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## **Training and Mentoring for Young Entrepreneurs in the Agricultural Sector in Indonesia**

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### **Abstrak**

Kegiatan Pengabdian Kepada Masyarakat melalui pelatihan dan pendampingan bagi wirausahawan muda di sektor pertanian bertujuan untuk memberi edukasi kepada masyarakat bahwa pemasaran digital memiliki urgensi dalam meningkatkan pemasaran produk pertanian secara luas. Kegiatan ini dilakukan pada salah satu desa di Sulawesi Selatan tepatnya di Desa Tanra Tuo, Kecamatan Cempa, Kabupaten Pinrang. Kegiatan ini diawali dengan survei dan koordinasi dengan Ketua Karang Taruna Desa Tanra Tuo terkait permasalahan yang dihadapi dalam kegiatan pemasaran produk pertanian. Kemudian menyusun tim pengabdian masyarakat dan mengurus perijinan dengan Pemerintah Desa Tanra Tuo dan pelaksanaan pelatihan dan pendampingan dengan membagikan materi kepada wirausahawan muda di Desa Tanra Tuo terkait pemasaran digital. Sasaran kegiatan ini merupakan para petani muda yang tergabung dalam Karang Taruna Desa Tanra Tuo. Hasil dari kegiatan pengabdian ini yaitu wirausahawan muda di bidang pertanian Desa Tanra Tuo lebih teredukasi dan semakin mengenal dunia teknologi khususnya tentang pentingnya pemasaran secara online dalam menunjang penjualan di sektor pertanian di Desa Tanra Tuo.

**Kata Kunci:** *Pelatihan, Pendampingan, Wirausahawan Muda, Pertanian*

### **Abstract**

Community Service Activities through training and mentoring for young entrepreneurs in the agricultural sector aim to educate the community that digital marketing has an urgency in increasing the marketing of agricultural products widely. This activity was carried out in one of the villages in South Sulawesi, precisely in Tanra Tuo Village, Cempa District, Pinrang Regency. This activity began with a survey and coordination with the Head of Karang Taruna Tanra Tuo Village regarding the problems faced in agricultural product marketing activities. Then, forming a community service team and taking care of permits with the Tanra Tuo Village Government and implementing training and mentoring by distributing materials to young entrepreneurs in Tanra Tuo Village regarding digital marketing. The target of this activity is young farmers who are members of Karang Taruna

Tanra Tuo Village. The results of this community service activity are that young entrepreneurs in the agricultural sector of Tanra Tuo Village are more educated and increasingly familiar with the world of technology, especially about the importance of online marketing in supporting sales in the agricultural sector in Tanra Tuo Village.

**Keywords:** *Training, Mentoring, Young Entrepreneurs, Agriculture*

## **INTRODUCTION**

Sustainable agricultural development requires the development of entrepreneurship and farmer competence. Entrepreneurial culture in the agricultural sector has been recognized as an important factor in the agricultural development process (Anwarudin, 2020). Entering the digital era in various fields whose use has touched almost all aspects of life. No exception, young entrepreneurs in the agricultural sector must be responsive in utilizing technology. Currently, not many farmers utilize information technology to support marketing activities where the internet and social media era has become part of the culture in the social life of Indonesian society (Klerkx, 2019).

Digital marketing is an effort to market products and services through digital media on the internet to reach consumers. Training and mentoring with an introduction to this material are needed to provide knowledge to farmers that the marketing and sales chain of agricultural products can be cut by directly connecting farmers to consumers. This can be done by marketing directly to consumer users online (Bose, 2021).

In Tanra Tuo Village, Cempa District, Pinrang Regency, there are still some young people who are interested in pursuing agriculture. This young generation is part of the Karang Taruna of Tanra Tuo Village. They care about agriculture because the agricultural potential of Tanra Tuo Village is very abundant. The millennial farmers of Tanra Tuo Village are the hope in developing young agricultural entrepreneurship. Considering that there are more older farmers and they do not have the skills to use digital technology which is developing rapidly at this time. The potential of these young entrepreneurs is the goal of this community service. By introducing digital marketing to young entrepreneurs in marketing agricultural products.

