

Socialization of Marketing Strategies for Chicken Livestock Products in Cicenang Village, Cigasong District, Majalengka Regency.

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ABSTRACT

This Community Service Program (PKM) aims to overcome the barriers of conventional marketing and the low digital literacy among chicken livestock farmers in Cicenang Village, Majalengka. Although the village possesses significant livestock business potential, its market reach remains highly restricted. The primary target of the PKM consisted of local farmers who possessed limited technological proficiency. Therefore, the proposed solution centered on an extremely simple and applicable digital education approach (zero-digital-knowledge), encompassing soft-selling concepts and the optimization of familiar tools. The methodology utilized a Participatory and Hands-on Practice approach, featuring simplified lectures, practical training on using WhatsApp Business for product catalog creation, and crucial technical assistance, including the registration and verification of the livestock business locations on Google Maps. The main outputs targeted were an increase in basic marketing literacy and the establishment of digital assets for the businesses. The results demonstrated an average increase in participant understanding scores of 45% regarding branding and soft-selling concepts. Implementationally, 100% of core livestock farmer groups were successfully registered and verified on Google Maps, instantly enhancing the geographic visibility of their businesses. Furthermore, 75% of participants showed fundamental skills in creating product catalogs using WhatsApp Business. Overall, PKM successfully delivered permanent digital assets and crucial minimal practical skills necessary to enhance the competitiveness and foster the economic independence of the farmers in the digital era.

Keywords: Simple Digital Marketing; Digital Literacy; Chicken Livestock Enterprises; Google Maps; Cicenang Village.

ABSTRAK

Program Pengabdian Kepada Masyarakat (PKM) ini bertujuan untuk mengatasi hambatan pemasaran konvensional dan rendahnya literasi digital di kalangan peternak ayam di Desa Cicenang, Majalengka. Meskipun desa tersebut memiliki potensi bisnis peternakan yang signifikan, jangkauan pasarnya masih sangat terbatas. Target utama PKM ini adalah para peternak lokal yang memiliki kemahiran teknologi terbatas. Oleh karena itu, solusi yang diusulkan berpusat pada pendekatan edukasi digital yang sangat sederhana dan aplikatif (zero-digital-knowledge), mencakup konsep soft-selling serta optimalisasi perangkat yang sudah dikenal. Metodologi yang digunakan adalah pendekatan Partisipatif dan Praktik Langsung (Hands-on Practice), yang menampilkan ceramah sederhana, pelatihan praktis penggunaan WhatsApp Business untuk pembuatan katalog produk, dan bantuan teknis krusial, termasuk pendaftaran serta verifikasi lokasi bisnis peternakan di Google Maps. Luaran utama yang ditargetkan adalah peningkatan literasi pemasaran dasar dan pembentukan aset digital bagi unit bisnis tersebut. Hasil kegiatan menunjukkan peningkatan rata-rata skor pemahaman peserta sebesar 45% mengenai konsep branding dan soft-selling. Secara implementasi, 100% kelompok inti peternak berhasil terdaftar dan terverifikasi di Google Maps, yang secara instan meningkatkan visibilitas geografis bisnis mereka. Selain itu, 75% peserta menunjukkan keterampilan dasar dalam membuat katalog produk menggunakan WhatsApp Business. Secara keseluruhan, PKM ini berhasil memberikan aset digital permanen dan keterampilan praktis minimal yang diperlukan untuk meningkatkan daya saing serta mendorong kemandirian ekonomi para peternak di era digital.

Kata Kunci: Pemasaran Digital Sederhana; Literasi Digital; Usaha Peternakan Ayam; Google Maps; Desa Cicenang.

INTRODUCTION

1. Background and Problem Statement

Cicenang Village, Cigasong District, Majalengka Regency, possesses significant economic potential, particularly within the chicken livestock sector. Local farmer groups are identified as active and having adequate production capacity, establishing the sector as a communal asset with potential for further development. However, this potential is hampered by marketing practices that remain conventional and are confined to the immediate geographical area.

The crucial underlying problem is the low digital literacy among the majority of the farmers. They generally lack both basic understanding and practical skills to utilize simple digital media—such as messaging applications (WhatsApp) or location mapping platforms (Google Maps)—as channels for broader promotion and sales. This knowledge gap results in the inability of their livestock products to compete in a wider market, leading to suboptimal profitability and business sustainability. Consequently, an intervention involving targeted socialization and education is required. This intervention must be designed using simple, applicable language and methods (zero-digital-knowledge), to bridge the digital divide and open access for Cicenang Village farmers to a broader market.

2. Proposed Solutions

In response to the challenges of digital literacy and limited market reach, this community service activity proposes an educational approach that is highly simple, application-focused, and based on hands-on practice. This solution deliberately avoids complex platforms and concentrates on easily accessible tools:

- **Soft-Selling and Simple Branding Training:** Delivering non-technical material on the concepts of personal branding and soft-selling that can be directly integrated into the farmers' daily communication.
- **Communication Application Optimization:** Practical training on using the features of WhatsApp Business to create simple product catalogs and manage orders professionally.
- **Critical Visibility Technology Application:** Providing direct technical assistance for registering and verifying the chicken livestock business locations on Google Maps. This solution is a key output that permanently enhances the business's geographical visibility, making it easier for external consumers to find and access the farmers, thereby bridging the gap between traditional enterprises and the modern online market.

