

URBAN FARMING MICRO-ENTREPRENEUR AND DIGITAL MARKETING

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ABSTRACT

The DKI Jakarta Provincial Government is aware that many residents during this pandemic have started farming by utilizing limited land in their homes or vacant land that has not been built. So far, people have used their yards to grow vegetables, some even use fences or over drains/sewers. Most of the results are for the community's own consumption. Cultivation of growing vegetables is indeed widely occupied by Jakarta residents during the COVID-19 pandemic. Starting from the community, academics, even youth groups have grown a lot of vegetables, even in the yards and roofs of houses have been used for vegetable cultivation with a hydroponic system. This community service activity is carried out by providing online learning and training assistance for 1 month on how to market urban farming agricultural products using digital marketing through social media so that it can help increase people's income and the community's economy. This activity is an increase in participants' knowledge and skills in the field of Marketing by optimizing internet information technology in the marketing media of Urban Farming organic hydroponic vegetable products. The result of this activity is to increase the creativity of the community and motivate them and create a connection model of micro-entrepreneurship and value creation with the economic, social and environmental aspects of sustainable development.

Keywords: marketing, micro-entrepreneur, sustainable development

1. INTRODUCTION

Cultivation of growing vegetables has indeed been occupied by many residents of Jakarta during the COVID-19 pandemic. Starting from the community, academics, even youth groups have grown a lot of vegetables, even in the yard and roof of the house it has been used for vegetable cultivation with a hydroponic system.

The DKI Jakarta Provincial Government is aware that many residents during this pandemic have started farming by utilizing limited land in their homes or vacant land that has not been built. So far, people have used their yards to grow vegetables, some even use fences or over drains/sewers. Most of the results are for the community's own consumption. Nowadays there is a phenomenon in Indonesia where people creating business communities, together they recruit member and train them to join the business communities then do business together altogether they become entrepreneur by helping each other (Arief, H., & Putra Saratian, E. T., 2018).

It turns out that the current question is that this passion for growing vegetables is not in line with the people's fondness for consuming vegetables. Vegetable consumption in Indonesia is still very low, as can be seen from data from the Food and Agriculture Organization (FAO) which states that it is only 180 grams per capita per day when it should be 400 grams per capita per day. So far, most people still think that the so-called vegetables are spinach, kale, packoy, mustard greens, carrots, cucumbers, long beans, pariahs, tomatoes and so on. However, it turns out that melons, watermelons, sweet corn, pumpkins, potatoes are also vegetables (Baumgartner, N, and H. Belevi, 2007)

Thus, the problem of the low consumption of vegetables in Indonesia is not due to the limited supply. However, it is more due to public awareness that is still low on the importance of consuming vegetables. The demand for vegetables in Jakarta is dominated by restaurants and hotels in Jakarta, not the consumption of the people themselves. Every day DKI Jakarta needs supplies of kitchen needs, especially vegetables and various spices for around 10 million residents. The amount may be tens of tons in one day. The bustle of supplying raw materials for cooking can be seen at the Kramat Jati Main Market in East Jakarta. From Kramat Jati, the supply chain continues to hundreds of traditional markets and shopping areas. In these markets, residents can get their vegetable needs or through a vegetable seller.

As a metropolitan city, Jakarta does not have the availability of land to meet its own vegetable needs. Because of that, like it or not, we rely on supplies from other regions, such as West Java, Banten and Lampung. In certain situations, they also come from Central Java and East Java. In fact, they brought chilies from South Sulawesi earlier this year.

The stability of the supply of kitchen needs seems to be dynamic in line with the success of planting vegetable commodities which are highly dependent on weather and climate. Therefore, Jakarta must have "anchors" in various regions so that the supply chain for the needs of its citizens can be maintained. In addition, the search for breakthroughs in developing commodities with the potential they have seems to be continuously being carried out. However, it doesn't mean that you don't have a large area of land, that doesn't mean you don't have the opportunity and prospect to develop agriculture.

