

Farmer Assistance with the Deep Soul HRM Approach through *Digital Marketing Strategies* in the Quail Egg Farming Community in Getasan District

**Pipit Sundari ¹, Satria Avianda Nurcahyo ², Ahmad Ali ³, Yeni Indraningtyas ⁴,
Teguh Harso Widagdo ⁵**

^{1,2,3,4,5} Universitas Ngudi Waluyo

E-mail Corresponding Author: pipitsundari02@gmail.com

Abstract

Empowering farmers and livestock breeders is a strategic effort to improve the welfare of rural communities. This program aims to increase the capacity of the quail egg farming community in Getasan District through digital marketing strategies for MSME products. The main challenges faced by farmers include limited market access, low digital literacy, and the lack of technology utilization in marketing. Through this program, training and mentoring are provided in utilizing various digital platforms, such as social media, marketplaces, and e-commerce applications to increase product marketing reach. The methods used in this activity include needs surveys, digital marketing training, and monitoring and evaluation of the implementation of marketing strategies by participants. The results of this program show an increase in farmers' understanding and skills in utilizing digital marketing, which has implications for increased sales and market expansion. In addition, the formation of a farmer-based digital marketing community is expected to become a forum for collaboration and sharing experiences in developing sustainable businesses. In conclusion, digital marketing-based marketing strategies have proven to be an effective solution in increasing the competitiveness of quail egg farming MSME products. This technology-based empowerment is expected to accelerate the digital economic transformation in the livestock sector and have a positive impact on the welfare of farmers in Getasan District.

Keywords : Farmer Empowerment, Hrm Deep Soul Digital Marketing, UMKM Marketing, Quail Egg Farmers, Getasan District.

INTRODUCTION

Empowering farmers and livestock breeders is a crucial strategy for improving the welfare of rural communities. The agriculture and livestock sectors play a vital role in the national economy, particularly in providing food (Harsanto et al., 2024) . However, many businesses in this sector still face various challenges, including limited market access, low digital literacy, and minimal use of technology in product marketing. Therefore, innovative and adaptive marketing strategies are needed to ensure farmers' and livestock breeders' products can compete in a broader market (Hernandez-de-Menendez et al., 2020) .

The quail egg farming community in Getasan District is one of the business groups with significant potential for agribusiness development. Quail egg production in this region is quite abundant, but farmers still face challenges in marketing their produce (Haryadi et al., 2024) . Most marketing is still carried out conventionally, relying on intermediaries or collectors, resulting in lower profit margins for farmers. Lack of access to market information and limited use of digital technology are factors that also hinder the growth of livestock farming businesses in this region.

In facing the digital era, information technology-based marketing strategies are a solution that can help farmers and livestock breeders expand their market reach (S. Nurcahyo et al., 2023) . Digital marketing offers various conveniences in product promotion and sales,

such as through social media, marketplaces, and e-commerce applications. By utilizing digital marketing strategies, quail egg breeders are expected to reach a wider range of consumers, both locally and nationally, and increase the competitiveness of their products (Wijaya, 2013) . This empowerment program is designed to provide training and mentoring to the quail egg breeder community in Getasan District in implementing digital marketing as the main marketing strategy (S.A. Nurcahyo et al., 2024) . Activities carried out include basic training on digital marketing, utilizing social media as a promotional tool, optimizing marketplaces for sales transactions, and product branding strategies to make them more attractive to consumers (Firmansyah et al., 2022) . In addition, this program will also form a digital marketing community for breeders to encourage collaboration and share experiences in developing their businesses.

It is hoped that this program will enable quail egg farmers to become more independent in managing their product marketing without relying too heavily on third parties. Improving digital literacy and digital marketing skills is expected to drive increased sales volume and expand market networks (Kusuma, 2017) . Thus, the welfare of farmers in Getasan District can significantly improve, in line with the increasingly rapid development of the digital economy.



Figure 1.1 Condition of Potato Farmers in Getasan District

The quail egg farming community in Getasan District has significant economic potential, but still faces various challenges that hinder its business development. One major issue is limited market access, which makes it difficult for their products to compete on a wider scale. The majority of farmers still rely on conventional marketing systems through local collectors or distributors, who often offer low prices and small profit margins. This situation leaves farmers with limited bargaining power in determining the price of their products.

In addition to market access, low digital literacy among livestock farmers is a significant obstacle to implementing modern marketing strategies. Many farmers do not yet understand the benefits and techniques of digital marketing, such as the use of social media, marketplaces, and e-commerce to sell their products (Rachmawati et al., 2023) . As a result, opportunities to expand marketing reach and increase revenue from quail egg sales remain very limited. This lack of understanding also hinders innovation in technology-based livestock business management (AlNuaimi et al., 2021) .

