

Application of Digital Marketing in the Sheep Farming Business in the Post-Pandemic Era

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Abstract. This paper is the result of the implementation of community service involving economically productive partners or community groups in the form of sheep farming groups. Livestock partners or groups have carried out livestock activities. However, livestock management is simple and unprofessional. In managing sheep farms, the group has not implemented standard management and has not been marketed digitally. This is due to limited knowledge of livestock management and digital-based marketing (digital marketing). The main problem faced is the field of marketing. Marketing has not been digitally optimized and integrated to support livestock promotion and marketing. The solution to overcome problems in the field of marketing is through developing strategies and marketing products online so that the market share is wider. This community service increases (1). Partner performance through online marketing, (2), Increasing the application of science and technology to partners, (3). Community economic improvement (4). Development of a digital-based marketing system.

Keywords: Empowerment; Farm; Digital Marketing;

1 Introduction

The Jungkare sheep group is a group of livestock scattered in Jungkare village, Klaten district, Central Java. This livestock group has been formed with a very simple system and management. Sheep farming is a major force in this village, because there are no springs for tourism such as umbul ponggok, umbul jolotundo, umbul manten which can become tourist destinations and help improve the community's economy. Entering the pandemic, many breeders have sold their livestock due to various factors, including reduced public purchasing power and low selling prices, children's school fees to termination of employment by companies. Breeders in Jungkare village are dominated by individuals of productive age. Sheep are chosen as livestock because they are considered easy to care for and easy to sell in the market. Even though the profit was not big because it was sold to a third party (Blantik). The market share is limited to the market that is provided every week (legi, wage, kliwon). The price for the seeds that jungkare breeders usually buy is around 800 thousand to 1.5 million.

In animal husbandry, management is an important element, including housing issues because it will impact the health and yield of livestock [1]. The livestock management that has been implemented is very simple. Farmers look for makeshift feed without processing and without calculating the nutritional value of each feed given. There is no specially grown or processed feed for livestock to be healthy and fat. There is a lot of unproductive land in village yards that can be planted with fodder such as odot, pakchong indigofera, and others. Likewise, organizationally, the roles and functions of the members did not go well and in the end, many members left. Even in 1 village, many livestock groups dispersed. On marketing issues, the problem that occurs is limited knowledge about digital marketing. No breeders have yet attempted to move into digital marketing. So that the market share is only around the village with the selling price of sheep that is not too high. In addition, breeders are faced with the game of "sheep players" who often buy at very low prices. Especially during the pandemic, trading activities and farm labor activities as the main occupation of breeders have decreased. So many breeders are forced to sell their livestock to meet their daily needs and children's school needs. Based on the results of coordination and observations in the field, there are problems faced by partners as follows:

First, marketing is still done manually by coming to the nearest market. Marketing has not been done online or digitally. Thus, the current market share is still very limited between villages. Second, there is limited public knowledge about social media platforms for selling digitally. Third, the use of technology to assist management and marketing has not been optimal. The purpose of this community service activity is; (1) Increase the performance of livestock partners or groups through better livestock management and supported by online marketing, (2), Increase the application of science and technology, (3). Community economic improvement (4). Increasing turnover through digital-based marketing.

2 Research Method

The stages and methods for solving problems in the field of digital marketing are by opening group discussions with partners to jointly formulate solutions that are considered to be right on target and in a time that is following the duration of the community service program. After going through these discussions, the following steps and methods were determined:

Table 1. Implementation Methods in Marketing

No	Problem	Implementation Method
1	Marketing is still done manually by coming to the nearest market. Marketing has not been done online or digitally. Thus, the current market is still very limited between villages.	Knowledge transfer through digital marketing / integrated marketing communication training.
2	Limited public knowledge about social media platforms for digital sales.	Transfer of knowledge and technology through training on the use of technology and online applications for management and digital marketing.

