



Digital Marketing Assistance for Coconut Products to Improve the Economy of Village Communities

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Abstract

This report discusses the Digital Marketing Strategy for Coconut Production to Improve the Community Economy in Sentul Village, Gading District, Probolinggo Regency, East Java, in increasing sales volume through e-commerce platforms. This assistance aims to increase knowledge and skills in Sentul Village in managing coconut production, digital marketing strategies and online sales. The assistance method used is training and direct assistance in managing coconut production through digital marketing. The results of the mentoring show a significant increase in digital marketing strategies for coconut production in Sentul village after participating in the mentoring program. This increase is attributed to increased knowledge and skills in Sentuk Village in coconut production, digital marketing strategies and online sales.

Keywords: *Economy; Digital marketing; Coconut production*

INTRODUCTION

Sentul Village is inhabited by around 2000 families. The majority of farmers in the village grow rice, corn, and coconut. Farmers depend on coconut production to be processed into several products, such as Virgin Coconut Oil (VCO), oil, and handicrafts. Coconuts in the village are very abundant. Coconut production can reach 1000 – 5000/coconut per day.¹ Coconut trees that stretch to the Pakuniran area, Tiris to Besuki in the Argopuro Mountains region have the potential to be developed in the form of a joint venture. Coconut farmers already have a joint venture group called KUBE.²

Coconut also has various benefits, starting from the fiber, shell and meat. Coconut meat can be made into VCO oil for beauty products, cooking oil and coconut shell for briquettes, the fiber is made into luxury car seat material³

Coconut waste such as fiber, in Sentul Village is very abundant to be used productively. Most people only use coconut fruit. Coconut has other benefits that can be processed better and more varied. Coconut shells are usually only used to make charcoal, even thrown away. There is no innovation and development of coconut



waste into products and raw materials for products.⁴

Sentul Village has made a breakthrough to increase the selling value of waste, which should be thrown away, but can be used to make high-value items, and has many benefits. Coconut fiber can be developed into commercially valuable products. Coconut fiber such as mattress fiber or coir fiber which is the result of coconut fiber processing, can actually be used to make products: Heat insulation in the aircraft industry; Seat filler or seat cushion in the automotive industry; Geotextile material for soil improvement in dams; Coco sheet material as a substitute for foam in the spring bed industry; Material for making various household needs such as rope or rope, brooms, brushes, doormats, flower pots, flower hangers, insulators, carpets, bundles of yarn, water filters, and batik dyes; In addition, coconut fiber processed with recycled rubber can reduce sound; Coconut fiber can be used as a mixture to increase the stability and resistance of road structures in the asphaltting process.

Farmers in Sentul Village have not been optimal in utilizing and marketing coconut waste. Marketing of farmers' businesses is still done manually, selling products through personal selling (direct sales) and by opening grocery stores. Some farmers utilize digital technology (digital marketing) to market coconut products and coconut waste, such as social media TikTok, Instagram, YouTube, Telegram and Whatsapp. Farmers who utilize digital marketing do not yet understand the strategies, models, and consumer behavior in the world of digital marketing.⁵

This mentoring involves various parties, including village heads and village officials, village youth, coconut farmers, and students. Training participants are given digital marketing training using various social media applications. Village heads as policy makers are expected to make coconuts a primary/superior commodity. The village government is expected to provide support in the form of facilities and regulations that support the development of the coconut product industry, as well as marketing it in the digital world.⁶

This assistance aims to provide training to the community on digital marketing. The training will increase the understanding and utilization of digital marketing to market products at a wider level.

METHOD

Community Service uses a partnership approach (community based participatory research) by involving community members, farmers, and researchers themselves. The community involved as many as 20 people, including the Village Head, Village Apparatus, Coconut Farmers, and Sentul Village Youth. All partners as a whole contribute their expertise and various knowledge in decision making. The Village Head contributes to the mobilization of Village apparatus, Coconut Farmers as product providers, Village youth as marketers. Lecturers and Community Service participants contribute to knowledge of the potential of coconuts to be made into various products and provide materials with information technology in the form of

digital marketing through the creation of Village websites and digital marketing applications.⁷

IMPLEMENTATION OF ACTIVITIES

Problems in the field of production

The process of making VCO using fermentation is influenced by several factors, namely pH (Potential of Hydrogen), temperature, stirring speed, starter concentration, fermentation time, and type of microorganisms. Rancid taste and odor occur due to hydrolysis reactions due to high levels of others in VCO. Hydrolysis of fat increases the acidity of the oil, while oxidation of fat increases the rancidity of the oil.