In the midst of limited land for agriculture, the concept of urban farming (urban farming) is a big potential for various cities, including Jakarta. One of them is widely developed is the hydroponic model. To realize this goal, the DKI Jakarta Provincial Government (Pemprov) through the DKI Jakarta Food, Maritime and Agriculture Security Service (KPKP) since last year has trained activists for Youth Organizations and Child Friendly Integrated Public Spaces (RPTRA) on urban agriculture.

The cultivation of growing vegetables is indeed widely occupied by Jakarta residents during the COVID-19 pandemic from the community, academics, even youth groups have grown a lot of vegetables, even in the yards and roof top of houses have been used for vegetable cultivation with a hydroponic system, HS (2020). As a metropolitan city, Jakarta does not have the availability of land to meet its own vegetable needs. Therefore - like it or not - rely on supplies from other regions, such as West Java, Banten, and Lampung. In certain situations, they also come from Central Java and East Java. There is an opportunity to improve the standard of living of the community, especially the younger generation, through urban farming so that the vegetable food sector can be fulfilled and the opportunity to become a farmer entrepreneur. This is where the role of teaching of how marketing product is needed

2. LITERATURE REVIEW

In carrying out its business, organization need to regulate activities marketing in order to achieve the goals that have been determined, in this case need for marketing management. According to Kotler and Keller (2016) state that: "Marketing management as the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value."

The development of the Internet, World Wide Web and digital technologies such as technology platforms from desktops, laptops, smartphones and tablet devices used by consumers has changed marketing. Customers, believe that they will find it easier to get products and services by using the internet or other digital technologies to find the right information, then a more convenient way to select and buy these goods or services (Khiong, 2022).

Redjeki, F., & Affandi, A. (2021) Define Digital marketing is the marketing or advertising operation of a brand or product using digital media or the Internet. The goal of digital marketing is to reach future customers and consumers quickly. As we know, the embrace of technology and the Internet in society is so widespread, that it is not surprising that digital marketing practices are the top choice for businesses. The use of digital platforms is one of the alternatives that MSMEs can do in increasing sales. In addition, digital platforms can encourage MSME business activities to compete globally (Harini, Darsin, & Praptono, 2017).

Maximum efforts in the use of digital platforms, MSME players must know product marketing strategies. In the marketing strategy, there is an analysis of STP (Segmentation, Targeting, Positioning) and marketing mix (Product, Price, Promotion, Place). This is a basic concept that must be understood by MSME actors in marketing their products.

According to (Mia Ajeng, 2018) more adequate marketing training is through the introduction of e-commerce or market placed and social media as a marketing tool. Meanwhile (Wijaya & Jasfar, 2014) stated that today the number of internet users has increased significantly, thus attracting producers to use this media in marketing their products. Online marketing media makes it easy for consumers to reach producers. According to (Taiminen & Karjaluo, 2015) in his research shows that digitalization can have a positive effect on increasing or growing MSME performance. Digitization can be through digital marketing or the use of social media that can attract consumers.

The Global Entrepreneurship Monitor (GEM), reports that entrepreneurship is now at the center of attention in the public policy arena in most countries. Along with the increasing social, environmental and economic challenges facing humanity today, many people believe that business has an important role to play in changing society in the future. Entrepreneurs are considered to have a special role in innovation and bringing about societal change, traditionally from a macroeconomic perspective. The micro-entrepreneurs create social value by engaging in transformative, emancipatory, and connective entrepreneurial, Colovic, A., & Schruoffeneger, M. (2021)

The inclusion of sustainability into entrepreneurial activity keeps it in the entrepreneurial literature, ensuring that it remains an additional rather than an integrative aspect of entrepreneurship. Much corporate sustainability research focuses on the economic and environmental dimensions of sustainability. One of the studies that explores sustainability issues holistically is P Jones, V Ratten Klapper (2019). They examine how the day-to-day practices of small and micro businesses simultaneously achieve multiple dimensions of sustainability. They create a connection model for microenterprise entrepreneurship and value creation with the economic, social and environmental aspects of sustainable development.

