

# Strategy of Community Economic Empowerment of Pakis District through Social Media Marketing Application for Increase Sales Promotion and Pakis Durian well as processed products

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**Abstract:** Pakis village is a village in the district of Panti, Jember, East Java, where most of the population livelihood as farmers, plantation workers, and farmers. Pakis village has abundant natural products such as durian fruit. Unfortunately, the abundance of natural products are not offset by the capacity of communities businesses selling durian in selling durian or durian variety of processed products. The method used, comprising: providing insight (socialization), skills training, as well as assistance for the implementation of science and technology. Pakis rural communities are able to market the crop, especially durian through social media.

**Keywords-**component; Desa Pakis, Durian, and Social Media Marketing

## 1. INTRODUCTION

Pakis village is a village in the district of Panti, Jember, East Java. The astronomical, Pakis stretch extending from south to north between coordinates 8o.081 ' , 941' LS - 8.151'181 "latitude and between 113o589'21" BT - 113o603,608 "BT. This area is divided into six hamlets, namely Pertelon, Gluduk, fern, Cempaka, Kemundungan, and Tajeg. Geographically, Desa Pakis directly adjacent to other villages in the vicinity, namely: north bordering Mount Argopuro, Panti subdistrict. East by the Village Kemuningsarilor, Panti subdistrict, and west by the Village Badean, District Bangsalsari (Shafii, 2014).

Most residents of Pakis livelihood as farmers, plantation workers, and farmers. This is in accordance with natural circumstances Pakis Village area mostly surrounded by paddy fields, plantations and land crops (LP2M UNEJ, 2019). One great potential located at Pakis is the abundance of natural products such as durian. Durian of Desa Pakis have been sent to various areas outside muddy.



Figure 1.1: Map of Pakis

Between Java web site (Solichah, 2019), stated that there are approximately 2,700-an durian tree that grows in the local village forest area around the 7500's and durian trees scattered in the yard and fields owned by residents. In planting durian, durian farmer cooperation with Perhutani Jember involving forest village community institution (LMDH) local, so the yield produced quite a lot and can be sent to the outside Jember like Malang, Surabaya and Pasuruan.

As a result of the abundance of the natural products such as durian, fair if then Pakis expected to be a production center

durian and durian variety of processed products. However, the main problems faced by the majority of society has a durian tree in this village is the difficulty in selling the durian or various refined products durian stall their own communities so that future need their marketing techniques better to be able to promote and market products durian fruit such.

Today, information technology plays an important role in winning the global competition. One of the many benefits of the technological sophistication of information that can be felt to this day is the use of social media. Social media can be used as a tool to establish interaction with various groups for various purposes. Not to forget social media also played a role in the marketing strategy for both small and large businesses. In terms of promotions, social media is often used as a medium to promote processed food products that are used by businesses. Social media is used as a promotional tool because it has a direct response to the user or users.

Despite the existence of social media can open up huge opportunities for a product to be sold, still there are many people who are less businesses understand how to promote and market a product. It is influenced by the low level of public education itself. In Agus (2014) stated that the educational level of rural communities Pakis in general is still relatively low. The average education of citizens is a primary school graduates, and some did not complete primary school. In addition, the number of residents who graduated from junior high and high relatively very little, especially college graduates. Low public awareness of education inevitably lead to a lack of awareness of information technology is growing, especially in the use of social media.

In this regard, the work program of community service contains the design of activities to expose the natural potential of Desa Pakis namely Durian Ferns and other dairy products into social media such as Facebook Durian Ferns and Instagram Durian Pakis, because there are many people outside who do not know about the products featured Pakis durian fruit in abundance. The approach offered is to provide insight (socialization), training, and assistance for the implementation of science and technology on society using the concept of social media marketing.

