom et al., 2019). Therefore, the ABCD approach encourages business owners to actively participate in every stage of the activities, from identifying potential, designing brand identity, to implementing digital marketing. This aligns with the objectives of the community service initiative, which aims not only to produce tangible outcomes in the form of digital branding but also to develop the community's capacity and mindset.

Furthermore, the ABCD approach is particularly relevant because Klampokan Village possesses a variety of assets, including human resources with expertise in the production of organic liquid fertilizer, high-quality local products, and opportunities to utilize relatively accessible digital technology. By integrating these assets, the ABCD method enables the implementation of digital branding that is contextually appropriate and aligned with the community's capabilities. In this context, students serve as facilitators bridging knowledge and technology, while the community acts as the primary agent in developing sustainable branding for organic liquid fertilizer.

Acculturation

The first step is called acculturation, aimed at building harmonious relationships between KKN students and the Klampokan Village community, particularly those involved in the organic liquid fertilizer business. During this phase, students familiarize themselves with the local social environment, introduce the program, explain the objectives of the activities, and adapt their approach to align with local norms and culture. The goal of acculturation is to gain community acceptance of the digitalization program to be implemented (Martasudjita, 2010).

Discovery

This phase aims to identify the community's potential, challenges, and needs regarding product branding and marketing (Khasinah, 2021). Organic liquid fertilizer is of high quality but lacks a strong brand identity, attractive packaging, and effective digital promotion. Based on these findings, the design phase was then conducted, during which digital solutions were planned to meet the community's needs.

Design

In this phase, students and community members collaboratively design the product's branding concept, including the creation of a logo, labels, digital promotional content, and the use of social media as a marketing tool. The design

process is carried out collaboratively to ensure the results are easy to implement and sustainable. The design phase is the stage for establishing and reinforcing the digital branding strategy that has been designed (Hussein, 2018).

Define

Once the final design was prepared, the digital platform to be used was selected, and simple guidelines for using digital media were developed for business owners. This phase aimed to ensure that the organic liquid fertilizer brand had a clear and consistent identity, thereby enhancing the product's competitiveness in the market.

Reflection

The final phase is reflection, which is used to evaluate all community service activities. Reflection is conducted through discussions with liquid fertilizer business owners to assess the program's success, the challenges faced, and the impact of digitalization on the brand image of organic liquid fertilizer. The results of this reflection are expected to serve as a foundation for improving and developing similar programs in the future.

RESULTS&DISCUSSION

Study mentoring activities carried out as part of the program community service as part of the real work lecture (KKN) UNZAH 2026 in Bago village, Besuk district, Probolinggo regency, this represents a form of intervention educational intervention designed to respond to the problem of excessive gadget use among children, especially after the Maghrib prayer. This intervention is based on real needs in the community where children tend to spend nighttime for less productive activities. In the framework of conceptual education, study mentoring plays a strategic role in helping children build directed study habits, foster intrinsic motivation to learn, and creating a conducive learning environment outside the formal education system in schools.

The implementation of the community service program demonstrated that the application of digitalization had a tangible impact on strengthening the branding of organic liquid fertilizer in Klampokan Village. In the early stages of the activity, the existing conditions revealed that the organic liquid fertilizer produced by the community lacked a clear and structured brand identity. The product was marketed without a consistent brand name, lacked a logo, and used simple packaging with minimal product information. Furthermore, the marketing system in place was still conventional, limited to direct sales to farmers in the surrounding villages and personal networks, resulting in a relatively limited market reach. These conditions indicate that digitalization serves not only as a promotional tool but also as an initial strategy for building the brand identity of local products.



Figure 1. Pupuk Bio Subur Logo

Through the stages of acculturation and discovery conducted on January 10, 2026, the community service activities were carried out using a participatory and dialogic approach. These activities involved field observations, interviews, and in-depth discussions with owners of organic liquid fertilizer businesses. The results of this phase indicated that the community has a good understanding of the production process and benefits of organic liquid fertilizer, but has not yet fully realized the importance of branding and digital marketing in business development.

Branding is still viewed merely as a matter of physical packaging and has not been understood as a product identity capable of enhancing market value and consumer trust. These findings indicate a mismatch between the quality of the products produced and the marketing strategies implemented, meaning the products' potential has not been fully realized. This situation highlights the need for guidance and education regarding branding and digital marketing so that the products can establish a strong identity and compete in a broader market.

Based on the findings of the discovery phase, a digital branding strategy was developed that aligns with the product's characteristics and the business owner's capabilities. During the design phase, which took place on January 23, 2026, the students collaborated with the business owner to develop the brand identity concept for Pupuk Bio Subur, encompassing logo design, packaging label design, and product visual presentation. The branding design was developed to be simple, easy to implement, and sustainable so that it can be used independently by the community without reliance on external parties. This participatory approach aligns with the principles of Asset-Based Community Development (ABCD), which emphasizes the utilization of community assets and active community involvement.

Next, during the define phase, the designed brand identity was refined and solidified. In this phase, the product name Pupuk Bio Subur was established, and the brand's core message was formulated to highlight the advantages of organic liquid fertilizer as an environmentally friendly product based on local resources. The define phase aims to ensure that the brand identity built has clear, consistent meaning and effectively represents the product's values and character to consumers.