There must be entrepreneurial innovators to drive innovation, and this is key. For this reason, it is necessary to conduct research on entrepreneurship that is more academic and political in nature. Innovation in transition is inherently

dangerous and has to do with failure. Therefore, it is not essential to support a successful project, but rather to pursue experimental innovation (Kim, 2018).

3. METHOD

This community service activity is carried out by providing online learning and program assistance for 1 month in creating farmer entrepreneurs. The result of this activity is the increasing marketing focusing in Digital Marketing and entrepreneurial knowledge skills of participants in optimizing information technology-based programs in the marketing media for organic hydroponic vegetable Urban Farming products.

Learning is carried out online using video conferencing (Zoom and Google meet) and using the experiential learning method with interactive communication techniques through video conferencing, dialogue, discussion, role play / games, where participants are introduced to the concept of entrepreneurship, marketing management, then directly involved with feelings, experience, discussing the process and learning outcomes to inspire the entrepreneurial spirit among youth, especially youth organizations and mastering digital marketing platform by using social marketing.

This online learning was held in collaboration with the Faculty of Economics and Business, Mercu Buana University (UMB) with Urban Farming community organizations located in the West Jakarta area district North Kembangan. UMB helped provide speakers, learning equipment, webinar flyers, pre-post examinations, evaluations, while the organization helped send representatives of community groups, Online learning participants are 78 participants in this activity.

Phase 1: Participant's initial test and initial assessment

After the opening ceremony and before the material was delivered, participants were asked to fill in the questionnaire using google form as a preliminary test. Initial assessment of the participants is done by filling out the online learning registration form.

Phase 2: Submission of online learning material by the instructor

Providing material on Basic Concepts of Digital Marketing, Marketing Strategy, Promotional Mix and Packaging Design. It is hoped that the MSME Urban Farming business actors in Srengseng West Jakarta through the presentation of the material can be realized in their business. It aims to increase sales turnover and techniques for using digital platforms in marketing their products. The next method is practical. This method is used for every material presented. In each material, business actors are able to create digital platforms, design packaging.

Phase 3: Mentoring and Assistance

After that, the last method is mentoring. Assistance is carried out to assist Urban Farming SMEs in Srengseng, West Jakarta in utilizing digital platforms, managing business, designing packaging and marketing.

4. RESULTS AND DISCUSSION

In supporting maximum results in Community Service activities, the stages that have been carried out include:

The first material is about the importance of entrepreneurship. This material is provided as a basic provision for the goals of business actors in running their business. Many business actors whose initial goals are still inaccurate, for example, the reason for setting up a business is because they are desperate, forced, and just filling their spare time. In this material, business actors are given the mindset of an entrepreneur, which is actually more social in nature, namely to meet the needs of the community, so that when there is a decline in sales turnover, they do not think too much about it but look for the right solution and action to solve the problem. The number of participants who took part in this training was very enthusiastic and most of them were young entrepreneurs. The success of the target number of e-learning participants. The success of the target number of e-learning participants can be said to be very good. The target number of training participants is 100 people and in the implementation of the service, 78 people (78%) are attended. This was shown by the very high number of participants from prospective entrepreneurs to business actors, namely 100 participants the good one. The average of the trainees gave a Good and Very good rating. Only a small percentage of Participants Rated Enough.

