

Transforming Lembu Sejahtera Farmers Group's Product Sales Through Digital Marketing

Israwati^{1*}, Hermansyah², Damri SM³, Sipnarong Kanchanawongpaisan⁴, Muhammad Raihan⁵, Mailani Azizah⁶

^{1,2,3,5,6} STIE Dharma Putra, ⁴ Shinawatra University Thailand

*Corresponding author

E-mail: israwati@stiedharmaputra.ac.id (Israwati)*

Article History:

Received: Desember 2025

Revised: Desember 2025

Accepted: Desember 2025

Abstract: *Community service at the Lembu Sejahtera Farmers Group in Merempan Village, Siak District, Riau, aims to address the limitations of market reach and conventional marketing for superior cattle breeding. Activities are carried out through problem identification, joint planning, preparation, training and mentoring, and evaluation. A participatory approach involves observation, interviews, focus group discussions (FGDs), and literature review to implement digital marketing strategies. As a result, group members' understanding and skills in digital promotion have improved, local leaders have emerged, new internal institutions have been created, and behavioral transformations have occurred toward independence and technological adaptation. Other impacts include increased sales, income, market expansion, and strengthening the group's position. Sustainability is ensured through partner capacity building, the establishment of an independent Village Breeding Center, and increased group competitiveness in the digital era, supporting sustainable socio-economic transformation and the national meat self-sufficiency program.*

Keywords:

Digital Marketing; Farmer Groups; Sales Transformation

Introduction

The beef cattle farming sector in Indonesia faces various challenges related to meat availability. Data shows that although the beef cattle population increased by 5.03% from 10,875,120 head in 2006 to 12,610,000 head in 2009, this increase was insufficient to meet the growing consumption needs of the population (Directorate General of Animal Husbandry, 2010). As a result, Indonesia remains highly dependent on imports of beef cattle and meat, with imports increasing by an average of 28.3% for beef cattle and 4.1% for meat over the past four years. The limited domestic beef cattle supply also impacts the slaughter of productive female cattle, hampering cattle population growth and the availability of superior breeding stock

(Susanti et al., 2021). In response, the government, through the Directorate General of Animal Husbandry, allocated a budget to support potential farmer groups, in line with the 2014 Beef Self-Sufficiency Program, including the development of independent and sustainable Village Breeding Centers (VBC).

The Lembu Sejahtera Farmers Group in Merempan Village, Siak District, with 20 experienced members, was the subject of this community service program because its focus on breeding superior cattle aligns with the national program to increase the population of productive female cattle. However, the group faces significant marketing challenges, including limited market access, conventional sales methods, and reliance on middlemen. This situation results in the group's superior products being underutilized, impacting members' incomes and hampering business sustainability (Prasetyo et al., 2019). Based on these conditions, the primary focus of this community service program was increasing product marketing capacity through digital marketing strategies to reach a wider market. This topic was selected based on the group's apparent potential, relevance to national policy, and the pressing need to improve the welfare of group members.

The goal of this community service program is to drive social change through increased product sales, member income, and group independence in marketing superior cattle. The implementation of digital marketing is expected to increase product visibility, expand consumer reach, and enhance interaction and more accurate market analysis (Chaffey & Ellis-Chadwick, 2019). Thus, this community service activity not only supports the sustainability of the Lembu Sejahtera Farmers Group's business, but also becomes a model for technology adaptation for farmer groups in rural areas.

Method

The subject of this community service activity is the Lembu Sejahtera Farmers Group, located on Jalan Putri Tujuh, Merempan Hulu Village, Siak District, Siak Regency, Riau. The group is chaired by Mr. M. Afandi, with a treasurer, secretary, and 17 active members. The action planning process is carried out collaboratively with the assisted community, with group members involved in every stage, from problem identification and prioritization of activities to training scheduling.

The PKM activity uses a participatory approach, where group members participate in:

1. Communicating obstacles faced in product marketing.
2. Determining priority training topics, namely digital marketing.

3. Assisting in developing the activity schedule and training venue.

The research methods used include:

1. Direct observation at the farmer group location to understand the physical and social conditions.
2. Semi-structured interviews with group administrators and members.
3. Focus Group Discussions (FGDs) to agree on objectives and implementation strategies.
4. Literature review and benchmarking of relevant digital marketing practices in the context of livestock and MSMEs.