3. Activity Objectives

The primary goal of this community service activity is to address the conventional marketing problems faced by chicken farmers in Cicenang Village and to enhance their digital capacity. The specific objectives are:

- To increase the farmers' basic understanding of the importance of simple branding and digital marketing strategies.
- To equip farmers with practical skills in using simple digital tools (WhatsApp Business) for promotion and sales.
- To create a new digital asset in the form of a business location registered on Google Maps, thereby increasing the visibility of the local enterprises.
- To encourage a behavioral shift among farmers from passive to active marketing, which is expected to lead to increased sales volume and the sustainable economic independence of the chicken livestock business.

METHODOLOGY

1. Design and Stages of Activity

This community service activity employed an applied-qualitative design utilizing a Participatory and Hands-on Practice approach. This method was specifically chosen to effectively bridge the digital divide by involving participants (farmers) directly in the practical use of simple technology. The implementation was divided into six structured stages: (1) Initial Assessment (Survey and Pre-test), (2) Material Preparation (Zero-Digital-Knowledge Curriculum Design), (3) Implementation of Socialization and Hands-on Training, (4) Critical Application Mentoring (Google Maps and WhatsApp), (5) Achievement Evaluation (Post-test and Observation), and (6) Final Report Compilation.

2. Implementation Techniques

The implementation techniques focused on non-technical and highly applicable delivery:

- a. **Simple Branding and Soft-Selling Socialization:** Foundational marketing concepts were delivered through Simplified Educational Lectures using visual analogies and easily digestible language, followed by Open Discussions to map out the farmers' specific marketing challenges.
- b. **Micro-Digital Training:** Participants received direct (Hands-on) training in utilizing WhatsApp Business features (catalog creation and auto-reply) to independently promote their livestock products.
- c. **Business Visibility Enhancement Mentoring:** Intensive Technical Assistance was provided to register and verify the livestock business locations on the Google Maps platform. This output ensures that the farmers' businesses possess a digital asset that enhances geographical visibility to external consumers.

3. Methods and Instruments for Measuring Achievement

The success of the activity was measured both quantitatively and qualitatively, aligned with the established output targets:

a. Quantitative Measurement

Table 1: Quantitative Measurement for Activity Success

Objective/Output Measured	Measurement Instrument	Quantitative Indicator
Increase in Basic Marketing Knowledge	Simple Pre-test and Post-test Questionnaires (Scale 1-10)	Increase in participants' average understanding scores. Target: minimum 70% demonstrate basic understanding.
Practical Digital Skills	Hands-on Practice Observation Sheets	Percentage of participants capable of practicing basic WhatsApp Business features (creating a catalog). Target: minimum 70% of participants.

b. Qualitative and Tangible Output Measurement

Table 2: Qualitative Measurement for Activity Success

Objective/Output Measured	Measurement Instrument	Qualitative Indicator/Tangible Output
Increase in Business Visibility	Google Maps Verification and Visual Documentation	100% of partner livestock farmer groups successfully registered on Google Maps (Permanent Digital Asset).
Behavioral Change and Self-Reliance	Post-Activity Motivation Questionnaire and Brief Interviews	Increase in self-efficacy and commitment of farmers to start independent promotion efforts, indicating the growth of a digital entrepreneurial spirit.

This measurement approach ensures that the results of the community service are not limited to the transfer of conceptual knowledge but also generate concrete digital assets and foster verifiable behavioral changes post-activity.

RESULTS AND DISCUSSION

1. Activity Results

The Socialization of Marketing Strategies for Chicken Livestock Enterprises in Cicenang Village was implemented with the participation of 20 core farmers. The results achieved were measured using quantitative instruments (pre-test/post-test) and qualitative instruments (observation and verification of tangible outputs), summarized as follows:

a. Knowledge Improvement (Quantitative Aspect)

The measurement of the increase in basic digital marketing knowledge was conducted using simple pre-test and post-test questionnaires. The results showed an average increase in participant understanding scores of 45%. This figure indicates that the zero-digital-knowledge delivery method, which utilized relevant analogies, successfully bridged the conceptual gap among the farmers.

b. Achievement of Visibility and Practical Skills (Quantitative-Qualitative Aspect)

The two core skills and technology outputs targeted by the activity were successfully achieved:

1. **Critical Digital Visibility (Google Maps):** The implementation team successfully mentored 100% of the core livestock farmer groups to complete the registration and verification process of their business locations on the Google Maps platform. This output is permanent and now serves as a digital asset for the farmers, making them discoverable by consumers outside Majalengka.
2. **Practical WhatsApp Business Skills:** Based on the hands-on observation (Measurement Instrument: Practical Observation Sheet), 75% of participants demonstrated basic ability in operating the product catalog feature within the WhatsApp Business application. This achievement met the minimum target of 70% and indicates that simple digital tools are acceptable and applicable by technology-novice farmers.