The second material is about Marketing Strategy and Digital Marketing. The digital marketing method was introduced to MSMEs in the Srengseng Village, West Jakarta through training and presentation of materials on Digital Marketing. In this material, MSME business actors in Srengseng are given material about the use of e-marketplaces and social media through Instagram, WA-Bisnis and Facebook. Digital marketing is a marketing activity using digital platforms such as e-mail, social media, websites, or the like by using the help of the Internet network in running the platform so that it can be reached by the wider community (Chaffey & Ellis-Chadwick, 2019). The socialization in this community service program was carried out in a Hybrid activity with the team in the field implementing health protocols. The

implementation of this activity was delivered by the Community Service Team of Management Department, Faculty of Economics and Business, Mercubuana University and assisted by the field team by Management Department students. In this socialization process, the material is delivered in accordance with the conditions of MSME actors where MSMEs only rely on conventional promotions or known as "mouth to mouth". So that the material presented aims to open the minds of MSME actors through the use of more modern marketing technology. MSME actors were introduced to online sales media. After giving the material, it was followed by QnA session with MSME actors, through the provision of material and question and answer session, it was hoped that MSME actors would be able to more easily inform the wider community of their products and increase their network with consumers.

Practical, at this stage, each MSME in Srengseng, West Jakarta, is to realize the presentation of the previous material. MSMEs create creative and innovative packaging designs to support the selling value of a product. Then each MSME creates an account on social media such as Instagram and WA, Facebook and each MSME creates an account on the Digital Marketplace Platform in marketing products such as Shoppe and Tokopedia.

In general, the results of the community service activities can be seen based on the following components:

- a. Achievement of Online-learning objectives. The achievement of online learning objectives can be said to be good, reaching 95%. This community service activity succeeded in empowering youth organizations in the community service locations by motivating them to carry out positive activities through the use of information technology in urban agriculture to become farmer entrepreneur.
- b. Achievement of the planned material targets. All training materials can be delivered thoroughly and in detail. The training material that has been delivered is in the use of a narrow land by planting vegetables, by practicing growing vegetables, it can improve the economy and can create new start-ups in the agribusiness sector.
- c. The ability of participants in mastering the material. The ability of participants in mastering the material can be said to be very good (95%). This is because the youth are familiar with information technology, all participants have social media accounts and are supported by the use of lecture and demonstration methods to improve the ability of participants to absorb the material presented by trainers.

Overall, community service activities regarding the entrepreneurs dan digital marketing education program using of Information and Communication Technology in the Management of Urban Agricultural Products or Urban Farming in Srengseng West Jakarta were considered successful.

5. CONCLUSION

The implementation of this Community Service activity carried out by Lecturers and Students as a whole has gone well and received a positive response from MSMEs. This Community Service is carried out with the aim of helping MSMEs, especially in Srengseng, West Jakarta in overcoming the Decline in Sales Turnover due to the Impact of the Covid 19 Pandemic. The conclusions of this Community Service activity are:

The MSMEs of Urban Farming in Srengseng realize that the purpose of doing business is not only to make profits but also to meet the needs of the community. This is proven by MSMEs as long as this service program has succeeded in mapping out business opportunities that can be implemented. Urban Farming SMEs in Srengseng, West Jakarta are able to understand how to design packaging, marketing strategies, and create attractive promotional or advertising content Digital social media platforms such as Facebook, Instagram and WA.

Based on the discussion in the previous chapters, in this community service activity the following conclusions can be drawn:

- a. The MSMEs of Urban Farming in Srengseng gain insight where social media and online marketplace can be used as a medium for promotion and marketing of vegetable products from urban farming.
- b. It can be concluded that there has also been an increase in the Marketing knowledge and business skills of participants in the utilization of information technology-based optimization programs on the marketing media for hydroponic organic vegetable products in Urban Farming in Srengseng West Jakarta.

The suggestions can be given after going through the evaluation are as follows:

- a. Sustainable community service activities through online learning and practical learning are needed so that the entrepreneurial spirit of youth and the interest in becoming entrepreneurs of urban agricultural products can be more optimal.
- b. After the online learning is carried out, it is necessary to provide intensive coaching to guide participant to be successful entrepreneur in urban farming.

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