Another problem is the lack of effective product branding and promotion. Quail egg products are still marketed conventionally, without any differentiation or added value to attract consumers. Farmers lack a structured strategy for building brand image or enhancing product appeal through packaging, labeling, or storytelling that can boost consumer trust. This makes it difficult for their products to compete with similar products in the market that already have better branding strategies (Alamsyah et al., 2022) .

Furthermore, limitations in financial management and business record-keeping are also a priority issue. Many farmers lack a proper financial record-keeping system, making it difficult

to analyze their business profitability. A lack of understanding of financial management also risks making it difficult for farmers to allocate funds for business development, such as investing in equipment, quality feed, or more effective marketing strategies.

Support from various parties, including the government, academics, and the business community, remains minimal in helping livestock farmers address these challenges. Structured and sustainable training and mentoring related to digital marketing, business management, and product innovation are rarely provided. Without appropriate intervention, livestock farmers in Getasan District risk continuing to face difficulties in scaling their businesses and increasing their competitiveness in the broader market.

The sustainability of quail egg farming in Getasan District is also affected by fluctuating feed prices and rising production costs. Without an effective marketing strategy, rising operational costs can further narrow farmers' profit margins. Therefore, digital-based solutions that can improve marketing and sales efficiency are essential to mitigate the impact of volatile production prices.

Considering these various issues, empowering farmers through digital marketing strategies is a top priority in increasing their competitiveness and business sustainability. Implementing digital marketing not only provides broader market access but also helps farmers build their brand, increase business efficiency, and improve financial management. Therefore, this program is designed to address the pressing needs of quail egg farmers in Getasan District so they can thrive and compete in the current economic era.

METHOD

The method used in this community service program is a participatory approach that actively involves the quail egg farming community in Getasan District. This activity is designed in several strategic stages: problem identification, training and mentoring, implementation of digital marketing strategies, and monitoring and evaluation of program success. This approach aims to ensure that the solutions provided are aligned with the farmers' needs and can be implemented sustainably.

The first stage is problem identification, conducted through surveys and focus group discussions (FGDs) with the livestock farming community. This activity aims to understand the main obstacles faced by livestock farmers in marketing their products and to explore their level of understanding of digital marketing. The data obtained from this stage will form the basis for designing training modules tailored to the needs and capacities of participants.

The second stage is training and mentoring, which covers various topics related to digital marketing strategies. This training covers an introduction to digital marketing, optimizing social media for marketing, utilizing marketplaces and e-commerce, as well as branding and product photography techniques. Furthermore, participants are given an understanding of business financial management so they can calculate profits and operating costs more systematically. Intensive mentoring is provided so participants can immediately apply the knowledge gained in their businesses.

The third stage is the implementation of digital marketing strategies by the farmers. At this stage, participants begin applying the various marketing techniques they have learned, such as creating business accounts on social media, managing stores on marketplaces, and creating engaging promotional content. Regular mentoring is provided to help farmers optimize their marketing strategies and overcome any challenges encountered during implementation.

The fourth stage is monitoring and evaluation to assess the effectiveness of the program. Evaluation is conducted through direct observation, interviews, and analysis of sales data before and after the program. Feedback from participants is also collected to identify remaining challenges and potential improvements for future programs. Program success is measured by

farmers' increased understanding of digital marketing, changes in marketing strategies, and increased sales volume of their quail egg products.

As part of the program's sustainability, a digital marketing community for quail egg farmers will be established, which will serve as a platform for sharing experiences and collaborating on developing marketing strategies. This community is expected to serve as a discussion forum for farmers to exchange information, share best practices, and receive ongoing support in implementing digital technology in their businesses.

With this systematic, needs-based approach, this community service program is expected to have a tangible impact on quail egg farmers in Getasan District. Empowerment through digital marketing strategies is expected to increase product competitiveness, expand markets, and sustainably improve farmer welfare in the digital economy era.

RESULTS AND DISCUSSION



Figure 1.3 Community Service Activities

A community service program focused on empowering quail egg farmers in Getasan District through digital marketing strategies has been successfully implemented, actively engaging the farming community. This activity began with problem identification through surveys and focus group discussions (FGDs), which yielded key findings related to farmers' limited understanding of digital marketing and their limited access to broader markets. These findings served as the basis for designing training tailored to the needs and challenges faced by farmers.