As we know, currently almost all millennial generations including millennial farmers are very familiar with Android (Mirza, 2019). This potential is the basic capital owned by millennial farmers of Tanra Tuo Village in developing agricultural businesses. The role of millennial farmers is not only as modern farmers but also as partners for conventional farmers in selling agricultural products. This is because the ability of conventional farmers to use digital technology is very limited. In marketing agricultural products widely in the current digital era, knowledge of online marketing is needed (Setiawan, 2022).

Marketing agricultural products using online media aims to make it easy for the public to find out the products offered by sellers, prospective buyers can compare with other products before making a transaction, promotions are easier and cheaper, and the market reach is very wide (Utami, 2020). However, implementing online marketing, especially for farmers in rural areas, still takes a long time and requires the availability of adequate infrastructure. Obstacles in its implementation can be technical and non-technical which require complete cooperation between the government, e-commerce developers, business people and consumers who use it. E-commerce still takes a long time to be known and accepted in rural areas of Indonesia (Avriyanti, 2020).

Through this article as a result of community service activities, the need for training and mentoring of young entrepreneurs in Tanra Tuo Village, Cempa District, Pinrang Regency so that the development of the agricultural sector that utilizes digital marketing can be implemented properly. Through community service activities, it is hoped that it can increase online agricultural product marketing activities.

## **METHOD**

The method of implementing community service activities related to digital marketing in the agricultural sector of Tanra Tuo Village is carried out through training and mentoring. The training and mentoring method is considered effective in solving problems from target audiences who have not utilized digital marketing in developing agricultural businesses.

To achieve the potential for utilizing digital marketing in Tanra Tuo Village through, a community service activity program in the form of training and mentoring has been designed and implemented by the author and team. The stages carried out in this activity include:

1. This activity begins with a survey and coordination with the Head of Karang Taruna Tanra Tuo Village regarding the problems faced in agricultural product marketing activities.
2. Forming a community service team and taking care of permits with the Tanra Tuo Village Government.
3. Implementation of training and mentoring by distributing materials to young entrepreneurs in Tanra Tuo Village related to digital marketing.

The number of young entrepreneurs in Tanra Tuo Village who attended the training and mentoring activities was 25 people. The introduction to digital marketing focused on the use of social media for promotion and sales such as WhatsApp, Facebook, and marketplaces. The target output of the training and mentoring activities is to increase the insight and knowledge of young entrepreneurs about online marketing.

## **RESULTS**

The results obtained in this activity are a concrete form of devotion in the form of training and mentoring for the process of introducing Digital Marketing in the process of increasing sales in the agricultural sector. The implementation of community service activities in Tanra Tuo Village is expected to provide the best results for the community, especially farmers in Tanra Tuo Village. With training and mentoring related to digital marketing, it can increase the potential for agricultural products from the Tanra Tuo Village community. Business actors can utilize online media to increase the promotional media for business actors.

Agricultural development is certainly inseparable from the development of individual farmers as entrepreneurs. The demands of the agricultural product market currently require farmers to change and have a more positive attitude towards their economic activities. Farmer creativity is an important aspect in their business activities, namely the process by which farmers become more market-oriented and entrepreneurial so that the direction of their business is always oriented towards sustainable business development.

The ability of farmers to see the market and respond well to the market is expected to emerge from young farmers. This Young Agricultural Entrepreneur Program encourages them to become competitive, professional farmers and able to provide positive changes for themselves and the surrounding community.