The stages of community service activities are systematically designed as follows:

1. Problem Identification
 - a. Observation of farmer group conditions
 - b. Interviews with administrators and members
2. Joint Planning
 - a. Determining the focus of the service (digital marketing)
 - b. Developing a training schedule and materials
3. Activity Preparation
 - a. Preparation of tools, materials, and accommodation
 - b. Preparation of the training location
4. Implementation
 - a. Delivery of digital marketing materials
 - b. Discussion and Q&A sessions
5. Evaluation and Follow-up
 - a. Reflection on activities with group members
 - b. Follow-up planning for independent digital marketing implementation

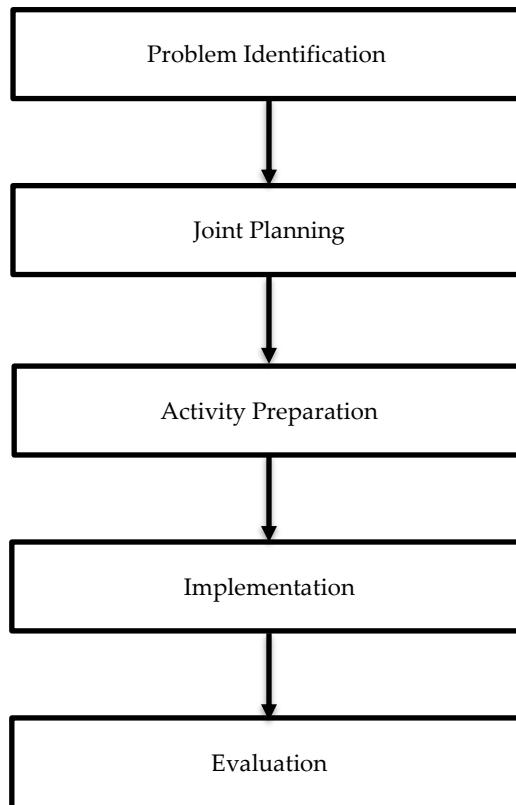


Figure 1. Activity flow diagram

Result

Community service activities with the Lembu Sejahtera Farmers Group were designed and implemented systematically through several stages, reflecting the dynamics of the mentoring process and the various technical actions taken to address community issues.

First, Problem Identification

The initial stage was carried out through direct observation of the farmers group's conditions and interviews with the management and members. This analysis aimed to identify the main problems faced by the group, particularly in marketing management, digital technology utilization, and internal coordination. The findings indicated a need to improve digital marketing skills, sales administration management, and communication among members.

Second, Joint Planning

Based on the findings from the identification stage, a joint planning process was conducted with the farmers group. This stage included determining the focus of the program on digital marketing, scheduling activities, and preparing training materials tailored to members' needs. The planning process was participatory, allowing each member to provide input on learning priorities and collaboratively formulate realistic

implementation strategies.

Third, Activity Preparation

The preparation stage included providing facilities and infrastructure such as presentation tools, training materials, and accommodation and training locations. The venue was arranged to ensure effective interactive learning. This thorough preparation laid the foundation for smooth implementation and built members' readiness to actively participate in the mentoring process.

Fourth, Training and Mentoring Implementation

The core activities consisted of delivering materials on digital marketing, including online promotion strategies, the use of e-commerce platforms, social media management, and digital content marketing techniques. Mentoring was conducted intensively through hands-on practice, real case discussions, and interactive Q&A sessions. These technical and practical actions enabled members to directly apply their newly acquired knowledge in their business contexts. This dynamic process also encouraged internal collaboration, increased member engagement, and strengthened the role of local leaders who guided the group in applying digital marketing strategies.

Fifth, Evaluation and Follow-Up

After the training, a reflection session was held with members to evaluate material comprehension, implementation readiness, and potential challenges. A follow-up plan was developed to ensure the sustainability of digital marketing practices, including product development, market diversification, institutional strengthening, and building digital partnership networks with e-commerce platforms and consumer communities.

The results of the activities showed positive social changes. Members began demonstrating independence in managing digital marketing, developed new awareness of the importance of technology in business management, and established new internal mechanisms such as sales and promotion procedures. Additionally, the emergence of local leaders who motivated other members acted as catalysts for social transformation within the group. Overall, this program not only improved members' technical skills but also fostered behavioral transformation toward independence, technological adaptability, and enhanced business competitiveness.



Figure 2. Presentation of the award certificate by the Head of LPPM STIE Dharma Putra to the Head of the Lembu Sejahtera Farmers Group



Figure 3. Implementation of Training and Mentoring for Core Community Service Activities



Figure 4. Evaluation and Follow-up After Training

Discussion

The community service program implemented with the *Lembu Sejahtera* Farmers Group demonstrated that a systematic approach-beginning with problem identification and continuing through evaluation and follow-up-can lead to significant social transformation. The problem identification stage served as the foundation for understanding the group's actual conditions, including challenges in marketing and the use of digital technology. This aligns with the theory of *participatory development*, which emphasizes the importance of community needs assessment prior to designing interventions (Chambers, 1994). Observation and interviews with group members facilitated active participation and generated relevant information for designing well-targeted activities.