The visual identity of Pupuk Bio Subur is grounded in a philosophy that embodies the product's values and character. The sun is interpreted as a symbol of hope, the beginning of life, and a source of energy for sustainable growth. Plants and their roots symbolize soil fertility and natural growth that originates from a healthy root system. Soil is interpreted as the primary foundation of healthy and sustainable

agriculture. Corn and rice represent harvest yields and food security, reflecting the product's connection to the local community's primary agricultural commodities. Meanwhile, the bio-liquid element in the bottle symbolizes innovation and the use of eco-friendly bio-fertilizers as the defining feature of the Pupuk Bio Subur product. This visual philosophy serves to reinforce the brand's meaning while building consumer trust in the product's quality and sustainability. This visual philosophy is designed to reinforce the brand's meaning while building consumer trust in the product's quality and sustainability.



Figure 2. Bio Subur Fertilizer Products

In addition to strengthening the visual identity, a key output of this phase is the creation of digital promotional content, including product photos, descriptions of benefits, and information on the use of organic liquid fertilizer. This content is designed to be uploaded via social media as the primary promotional channel. Visual consistency and promotional messaging are key priorities to build a clear and easily recognizable product image for consumers.

Building a brand in the digital world involves leveraging social media platforms like TikTok as a promotional and marketing channel, complementing the traditional marketing methods previously used. TikTok was chosen because it is easily accessible, has relatively low costs, and aligns with the public's ability to manage digital content in a simple manner. Additionally, TikTok is considered effective at presenting visual and audiovisual content capable of capturing the audience's attention quickly. Observations during the implementation phase showed an increase in product exposure, marked by increased user interaction – such as comments, direct messages, and growing interest in the organic liquid fertilizer product. This indicates that the use of social media can expand marketing reach compared to conventional methods.



Figure 3. Group photo with the owner of Bio Subur Fertilizer

Based on reflections on the activity, the implementation of digital branding not only enhances the product's appearance but also encourages business owners to shift their mindset regarding the importance of brand identity and digital marketing. The owner of Bio Subur Fertilizer demonstrated high enthusiasm for the activity, evident through active participation in every stage of the program and openness to innovations and feedback regarding product branding development. This program serves as an initial step in helping the community of Klampokan Village understand that strengthening the brand through digitalization is a crucial strategy for enhancing the competitiveness of organic liquid fertilizer in a broader market.

These findings align with the results of a community service project titled "Optimizing Digital Marketing to Enhance Branding for Mbah Mul's Tempe SMEs in Purwotani Village," which demonstrates that the use of digital technology plays a crucial role in supporting the development and sustainability of small and medium-sized enterprises. With the rapid advancement of technology, business owners are required to make optimal use of digital media – whether to promote products, conduct sales, or disseminate information to customers quickly and widely. The implementation of digital marketing through Google services and social media platforms such as WhatsApp Business and Facebook has proven effective in increasing product visibility, expanding market reach, and strengthening the competitiveness of SMEs (Manihuruk & Sukarno, 2024).

Furthermore, the mentoring provided to the Tempe Mbah Mul SME in Purwotani Village indicates that while the business has the potential to grow, limited knowledge of digital marketing remains a major obstacle. However, after receiving support through the implementation of digital marketing, the SME was able to promote its products more effectively, reach more customers, and potentially increase its revenue (Swissia & Halimah, 2023). Based on the results of previous community service initiatives, it can be concluded that the implementation of branding and digital marketing is also relevant for organic liquid fertilizer SMEs in Klampokan Village as an effort to optimize product branding, increase selling value, and expand market access sustainably in the digital era.

The results of this community service initiative indicate that the use of branding and digital marketing is crucial for organic liquid fertilizer SMEs in Klampokan Village as a means to enhance product branding in the digital age. Through this community service activity, the expected benefits extend beyond improving product presentation to strengthening the brand identity of organic liquid fertilizer so that it becomes more widely recognized by the general public. Additionally, the implementation of digital branding is expected to boost consumer trust, expand marketing reach through digital media, and drive an increase in product value. Furthermore, this initiative provides a positive, sustainable impact by enhancing the knowledge and skills of SME owners in utilizing digital technology as a marketing strategy, thereby improving the competitiveness of organic liquid fertilizer businesses in Klampokan Village within a broader market.

CONCLUSION

The implementation of a community service program through digital branding has effectively strengthened the identity and enhanced the competitiveness of organic liquid fertilizer products in Klampokan Village. Through the stages of inculturation, discovery, design, and definition, the community has not only gained a clear and structured brand identity for Pupuk Bio Subur but has also developed a better understanding of the importance of branding and digital marketing. The strengthening of visual identity, the creation of brand messaging, and the use of social media for promotion have all had a positive impact on brand exposure and consumer interest in the product. Therefore, digital branding is a relevant and sustainable strategy to support the development of organic liquid fertilizer businesses based on local potential and to open up opportunities for expansion into broader markets.

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