Farmers in Indonesia are mostly still oriented towards production, so they are always in a position that receives prices, not determines prices. Generally, farmers still consider their business as a routine to fulfill their life needs, so they often do not think about developing their business. However, this is not entirely the fault of farmers, because farmers with all their limitations certainly find it difficult to develop their business. The transformation of farmers into entrepreneurs seems to be an unavoidable demand if they want to survive in their business. The development of entrepreneurial competencies can be directed at young farmers, farmers who still have great enthusiasm to develop.

Community service activities in the form of training and mentoring are carried out to provide knowledge to young entrepreneurs in Tanra Tuo Village about online marketing in selling agricultural products. Tanra Tuo Village is one of the villages with abundant agricultural product potential. So far, people have sold their crops to middlemen and the nearest market at relatively low prices. This is what causes many young people to choose to migrate to the city or work outside the agricultural sector.

Based on the identification of the target audience, it is known that participants already have knowledge about digital marketing. However, the use of social media for promotion and sales is still very limited. All target audiences in this case young entrepreneurs already have Android phones, but have not used them to support online marketing activities. Some people have used social media marketplaces, namely WA and Facebook for product promotion and sales activities. Most of them make sales conventionally. Complicated application features and farmers feel they do not need them are often not accepted by farmers. Farmers prefer to avoid risks and use the usual methods.

In general, the target audience knows about digital marketing and is able to use it. However, young entrepreneurs have not used social media for marketing activities. The smartphones they own are only used as a communication tool. Online product marketing applications, namely marketplaces, are not yet known to most farmers. Farmers more often use and receive information directly from extension workers and experts. Farmers prefer to have direct personal relationships with individuals without looking at the media used. The reason is that farmers trust information search activities directly more than through the media. Farmers consider information on social media to change quickly and have a high bias effect on their products.

The atmosphere of training and mentoring participants during community service activities was quite active. This can be seen from the enthusiasm of the participants in the discussion activities of millennial farmers in Tanra Tuo Village who are members of Karang Taruna should maximize the role of the organization in developing agricultural potential. The younger generation who are responsive to IT play a role in managing social media to support marketing activities. Creativity is also very much needed so that consumers can be interested in the product.

Social media is the best promotion because it can display and share images through

the media to the community and the public. Information updates can be done at any time, and most importantly, an average increase in sales volume of 100%. Millennial farmers can make PKK mothers in Tanra Tuo Village their target market (customers). They have cellphones and WA numbers so that a customer database is created by creating a WA Group. Every day through the WA Group, they can promote their agricultural products and are ready to accept delivery orders. Millennial farmers in Tanra Tuo Village, if they are able to serve the needs of the community in one village continuously, are an extraordinary achievement for home-based business people. Millennial farmers in Tanra Tuo Village, if they intend to manage an agricultural business professionally, can sell the products they produce in one of the marketplaces available today.

The spirit and enthusiasm of millennial farmers to advance and develop are quite high when digital marketing training and mentoring are carried out. It is hoped that millennial farmers in Tanra Tuo Village can be better at mastering IT to support businesses in the agricultural sector. The achievements made in training and mentoring activities for young entrepreneurs in Tanra Tuo Village have a positive influence on the development of young entrepreneurs in increasing sales income through digital marketing.

Through the community service program in Tanra Tuo Village in the process of introducing digital marketing, it provides changes that are felt by young entrepreneurs, namely becoming more familiar with the world of technology, especially about the importance of online marketing in supporting agricultural sales so that they can utilize the internet network and smartphones or other media in digital promotional media.

## **CONCLUSION**

The training and mentoring activities that have been carried out related to digital marketing of agricultural products have run smoothly and provide benefits to the target audience of young entrepreneurs in Tanra Tuo Village. The training and mentoring participants basically already know about digital marketing, but have not dared to use social media for promotional activities and marketing of the agricultural products they produce. The training participants looked enthusiastic in participating in all community service activities to develop their businesses. The development of entrepreneurial competencies in the younger generation is expected so that Indonesia has farmers who have a strong entrepreneurial spirit so that it can strengthen agricultural development as a whole.

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