

Marketing Strategy of Agricultural Products by Utilizing Social Media In Kelambir Lima Kebun Village, Hamparan Perak District, Deli Serdang Regency

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ABSTRACT

*Indonesia as one of the countries that produce a lot of agricultural products, one of them is Labu Kuning fruit (*Cucurbita moschata*), which is quite easy in various places in Indonesia such as in Kelambir Lima Kebun, District Hamparan Perak, Deli Serdang regency which becomes an ingredient to be processed and used as a snack finished product such as diamonds and crackers. The processed products have the opportunity to become a source of income for the people in the village and reduce the number of unemployed. Community service is implemented aimed at providing solutions that provide counseling to community groups consisting of Housewives and Youth, how to market and sell products that have been produced can compete in the market by using social media, with the ultimate goal of increasing income and welfare of the household.*

Keywords : *Marketing Strategy, Agriculture Product, Social Media*

INTRODUCTION

Klambir Lima Kebun Village is one of the villages assisted by Universitas Pembangunan Panca Budi Medan located in The District of Hamparan Perak Deli Serdang Regency can be reached about 1 hour drive from the city of Medan by using four-wheeled vehicles. This village is one of the villages where the majority of the people have a livelihood from farming, gardening, labor and building porters with an average income of minimum regional wage. In addition, there are many young people who do not have a job and become unemployed because they are unable to compete for a job because they only have a junior high or high school diploma. Also housewives who have a lot of free time during husbands go to work and children attend school, have not been empowered and utilized properly.

In this devotional activity directly held the practice of making processed products derived from agricultural products, namely pumpkin into snack products in the form of diamonds and crackers. The reason is because around the city of Medan and this village easily get the raw materials of pumpkin, and there are still few processed products pumpkin is used as snacks and snacks, so it has a great market potential if able to market it well and efficiently. So far marketing and sales are still conventional, meaning that only marketed by depositing in local stalls and stalls, or there are traders who come to take to the village of Klambir Lima then sell it back around the city of Medan only.

METHODS

This research approach offered to solve the problem of small business groups of housewives in Klambir Lima Kebun Village is to do devotion by:

1. Provide counseling in the form of other benefits of social media, namely as a means to promote and sell the product.
2. Provide motivation so that small business groups of housewives and youth can utilize social media for the needs of promotion and sale of their business products, so as to increase sales.

RESULT AND DISCUSSION

Activity Plan

In accordance with the agreement of the Community Service Team of Universitas Pembangunan Panca Budi Medan, partner parties is strived to play an active role in the implementation of this activity, with the following forms of participation:

- Actively fill out questionnaires given as indicators of the success of this counseling at the beginning and end of the activity.
- Provide a place for the implementation of this counseling, in accordance with the agreement with the previous Partner parties.
- Provide other equipment facilities, which are required during the implementation of this counseling outside that has been provided by the Pengabdian Team.
- Directly involved and interact in the strategy of the material that has been conducted counseling.
- The Partner parties actively communicates with the Service Team, if the Partner parties needs information to be known immediately schedule changes and so on.

After the activity is completed, it will be continued with assistance to upload products into social media. The implementation of this service program should be evaluated, to monitor the development of counseling conducting marketing activities through social media in the village of Kelambir Lima Kebun, Hampan Perak Subdistrict, Deli Serdang Regency.

After the community service team performed the service, the participants who participated in getting a way and knowledge to about the use of social media as one of the means to market the processed pumpkin into crackers and diamonds, which is easy and cheap by using social media, among others, facebook, instagram, line, whatsapp, telegram applications. The results of the program obtained by the local community, especially housewives and youth in the village of Kelambir Lima Kebun, among others:

- Counseling participants responded with passion for marketing using social media, because it is considered easy enough to implement.
- Create groups on facebook and whatsapp apps as a place to market finished products from processed pumpkins. The selection of these two applications is because it is most widely used among the public and all market segments.
- Appoint one of the youths to be the admin to manage the whatsapp group, in case there are members of the group who make an order to buy crackers and pumpkin diamonds.

Documentation of the Activity



Figure 1. Community Service Implementation



Figure 2. Partners Parties



Figure 3. Lecture session conducted by the Community Service Team during counseling.

CONCLUSION

From the results of counseling activities using social media in the village of Kelambir Lima Kebun, District Hamparan Perak, Deli Serdang Regency, obtained several conclusions, among others:

1. The use of social media is careful and appropriate, in addition to being one of the means of silaturahmi can also provide other benefits as a place of promotion.
2. After explaining the use of social media to the participants of counseling, namely Housewives and local youth, there is a realization that the function of social media is not only as a place to exist but more than that has tremendous benefits as a marketing channel as well as promotion for products produced in this area. The program used to run the Arduino Uno microcontroller uses the Arduino IDE as a coding program that uses the C programming language.

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