During the training and mentoring phase, participants were provided with a basic understanding of digital marketing, including how to utilize social media, marketplaces, and product branding techniques. A number of farmers enthusiastically participated in the training, eager to learn new ways to market their products. One significant outcome of the training was an increased understanding of the importance of digital marketing as a key strategy for increasing the competitiveness of their quail egg products.

In addition to understanding the theory, participants also directly practiced digital marketing strategies through practical sessions that included creating business accounts on social media, managing online stores in marketplaces, and creating engaging promotional content. The results of these practical sessions showed that most participants were able to create business accounts and begin marketing their products online. Some farmers have even successfully secured their first orders through their newly adopted digital platforms.

The positive impact of this program was also evident in the participants' improved skills in optimizing social media as a promotional tool. Prior to the program, most farmers used social media solely for personal communication, without leveraging it for marketing. However, after participating in the training, many participants began regularly posting promotional content, utilizing business features on platforms like Facebook and Instagram, and managing customer interactions more professionally.

In addition to digital marketing, the training also covered branding and product photography strategies to increase the market appeal of quail eggs. Prior to the training, products sold by farmers were generally packaged simply without labels or clear brand identities. After participating in the branding session, several participants began creating more attractive packaging and displaying product information more professionally, contributing to increased consumer interest.

During the implementation phase, participants were encouraged to apply the digital marketing strategies they learned during the training. Some of the more active farmers even began innovating by offering pre-order delivery services, making it easier for customers to obtain their products. The implementation of this strategy showed encouraging results, with sales volumes increasing for several farmers who had actively utilized digital marketing. Monitoring and evaluation were conducted periodically to assess the effectiveness of this program. The evaluation results found that most participants experienced a 20-30% increase in sales compared to before the training. Furthermore, more than 70% of participants stated that they felt more confident in marketing their products digitally and planned to continue developing their marketing strategies in the future.

As part of sustainability efforts, a digital marketing community for quail egg farmers in Getasan District has been established as a platform for sharing experiences, discussing, and supporting each other in developing digital-based businesses. This community is expected to serve as a forum that continues to benefit farmers, particularly in addressing future challenges and developing better marketing innovations.

Overall, the results of this community service activity demonstrate that digital marketing strategies can be an effective solution for increasing the competitiveness of quail egg farmers in Getasan District. By improving digital skills, utilizing technology in marketing, and establishing an active community, it is hoped that farmers will become more independent in managing their businesses and sustainably improve their well-being. This program also serves as an empowerment model that can be replicated by other farming communities facing similar challenges.

CONCLUSION AND SUGGESTIONS

A community service program focused on empowering quail egg farmers in Getasan District through digital marketing strategies has shown positive results. Through various stages, it was discovered that farmers' lack of understanding of digital marketing was a major obstacle to marketing their products. Through training and mentoring, participants were able to improve their skills in using digital platforms to market their products, contributing to increased competitiveness and sales.

The results of this activity also demonstrated that the use of social media and marketplaces as marketing tools has had a significant impact on the market reach of livestock

farmers. Prior to this program, most participants relied solely on direct sales to regular customers or through intermediaries. After the training, they began actively utilizing digital technology to expand market share, improve customer interactions, and optimize their product branding.

Furthermore, one of the program's key successes is the formation of a digital marketing community for quail egg farmers. This community provides a platform for farmers to continuously share experiences, discuss marketing strategies, and provide mutual support in developing their businesses. The existence of this community is expected to strengthen the program's sustainability, ensuring that the positive impacts achieved can continue to grow and provide long-term benefits.

While this program has yielded positive results, several challenges remain. Not all farmers have optimal access to digital devices and a stable internet connection, necessitating solutions to address these challenges. Furthermore, continued mentoring is needed to ensure farmers are more consistent in implementing digital marketing strategies and adapting to the dynamics of evolving market trends.

As a suggestion, similar programs can be expanded to reach more livestock farming communities and other MSMEs facing challenges in marketing their products. Relevant parties, such as local governments and small business support institutions, can play a role in providing ongoing training and mentoring. Furthermore, integrating digital technology with logistics and distribution systems can also be a focus for further development to improve the efficiency and competitiveness of livestock farming products. Overall, this empowerment program demonstrates that digital marketing is an effective strategy for improving the welfare of quail egg farmers in Getasan District. With training, mentoring, and the formation of a digital marketing community, farmers are now better equipped to compete in a wider market. The sustainability of this program is crucial to ensure that the benefits experienced can continue to grow and have a long-term impact on farmers and the surrounding community.

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