3	Utilization of technology to assist management and marketing has not been optimal.	Transfer of knowledge and technology through training on the use of technology and online applications for management and digital marketing.
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In terms of marketing problems, an analysis has been carried out to overcome the problems of farmers as follows: First, knowledge transfer through digital marketing training and integrated marketing communication. By conducting intensive digital marketing training so that breeders can expand the market. Second, the transfer of knowledge and technology through training on the use of social media and online applications.

3 Result and Discussion

3.1 Implementation of Digital Marketing

Partners participate in several forms including active participation in participating in all training programs. In addition, active participation in providing a place for program implementation, especially a place for coordinating meetings, and secretariats for livestock groups as well as data and documents needed for this program. Behind the participation of breeders, it is found that many things need to be improved, such as the availability of cattle pens that are not under standards, resulting in sheep being susceptible to disease or stunted growth of sheep. In addition to these problems, it was found that breeders in this area have limitations in the field of technology use, so there is a need for knowledge transfer to support programs based on digital marketing. One of the popular social media platforms used for marketing is the marketplace (Facebook). Based on data from the Ministry of Communication and Information, the most used social media in Indonesia as of January 2017 are YouTube (49%) and Facebook (48%). The third position and so on are occupied by Instagram (39%), Twitter 38%), Whatsapp (38%), and Google (36%). The rest is occupied sequentially by FB Messenger, Line, Linkedin, BBM, Pinterest, and Wechat [2]. So the value of using social media as described above may have a huge impact on Jungkare Village farmers when placing advertisements to sell their sheep because of the nature of social media which is not limited to one area.

Digital marketing is the optimization of the use of digital technology and devices connected to the internet to reach consumers on existing platforms [3]. There are nine types of digital marketing, namely Search Engine Marketing (SEM), Influencer/Affiliate Marketing, Content Marketing, Email Marketing, Social Media Marketing, Viral Marketing, and Radio Advertising [4]. Currently, it is not possible for breeders in Jungkare village, Klaten Regency, to arrive at optimizing SEM, email marketing and so on. This is due to limited knowledge of breeders and poor communication networks. The current implementation of digital marketing is as follows: Content Marketing is something that can be done by farmers with intensive training to provide training around creative messages to attract consumers. Social Media Marketing is a very massive type of digital marketing today because it only utilizes social media platforms such as Facebook, Youtube, Tiktok, and Instagram. In this type, most sheep breeders have used Facebook. So that marketing optimization on the marketplace (Facebook) becomes easy in terms of implementation.

However, it is possible that all types of digital marketing can be carried out by breeders while maintaining the quality and development of livestock. There are several obstacles encountered in implementing digital marketing, namely: There is a difference in basic knowledge between modern sheep management and sheep management in rural communities. Not all members of the livestock group have supporting facilities and infrastructure for digital marketing (don't have a smartphone, don't have an internet connection). Not all group members can use smartphones for marketing purposes. This is due to the limitations of the farmers having platforms that can be used optimally, such as Facebook, Youtube, WhatsApp, Instagram, and other platforms which can have an impact on increasing the income of farmers. Only a small number of livestock group members understand that optimizing sales through digital marketing can increase economic turnover. There needs to be a special budget to support breeders who do not yet have a smartphone by utilizing the existing sheep farming operations and are temporarily borrowing. So that breeders do not feel burdened but can carry out digital marketing activities.

4. Conclusion

In implementing digital marketing, there are many challenges and barriers regarding access and technology. Access is related to the availability of internet networks, while technology is related to knowledge about how to use technology in digital marketing. In implementing digital marketing, the most important thing to note is the ease of use of technology that will be used in digital marketing (user-friendly). The ease of use of technology helps facilitate the transfer of knowledge and the implementation of digital marketing.

Evaluation of program implementation refers to programs that have been designed and implemented according to the mapping of problems and solutions designed in this program, namely issues in the field of livestock management, issues in the field of marketing, and the field of human resources. Evaluation is carried out routinely and is based on data before and after the implementation of the community service program. Besides that, the sustainability of the program is seen and periodically monitored by partners to see progress and improvements according to the initial design of this program. Further monitoring is sufficient to be carried out by the head of the livestock group and livestock companion.

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