Due to the problems in the village of Ferns are complex enough to require the completion of several disciplines. In this case, the head of the implementation team activities and two members of a lecturer at the Faculty of Computer Science University of Jember under the auspices of the Program of Information Technology (PSTI) who have experience in the use of IT, especially in terms of the development of science and technology field of information technology to support industrial agriculture. One of the other members is a lecturer in the Faculty of Education who also reside in the village of Pakis so it knows the problems and conditions Pakis Village community. The team leader and the executive members also have experience in the field of research, as evidenced by participation in the Network and Security research group engaged in IT development. The

third executive member is also a lecturer at the Faculty of Computer Science University of Jember who also has experience in the field of research related to e-commerce in particular social media marketing as evidenced by participation in the research group Information Systems Management. Further, with the background knowledge possessed by members of the educational fourth executive who is a lecturer in the Faculty of Education University of Jember, is expected to easily embrace the community in the process of implementation of the training and mentoring. Based on the chairman and members of executive background,

## 2. METHODS

The method carried out in the community, such as: providing insight (socialization), skills training, as well as assistance for the implementation of science and technology in the use of the concept of social media marketing. In this case, the concept of social media marketing is used to combine the use of social media facebook and instagram as media campaigns and sales.

### 2.1 Target Service Program

The objectives of this devotion is the Village community Panti subdistrict Pakis Jember. Participants are members of the PKK Desa Pakis and community representatives from every hamlet in the village of Panti subdistrict Pakis Jember.

### 2.2 Stages of Implementation

Stages of implementation of community service activities in the village of Panti subdistrict Pakis Jember Regency, consisting of: Coordination and FGD, Socialization, Training, Assistance, Evaluation, Report Writing and Publication. In more complete phases of community service at Panti subdistrict Pakis village of Jember, can be seen in Figure 2.1 below.

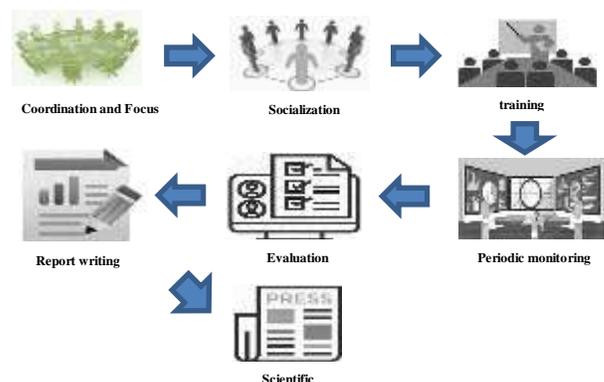


Figure 2.1 Stages of Devotion

## 3. RESULTS

In the resolution of issues that have been defined in the previous chapter, there are some steps that have been implemented as a series of proposed solutions, including:

### 3.1 Coordination and Focus Group Discussion (FGD)

The initial stage begins with an introduction and coordination between teams proposer service activities with the Village Head Ferns and some staff officials and representatives of PKK members, coordination of early stage shows the identification of the problems encountered Desa Pakis in general, the potential Durian Pakis untapped optimally and how cultivate, promote and market the processed durian durian and the Pakis. Coordination is done before the next stage of socialization and training takes place. Coordinating the implementation of the second stage through Focus Group Discussion in the form of knowledge sharing session. FGD is done is to identify the problem together. In this case, the proposing team also helped identify the types of businesses that were / are being worked on by the public, how the promotion and penjualan technique is used for this, and the level of success in using the technique of promotion and sales. Focus Group Discussion Based on the results obtained information that the majority of the villagers Pakis do not understand the role of social media in enhancing the promotion and sales. On average people are still holding means of promotion and sale conventionally as informing merchandise from mouth to mouth and hold the merchandise in front of their homes or when there are certain events. Focus Group Discussion Based on the results obtained information that the majority of the villagers Pakis do not understand the role of social media in enhancing the promotion and sales. On average people are still holding means of promotion and sale conventionally as informing merchandise from mouth to mouth and hold the merchandise in front of their homes or when there are certain events. Focus Group Discussion Based on the results obtained information that the majority of the villagers Pakis do not understand the role of social media in enhancing the promotion and sales. On average people are still holding means of promotion and sale conventionally as informing merchandise from mouth to mouth and hold the merchandise in front of their homes or when there are certain events.

### **3.2 Socialization**

At this stage proposing socialization activities to improve soft skills Pakis village communities about the importance of information technology and what the concept of social media marketing. Socialization consists of motivation as well as providing insight (the material on the introduction of agricultural and plantation products which can be utilized as well as the village's flagship product material on facebook and instagram as a medium for the promotion and sale). Motivation is so that community businesses want to get involved in training activities which will enhance the capabilities and available resources. While the material is given at this stage include the opportunities and challenges of e-commerce business, e-commerce business benefits, as well as how the business strategy of e-commerce.

