

Assistance In Increasing Productivity of the Kosagrha Lestari Farming Group Based On Ecopreneurship

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Abstract

Surabaya is one of the capitals of East Java Province, Indonesia, and it also has many tourist attractions that are frequently visited by local and international tourists, including Tunjungan Street, the Old Town, and many more. Although Surabaya is known as the City of Heroes, on the other hand, in the eastern region, specifically in South Medayu, Rungkut District, there is a diverse and interesting educational urban farming tourism. The location of this village is very strategic, serving as a center for the sale and education of organic plants, as well as livestock and fisheries, with various types of organic plants, including water spinach, mustard greens, lettuce, spinach, and other freshwater fish. Our partner is an MSME engaged in the field of urban farming. The current condition of the partner is the limitation of animal feed production tools to create a zero-waste environment. The increasing number of residents from Dusun Medayu joining has created a positive platform for its members and also provides economic benefits; therefore, the competition in that business is becoming more intense. Therefore, the ability and knowledge of digital-based marketing are essential for partners to possess. This Community Service Program will support short-term activities such as business coaching and digital marketing training. In the medium term, as a continuation after the 2024 Community Service Program, the Implementation Team will conduct a reassessment of local businesses that have the potential to support the development of current partner enterprises. This mapping is expected to serve as a reference for the sustainability of the partners' independent programs.

Key Source : Urban Farming, Local Potential, Digital Marketing

Introduction

In today's digital era, technology-based marketing plays a key role in connecting products and services with consumers. Especially in the context of local agriculture and urban farming, digital marketing has emerged as a valuable tool to increase visibility, expand market reach, and promote sustainable agricultural products. By leveraging existing digital platforms, local agriculture and urban farming entrepreneurs can reach a wider audience, build a strong community, and educate consumers on the benefits of their products.

Local agriculture and urban farming not only focus on producing food closer to consumers but also on community empowerment and environmental preservation. However, to maximize the positive impact of these initiatives, it is essential to adopt effective marketing strategies. Digital marketing, with its various tools and techniques, offers solutions to this challenge. From social media marketing and email campaigns to search engine optimization (SEO) and online advertising, digital technology provides various ways to promote agricultural products in an appealing and efficient manner.

Through digital marketing, academics have a role in educating Kosagraha Lestari partners to introduce their products to consumers who may not have direct access to local markets. Platforms like Instagram, Facebook, and other social media are used to showcase production processes, share inspirational stories, and interact directly with consumers. Additionally, the community service team conducts outreach on digital marketing strategies that enable campaigns to raise awareness about the importance of sustainable agriculture and educate the public on the benefits of buying local products.

This community service initiative is located in Medokan Ayu Village, Rungkut District, Surabaya. The majority of Medokan Ayu's residents are retirees and housewives who engage in self-taught farming and livestock. Kosagraha Lestari is a farming group in Medokan Ayu, formed through strong local cooperation, transforming previously barren and unproductive land into a green area with fruits and vegetables, creating a beneficial tourist attraction that provides activities and income, thereby improving the local economy.

The involvement of lecturers and students in implementing this higher education community service project fulfills several Key Performance Indicators (IKU). The fulfilled KPIs include IKU-2, which involves students gaining off-campus experiences, such as internships, research, village projects, student exchanges, entrepreneurship, and teaching activities. Through this KPI, it is expected that the campus provides more facilities for students to develop themselves not only passively in class but by engaging in varied learning models, equipping them with ample skills; IKU-3, which involves lecturers participating in activities outside campus, such as gaining industry experience and teaching at other institutions; and IKU-5, where the work of lecturers is utilized by the community. This is related to research results that ideally bring substantial benefits to the surrounding community. Community service activities can increase social awareness, as students interact and contribute to building the community environment in the village. The focus of this community service plan is to establish mentoring and training exclusively for Kosagraha Lestari in Medokan Ayu, Rungkut District, Surabaya.

Methodology

The implementation of the community partnership program is divided into three stages: observation, implementation, and evaluation. In the Observation stage, the team coordinates on-site and gathers data on the partner's needs. During the Implementation stage, the team conducts training activities on digital marketing and delivers Appropriate Technology (TTG). In the Evaluation stage, the team conducts intensive monitoring of each activity to ensure that the implementation proceeds according to plan.

Results and Discussion

The activities carried out by the Community Service Team include:

1. Digital Marketing Training

This activity is conducted to educate Kosagrha Lestari members on the importance of digital-based product marketing. Through this training, they can market their products more widely, such as by promoting them on social media or through e-commerce platforms.



Figure 1. Digital Marketing Outreach Activities Conducted by the Community Service Team



Figure 2. Appropriate Technology Handover Activities for Kosagrha Lestari Partners

2. Provision of Appropriate Technology (TTG)

Kosagrha Lestari's need for Appropriate Technology (TTG) is essential to enhance the efficiency of animal feed production by using technology suited to their needs and business scale. Additionally, it speeds up the feed production process, maximizing raw material usage, reducing waste, and improving energy efficiency. Before using TTG equipment, the partners faced difficulties in production due to energy limitations. With the assistance of TTG (Chopper Machine & Molding Machine), animal feed production has become faster, requiring less time.

Conclusion

From the Community Service activities conducted in Medayu Selatan, Medokan Ayu, Rungkut District, Surabaya:

1. Digital Marketing Training is essential for Kosagrha Lestari partners in promoting their products and competing with local competitors around Medayu Selatan.
2. The Appropriate Technology (TTG) in the form of a Chopper Machine & Molding Machine has greatly assisted Kosagrha Lestari partners in the animal feed production process. The molding machine is highly useful in shaping the feed, allowing for textures in various sizes and shapes, from small pellets for poultry to larger pellets for goats, meeting the specific needs of different animals.

Acknowledgments

With sincerity and deep gratitude, we would like to extend our highest appreciation to Universitas 17 Agustus 1945 Surabaya for its support in this Community Service activity. Thank you for the financial assistance provided through the Higher Education Grant managed by the Institute for Research and Community Service (LPPM). This financial contribution not only offers material support but also represents trust and full support toward the goals and benefits we aim to achieve through this service activity.

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