The joint planning stage emphasized collaboration between facilitators and group members. This participatory approach allowed members to provide input regarding learning priorities and digital marketing implementation strategies. This process is consistent with *social learning theory* proposed by Bandura (1977), which asserts that learning occurs through social interaction, observation, and direct practical experience. In the context of community service, participatory planning fosters the group's collective commitment to the implemented program.

The implementation of training and mentoring focused on *experiential learning* through the delivery of digital marketing materials, real case discussions, and intensive guidance. This method enabled members to apply the acquired knowledge directly in their business contexts, aligning with Kolb's (1984) *experiential learning cycle*, which highlights the importance of reflection and real-world practice in developing competencies. This process also generated positive social dynamics, such as stronger internal collaboration, the emergence of local leaders, and the establishment of new internal mechanisms for marketing and promotion management.

The evaluation and follow-up stage revealed a social transformation characterized by members' growing independence in managing digital marketing, increased awareness of the importance of technology in business management, and strengthened organizational structures within the group. These findings support Putnam's (2000) perspective that strengthening social capital through participation and collective cooperation enhances group performance and fosters sustainable social change. Furthermore, the emergence of local leaders within the group serves as a key indicator of program success, as they act as *agents of change* who ensure the continuity of digital marketing implementation (Wenger, 1998).

Overall, this community service initiative not only enhanced the members'

technical skills but also fostered behavioral transformation, new awareness, and strengthened social structures. These findings affirm that participatory, practice-based, and intensive mentoring interventions can effectively promote community self-reliance and adaptability to evolving social and economic environments.

Conclusion

The community service program conducted with the Lembu Sejahtera Farmers Group successfully addressed the limitations of market reach and conventional marketing methods previously used by the group, despite its strong potential in superior cattle breeding. Through digital marketing training and mentoring, group members demonstrated improved understanding and skills in utilizing digital platforms for product promotion and sales. This resulted in increased sales volume, higher member income, expanded market reach, and a strengthened market position for the group.

More broadly, the program supports government efforts to increase the population and productivity of beef cattle and to achieve national meat self-sufficiency. Program sustainability is being promoted through capacity building for partners, the establishment of an independent Village Breeding Center (VBC), and the enhancement of the farmers group's competitiveness in the digital era. Consequently, this initiative not only enhanced members' technical competencies but also fostered sustainable social and economic transformation within the community.

Acknowledgements

The author expresses his deepest gratitude to all parties who have participated in the success of the community service activities of the Lembu Sejahtera Farmers Group. Special thanks are extended to the Head of LPPM STIE Dharma Putra and the entire community service team who have designed, implemented, and accompanied the activities professionally. The author also appreciates the Head and members of the Lembu Sejahtera Farmers Group for their cooperation, active participation, and commitment during the implementation of the activities. Furthermore, thanks are extended to the relevant institutions that have provided permits, facilities, and supporting facilities so that the activities can run smoothly. The moral, technical, and administrative support from all parties is very important in ensuring the success of this program and the achievement of the objectives of community service.

References

Bandura, A. (1977). *Social learning theory*. Englewood Cliffs, NJ: Prentice Hall.

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson.

Chambers, R. (1994). Participatory rural appraisal (PRA): Analysis of experience. *World Development*, 22(9), 1253–1268.

Direktorat Jenderal Peternakan. (2010). *Laporan tahunan peternakan sapi potong Indonesia*. Kementerian Pertanian.

Kolb, D. A. (1984). *Experiential learning: Experience as the source of learning and development*. Englewood Cliffs, NJ: Prentice Hall.

Prasetyo, E., Haryanto, S., & Widodo, P. (2019). Strategi pemasaran produk unggulan kelompok tani melalui pendekatan digital. *Jurnal Agribisnis Indonesia*, 7(2), 101–112. <https://doi.org/10.24843/jai.2019.v07.i02.p01>

Putnam, R. D. (2000). *Bowling alone: The collapse and revival of American community*. New York, NY: Simon & Schuster.

Susanti, R., Wulandari, D., & Santoso, A. (2021). Tantangan produksi sapi potong di Indonesia: Analisis ketersediaan bibit unggul. *Jurnal Peternakan Tropika*, 9(1), 45–54. <https://doi.org/10.1234/jpt.v9i1.2021>

Wenger, E. (1998). *Communities of practice: Learning, meaning, and identity*. Cambridge, UK: Cambridge University Press.