



Journal of Human And Education

Volume 4, No. 1, Tahun 2024, pp 214-218

E-ISSN 2776-5857, P-ISSN 2776-7876

Website: <https://jahe.or.id/index.php/jahe/index>

Utilization Of Digital Marketing For Palm Oil Farmers And Palm Fruit Craftsmen In Indonesia

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Abstract

When researchers carried out community service in the villages of Lebaksari village, West Java, Lumpoknyo Luwuk Bangai village, Mapalla village Makassar, and Batang Merangin Jambi, researchers discussed with oil palm farmers and palm and coconut frond craftsmen. Oil palm and palm frond farmers in West Java village, Lumpoknyo Luwuk Bangai village, Mapalla village Makassar, and Batang Merangin Jambi farmers and frond craftsmen complained that their businesses had stalled and seemed to be running in place. Then the servant/writer held discussions with colleagues online, consulted with experts and village officials. In the end, the author/devotee based on the results of discussions with stakeholders agreed that the main problems experienced by farmers and frond craftsmen in Lebaksari village, West Java, Lumpoknyo Luwuk Bangai village, Mapalla village Makassar, and Batang Merangin Jambi. The result in this article show that 1). When the community service carried out observations for one month and discussed with local residents, the majority of whom were oil palm farmers and frond craftsmen, they experienced marketing problems. Then researchers found digital marketing solutions. 2). Digital marketing strategies, e-commerce, and websites are one unit that the author believes can overcome the marketing problems experienced by oil palm farmers and frond craftsmen in the villages of West Java village, Lumpoknyo Luwuk Bangai village, Mapalla village Makassar, and Batang Merangin Jambi.

Keywords: *Digital Marketing, Palm Oil Farmers, Palm Fruit Craftsmen*

INTRDOUCTION

There are several problems that occur in MSMEs, ranging from ideas, administration, marketing to finance. Administrative and marketing problems are still the main obstacles in developing business because knowledge regarding these matters is still relatively low (Fourqoniah, 2021). In this modern era, the development of the industrial and business world is progressing rapidly. This causes business owners to have to compete with intense competition (Maingret, 2021).

One of the problems that makes the competitiveness of MSMEs still low is the limited ability of business actors to carry out marketing (Susanto, 2020). Apart from that, strategies for developing financing and empowering MSMEs are needed to face the many problems in these difficult times which have an impact on decreasing people's purchasing power and decreasing MSME income (Chaffey, 2008). Marketing strategy is one way to win sustainable competitive advantage, whether for companies that produce goods or services (Satria P.R, 2019). There are several marketing strategies that can be used to overcome the problems that occur. The government has developed several strategies to face the digital era as outlined in the Making Indonesia 4.0 program. The technological revolution, especially the communications and information technology sector, has opened up opportunities for business development. Various goods and services are offered with practical and easy transaction models (Rustendi, 2008).

From previous writing according to (Chaffey, 2008) quoted from (Ramadana, 2013) the definition of digital marketing is as using technology to assist marketing activities which aim to

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increase consumer knowledge by adapting to their needs. Digital marketing is also defined as marketing activities that use internet-based media according to (Chaffey, 2020). Meanwhile, according to (Christina, 2019) quoted from (Laudon, 2021) digital marketing is the exploitation of digital technology which is used to create a channel to reach potential recipients to achieve company goals through meeting consumer needs more effectively. Thus, every company or marketing business is considered important as an important development strategy for companies and within MSEs they can develop marketing strategies through digital marketing.

The marketing function through digital media (digital marketing) is still not optimal when compared to the drastic growth in the number of internet users. Based on McKinsey research results, only around 30% of businesses in Indonesia use digital instruments to develop their businesses (Supriadi, 2016). Seeing this, we can conclude that the potential for digital marketing in Indonesia is still very large. The function of the marketing market is also as follows: 1. Marketing is concerned with efforts to satisfy customer needs and desires. 2. Marketing is used for exchange, where the market and customers provide each other with something of value so that each party gets specific benefits. 3. Marketing helps the process of creating value for customers. the concept of value refers to the relationship between benefits and costs. 4. Marketing requires decisions regarding the 4Ps (Product, Price, Promotion, Place) (Soegoto, 2019).