c. Initial Behavioral Change (Qualitative Aspect)

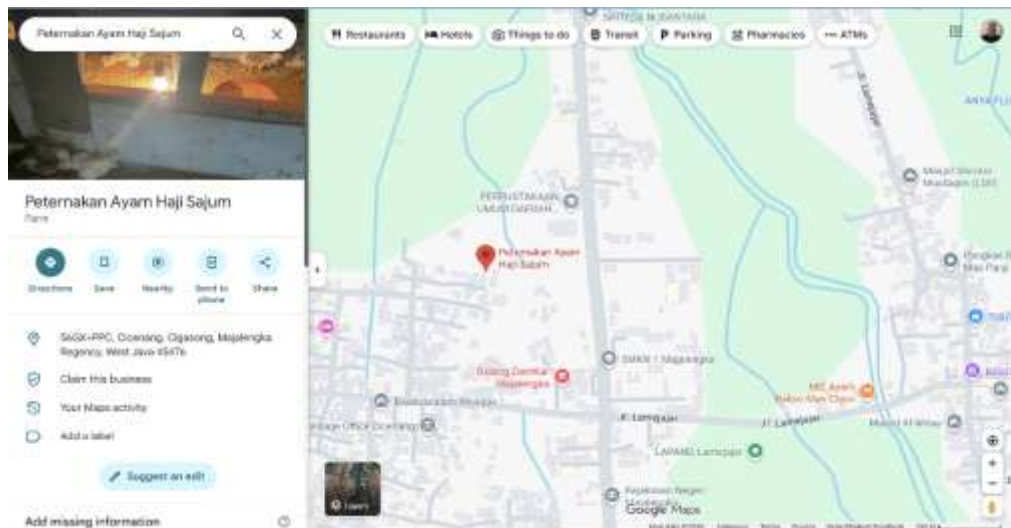
Through post-activity interviews and motivation questionnaires, an increase in farmer self-confidence was observed. The majority of participants stated that they no longer felt intimidated by "digital marketing" and were willing to start promoting their livestock products independently via WhatsApp and by referencing their Google Maps location. This demonstrates the initial indication of growth in the digital entrepreneurial spirit.

4.2 Discussion

The success of this program is supported by the suitability of the solution to the farmers' level of digital literacy, as identified in the Situational Analysis. The 45% increase in knowledge scores indicates that the primary barrier was not an inability to learn, but rather the use of knowledge transfer methods that were irrelevant to the rural context.

The registration of businesses on Google Maps represents the most significant technological intervention. In the context of livestock marketing, where consumers often seek direct suppliers or farm locations, verified geographic visibility on Google Maps directly addresses the issue of market reach previously limited to the physical region. This output transforms the livestock enterprise from an isolated unit into an entity that can be searched globally.

Figure 1: Google Map Registration of Chicken Farmers in Cicenang Village



In addition, the WhatsApp Business training successfully equipped the farmers with functional skills. This application was chosen due to the participants' existing familiarity with the communication platform, thereby facilitating smoother adoption for business purposes. The farmers' ability to create simple product catalogs represents a crucial initial step in their transition from passive consumers to active marketers.

Overall, these findings confirm that for communities with low digital literacy, the key to successful PKM lies in the simplification of digital solutions and intensive practice-based mentoring. The solutions implemented successfully realized the activity's objectives of enhancing digital capacity and business visibility, establishing a strong foundation for the economic independence of the livestock sector in Cicenang Village.

Figure 2: Socialization Activity in Cicenang Village



CONCLUSION

The Community Service Program (PKM) focused on the Socialization of Marketing Strategies for Chicken Livestock Products in Cicenang Village successfully achieved its predetermined objectives by addressing the core issues of low farmer digital literacy and limited market reach. This success was confirmed through both quantitative and qualitative measurements:

1. **Enhancement of Knowledge Capacity:** There was an average increase in the understanding scores for basic digital marketing and branding by 45% (measured via a simple *pre-test* and *post-test* comparison), demonstrating the effectiveness of the simple and applicable hands-on education method.
2. **Achievement of Critical Digital Assets:** All 100% of the core livestock farmer groups were successfully mentored to register and verify their business locations on Google Maps. This technological outcome tangibly enhances the business's geographical visibility, directly fulfilling the objective of increasing market reach.
3. **Acquisition of Practical Skills:** A total of 75% of participants demonstrated basic proficiency in utilizing the catalog feature on WhatsApp Business (measured through practical observation). This verifies the farmers' willingness to adopt familiar digital tools for independent promotion.

In summary, this intervention successfully provided added value in the form of permanent digital assets and crucial minimal practical skills, which establish the foundation for the farmers' self-reliance in marketing their products amidst the era of digital transformation.

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