Problems in the field of management

Increasing the volume of coconut production through digital marketing requires production optimization, the right marketing strategy and effective business management so that coconut production in Sentul Village can increase its competitiveness in the digital era

Problems in the field of marketing

Lack of digital knowledge: many do not understand how to use digital marketing to be used in marketing products and many do not understand the product. So they have to study and improve their knowledge, and utilization in order to be able to compete in the digital era.

Partner participation

The activity team from the Faculty of Islamic Studies, Nurul Jadid University held a team coordination meeting for preparation, by paying attention; listening to the problems that occur; discussing them, and; find solutions that include cognitive and affective aspects to overcome problems.

The coordination stage of implementation with the Head of Sentul Village. Discussion topics include: Priority of problems faced; efforts to solve and resolve problems, and; follow-up and evaluation. In addition, it also discussed: preparation of education related to the implementation date; determination of the number of participants; cognitive and affective managerial aspects needed; training/education plans, equipment and infrastructure needed during the activity; preparation of permits and letters needed, and; other administration.

Division of roles and tasks of each member

The mentoring of digital marketing activities in Sentul Village, Gading District, was carried out jointly by fellow College Student Work Program (CSWP) student groups and the community. The first process begins with identifying problems; determining the focus of CSWP; product creation; digital marketing

training and mentoring, and; evaluation of the mentoring program. In general, the implementation of the program is described as follows:

No.	Program	Potential	Target	
1.	Identification of Locations and Target Groups and Observation and Survey of Coconut Potential	1. Determine the location of the community group that will receive assistance. 2. Conduct a survey to collect data on coconut potential in the area and customer loyalty.	1. The location of Sentul Village can be accessed from various regions/cities 2. The community is open to both economic and social developments. 3. A Head of Family has approximately 50-100/products (coconut trees)	1. Obtain valid data related to the potential use of coconut and its marketing 2. The community understands several potentials that can be developed from coconut and how to market it through digitalization which will have an impact on their economy through potential customers.
2.	Training on coconut utilization starting from coconut fiber, shell and coconut meat, as well as digital marketing	Conducting training for community groups in making several coconut products (coconut fiber, shells and coconut meat) as well as digital marketing assistance	Conducting utilization training for coconut farmers, youth, the general public in processing coconuts from shells, coconut fiber and coconut meat, creating digital marketing account applications	Each head of family can send at least 1-2 people to be trained in the program.
3.	Production and marketing assistance	Accompanying community groups in the production and marketing of products produced by creating social media accounts	1. Accompanying community groups in the production and marketing of coconut products both online and offline	1. The community can produce products and market them. 2. The community understands and has an account in operating digital marketing applications

	on village websites and other applications.	2. Digital marketing and/or creating accounts on digital marketing applications via social media.	3. The community knows about potential customers. 4. The community can understand branding image in digital marketing.
4. Program Evaluation	Conducting Evaluation on Sub 1, 2, and 3		

RESULTS AND DISCUSSION

Location survey and socialization

The initial stage of the CSWP series of activities was to conduct a location survey in the Sentul Village community to observe and ensure the location and target of the activity. Based on the results of the location survey and discussions with the village head, village officials, and the village building in Sentul Village was used as a place for socialization and implementation of coconut product and digital marketing training.

At the socialization stage, participants were given material on strategies and techniques for utilizing coconut, examples of drinks, snacks, coconut juice, fertilizer, handicrafts, and making VCO oil. The socialization was carried out by the CSWP team through presentations using powerpoint media.

All participants in this activity were also given guidance on how to make coconut products into various products including VCO products. In addition, a video screening was also provided on tutorials on utilizing various coconut products into various products that can be marketed and sold with several innovations in coconut products. This activity was attended by all participants consisting of village heads, village officials, coconut farmers, Sentul Village youth and CSWP students.

VCO mentoring training activities

Training activities for making VCO (Virgin Coconut Oil) products from coconuts were carried out by students involving 20 coconut farmers and youth from Sentul Village. The materials in this activity consisted of an introduction to coconuts, the potential that can be developed, the process of making VCO oil, the benefits of VCO, opportunities that can be developed and the costs incurred for the VCO making process. So that the community can increase their income from the sale of this product.