When the author carried out service in Lebaksari village, West Java, Lumpoknyo Luwuk Bangai village, Mapalla village Makassar, and Batang Merangin Jambi. Most of the professions in the villages where they serve are palm oil farmers and wood craftsmen. Palm oil is Indonesia's leading plantation commodity which contributes to the economic welfare of rural communities (Strauss, 2014). This commodity contributed 204 trillion to the country's foreign exchange earnings or the equivalent of 53.56% of the plantation sector's contribution (Wardhana, 2021). This foreign exchange income is not only obtained from large private and state-owned plantations but is also obtained from small-scale plantations or people's plantations (Wardhana, 2015).

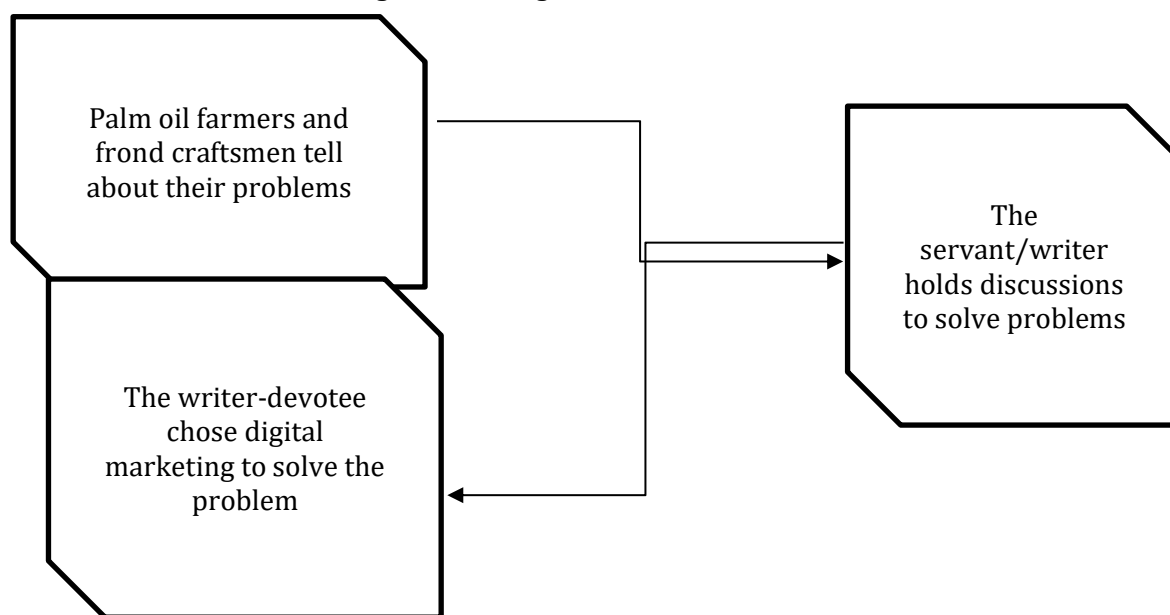
The process of processing palm oil crafts begins after the craftsmen receive raw materials from oil palm plantations, in the form of fronds which are then cleaned and then shaved first using a planer machine. After that, the palm sticks can be woven into various kinds of crafts, then varnished to change the color and make the woven material more durable and shiny, which can then be marketed. To produce a beautiful plate that starts from shaved sticks, Aisyah and her friends need about an hour (Widiastuti, 2020).

The obstacle for oil palm farmers and palm frond craftsmen at the time the author did his service was that the marketing range was too narrow and that's all. Therefore, the author believes that digital marketing is a solution to increase the number of consumers, business health, and so on which can improve the business of oil palm farmers in the village.

METHODS

When researchers carried out community service in the villages of Lebaksari village, West Java, Lumpoknyo Luwuk Bangai village, Mapalla village Makassar, and Batang Merangin Jambi, researchers discussed with oil palm farmers and palm and coconut frond craftsmen. Oil palm and palm frond farmers in West Java village, Lumpoknyo Luwuk Bangai village, Mapalla village Makassar, and Batang Merangin Jambi farmers and frond craftsmen complained that their businesses had stalled and seemed to be running in place. Then the servant/writer held discussions with colleagues online, consulted with experts and village officials. In the end, the author/devotee based on the results of discussions with stakeholders agreed that the main problems experienced by farmers and frond craftsmen in Lebaksari village, West Java, Lumpoknyo Luwuk Bangai village, Mapalla village Makassar, and Batang Merangin Jambi were as follow

Figure 1
Stages of Finding Problems and Solutions



RESULT AND DISCUSSION

Fintech Digital Marketing, Palm Oil Farmers, and Palm Fruit Craftsmen

There are several problems that occur in MSMEs, ranging from ideas, administration, marketing to finance. Administrative and marketing problems are still the main obstacles in developing business because knowledge regarding these matters is still relatively low (Fourqoniah, 2021). In this modern era, the development of the industrial and business world is progressing rapidly. This causes business owners to have to compete with intense competition (Maingret, 2021).