### **3.3 Training**

This phase contains the provision of training activities to improve the hard skills of participants. This stage consists of two sessions.

Session 1, charged with providing education / introduction to one of the featured products Desa Pakis namely Durian. The team also provides insight proposing additional skills to the community on how to manufacture and Brownies Bolen Durian melted melted. This meant that people have additional skills to be able to improve the economy.

Session 2 shows skills in using the gadget, including training on how to make social media on their own, in this case Facebook and Instagram, ranging from how to make a facebook account and Instagram, the features contained in the application facebook and Instagram, promotion techniques intelligently through facebook and Instagram, as well as sales techniques (online marketing). From the results of the training, some participants PKK have been able to leverage all the features available in social media, but most participants do not use it optimally. It is caused by several factors, including the majority of the participants are SMEs beginners who are just starting their business, so they are still focused on production issues. In addition, in managing the business, all the work is done alone,

### **3.4 Periodic Monitoring (Assistance)**

Mentoring activities intended to help the villagers of Pakis to gain power in making decisions and determine actions to be performed after the socialization and training is given, as well as increase the ability and confidence to use the power and capabilities. Socialization and training that have previously held a positive impact as evidenced by the enthusiasm of people who wish to start / continue his efforts back to the sales promotion techniques and better. In this case, the team proposer receives the enthusiasm of people with open arms and assistance to the community to participate in managing the business through social media marketing techniques.

At this stage, each member of the PKK which has led efforts to make social media accounts as a medium for marketing the product, they are asked to choose between social media satau facebook or Instagram. There are 30 members of the PKK were then divided into 6 groups so that each group consisted of 5 people. Proposer team consists of four members assisted by two students so that each group has one companion. Proposer team positioned itself as a guide, information, motivator, communicator and facilitator for efforts being undertaken. In addition to the proposer team also makes a social media accounts in which social media accounts is intended as a medium to promote superior products Desa Pakis, meaning that these media are used as a marketplace Desa Pakis.

### **3.5 Evaluation**

This stage provides an evaluation of the programs that have been and are being implemented. All phases of the program carried out in a systematic way to determine the achievement of the objectives, and provide feedback to improve the program. The result is that the public service activities have a positive impact and were received with open arms. This is evident from the enthusiasm of people ranging from start-up activities (coordination and FGD) to the end

(mentoring). In addition, other accrued achievement is increasing public knowledge about the benefits and importance of information technology, especially the role of social media marketing in managing the business run so that will impact on increasing the benefits achieved and the increasing standard of living. Generally positive impact that can be felt is that villagers in Panti subdistrict Pakis can further introduce their processed products Desa Pakis particularly superior product to the public. At this stage the escort team PKK members to evaluate the development of the content on the social media accounts of each member of the PKK and to explore the perceived difficulties during the process of content creation as well as problems in the marketing process for account management process. Furthermore, members will be given an advanced solution to all problems faced by members of the PKK until they can manage on their own account. At this stage the escort team PKK members to evaluate the development of the content on the social media accounts of each member of the PKK and to explore the perceived difficulties during the process of content creation as well as problems in the marketing process for account management process. Furthermore, members will be given an advanced solution to all problems faced by members of the PKK until they can manage on their own account. At this stage the escort team PKK members to evaluate the development of the content on the social media accounts of each member of the PKK and to explore the perceived difficulties during the process of content creation as well as problems in the marketing process for account management process. Furthermore, members will be given an advanced solution to all problems faced by members of the PKK until they can manage on their own account.

The indicators used in the evaluation process is how many members of the PKK began to use features that aim to introduce products and reach more buyers. Aside from the use of features that are available, other indicators used are the number of followers of the store (followers) as well as the number of visits of products. From the data obtained show that all the stores own followers, although most of the numbers are still relatively small. This indicates that the process is carried out to bring the followers of the store is still not optimal. In addition, the still small number of followers also relates to a process Rev products and promotions have not performed optimally. Nevertheless, with the followers of the store indicates that the market reach of SMEs are nurtured already expanded.

#### **4. ACKNOWLEDGMENT**

We gratefully acknowledge the support from the Grant Village Patronage Service LP2M University of Jember in 2019.

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