Sharing Session

Produk VCO (Virgin Coconut Oil) dan Minyak Kelapa

Oleh : Yulianti & Nur Mutiara



Figure 2

Material about VCO



VCO (Virgin Coconut Oil)

Virgin Coconut Oil (VCO) adalah minyak kelapa murni yang diperoleh dari daging kelapa segar tanpa menggunakan pemanasan atau proses kimia. Proses pembuatannya umumnya melibatkan metode peras dingin atau ekstraksi dengan cara fermentasi. VCO dikenal karena memiliki kandungan asam lemak rantai sedang (MCT) yang tinggi, yang dianggap bermanfaat bagi kesehatan.

Figure 3

Material about the benefits of VCO

Training activities can be accessed at <https://www.instagram.com/reel/C-5j6naP98/?igsh=cnBuMjhrMGY5Y3Rt>.

Digital marketing training

The training activity was carried out on August 19, 2024 with speakers from the Islamic Economics Lecturer, namely M Syaiful Suib and student participants as assistants in the implementation of the training.

In this activity, material was provided on Assistance in the Use of Information Technology in the form of digital marketing. In this digital marketing assistance, participants were given material on the development of the industrial revolution, technology adaptation, digital marketing, types of digital marketing, search engines, social media platforms, and forms of digital marketing, as well as opportunities and challenges of technology in this era of disruption. In addition, training materials were also provided on making VCO oil which will be branded as a superior product for the people of Sentul Village.



Figure 4

Digital marketing training

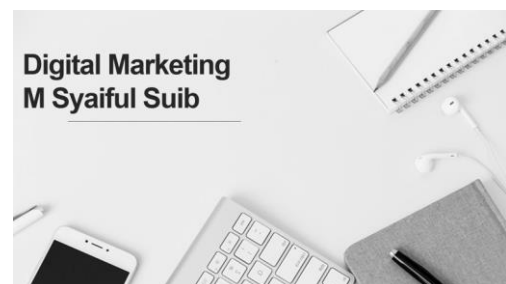


Figure 5

Digital marketing training materials

In this training, some people did not understand that coconuts actually have extraordinary potential to be developed. From various references that can be found, coconuts can be processed and developed into various products including: 1) Coconuts can be utilized starting from coconut fiber, shells and coconut meat; 2) Coconut fiber can be utilized in the form of crafts, fertilizers and so on; 3) Coconut shells can be utilized in the form of briquettes, charcoal. (Yanti Sandra Dewi et al., 2023); 3) And can be exported abroad;⁸ 4) Coconut meat is used in coconut milk, oil, medicine, VCO; 5) Coconut dregs are made into flour; 6) Coconut fiber for various drinks, and organic fertilizer for development can be used as a Degan/Nyiur Tourism Village.

Program evaluation

Before implementing CSWP in Sentul Village, group members first conducted an evaluation to the Village by seeking information. After finding problems and accurate information, the progress that was implemented in Sentul Village was conveyed. The purpose of conducting CSWP in Sentul Village is to provide knowledge and guidance regarding the progress that will be implemented, namely digital marketing of coconut production.

The implementation of this digital marketing assistance for farmers in Sentul Village, Gading District, requires continuity of information technology in the form of understanding the features in digital marketing applications, branding images on products. In general, farmers in Sentul Village need ongoing training to support HR skills in applications in understanding applications in social media.

The existence of CSWP in Sentul Village is very useful for village residents because it increases knowledge about coconut products and digital marketing strategies. Some residents in Sentul Village have understood the digitalization of coconut products, and some people still need ongoing assistance. With the presence of CSWP assistance in Sentul Village, village residents can gain knowledge, namely coconuts are processed into VCO (Virgin coconut oil) and coconut oil. From these products, the villagers are interested and interested in making it a business opportunity and will market sales through digital marketing.

CONCLUSION

Based on the description above, the author can conclude that coconut is one of the plantation crops that can be utilized. Production carried out professionally and supported by digital technology will have a significant impact on society in terms of income, economic value, knowledge, economy and marketing management. The role of the village government is a necessity as a supporting force for the community to improve their economy. This is also if supported by finance, it will create superior human resources in various fields, especially coconut production with various variants such as VCO.

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