One of the problems that makes the competitiveness of MSMEs still low is the limited ability of business actors to carry out marketing (Susanto, 2020). Apart from that, strategies for developing financing and empowering MSMEs are needed to face the many problems in these difficult times which have an impact on decreasing people's purchasing power and decreasing MSME income (Chaffey, 2008). Marketing strategy is one way to win sustainable competitive advantage, whether for companies that produce goods or services (Satria P.R, 2019). There are several marketing strategies that can be used to overcome the problems that occur. The government has developed several strategies to face the digital era as outlined in the Making Indonesia 4.0 program. The technological revolution, especially the communications and information technology sector, has opened up opportunities for business development. Various goods and services are offered with practical and easy transaction models (Rustendi, 2008).

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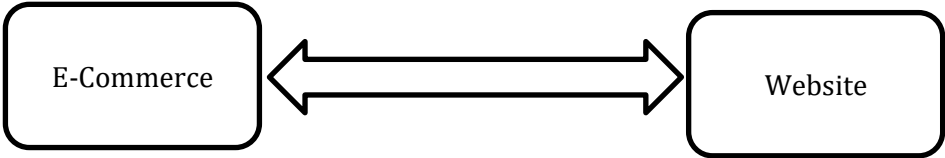
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There are several places in general that oil palm farmers and frond craftsmen can do to increase their market share and coverage, namely as follows:

Figure 2
Several Things That Palm Oil Farmers And Frond Craftsmen Can Do To Market Their Products



Electronic commerce or commonly abbreviated as e-commerce is a business or trading model carried out online using the internet. In e-commerce, sales, marketing and purchasing activities are all carried out using the internet. Almost every good or service can be traded via e-commerce, such as gadgets, transportation tickets, designs, and so on. E-commerce generally requires several facilities such as websites, applications, and payment gateways (payment methods or tools), to carry out online transactions of goods and services. Quoted from Investopedia, e-commerce trading was first recorded in 1994, via the NetMarket retail website which sold CDs. Since then, e-commerce has continued to grow. E-commerce makes it easier for consumers to find products quickly. In order to compete for consumers, companies with traditional business models must finally adapt to new e-commerce schemes.

The more consumers know about a manufacturer's product, the greater the potential for the product to sell. Where later these products will be promoted on large platforms spread throughout Indonesia. The author believes this will cause problems experienced by oil palm farmers and frond craftsmen in West Java village, Lumpoknyo Luwuk Bangai village, Mapalla village Makassar, and Batang Merangin Jambi.

Apart from that, the author also suggests to oil palm farmers and frond producers to create a website that explains the products offered comprehensively. A website is a series of web pages containing information that are connected to each other and accessed via the internet. In the current digital era, websites have become an important element in human life. For visitors, websites provide easy and fast access to search for information, buy products, or gain new experiences. Meanwhile, for business people, websites can improve company branding and facilitate online product sales. The combination of e-commerce can overcome the problems experienced by West Java village, Lumpoknyo Luwuk Bangai village, Mapalla village Makassar, and Batang Merangin Jambi.

EXPRESSION OF THANKING

The author would like to express his sincere thanks to all the farmers of Java village, Lumpoknyo Luwuk Bangai village, Mapalla village Makassar, and Batang Merangin Jambi who have told stories about the problems they are experiencing. The author would like to express his sincere thanks to village officials, local government, and academic colleagues who have been involved in research so far.

CONCLUSION

Based on the explanation above, several things can be concluded regarding digital marketing in overcoming the problems of farmers in West Java village, Lumpoknyo Luwuk Bangai village, Mapalla village Makassar, and Batang Merangin Jambi with several points as follows:

1. When the community service carried out observations for one month and discussed with local residents, the majority of whom were oil palm farmers and frond craftsmen, they experienced marketing problems. Then researchers found digital marketing solutions.

2. Digital marketing strategies, e-commerce, and websites are one unit that the author believes can overcome the marketing problems experienced by oil palm farmers and frond craftsmen in the villages of West Java village, Lumpoknyo Luwuk Bangai village, Mapalla village Makassar, and Batang Merangin Jambi.

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