



## Digitalization of Marketing of Laskar Pelangi Local Agricultural Products

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### Abstract

The aim of this service is 1) increasing partners' knowledge about sales and marketing strategies, 2) increasing partners' skills to produce quality and sustainable products. The partner in the service is the Laskar Pelangi agricultural group in Pattondon Salu. The method used in solving marketing problems to achieve the goal is conducting in-depth interviews with partners and providing workshops and direct assistance as an effort to increase the income of Laskar Pelangi group members. From the results of this study, it was found that the fundamental key to achieving previously set goals is management. This management includes monitoring product quality, production scheduling, order management, as well as pricing and promotion strategies

## Introduction

Based on data obtained by the service team after carrying out initial observations, a picture of the situation was obtained that currently in Pattondonsalu village there is an agricultural group called Laskar Pelangi. Laskar Pelangi has 10 members including chairman, secretary and treasurer. Apart from focusing on the success of agricultural harvests, this group also produces products that sell chili seeds, ready-to-plant seeds and shredded chilies, which are then marketed to farmers in Pattondonsalu village and surrounding areas. After holding discussions with the community service team and Laskar Pelangi partners, based on the situation analysis that was found, the main problems for the partners were as follows.

### Aspects of sales strategy

The problem with this aspect is that the products produced are sold only to a range of relationships and regular customers. (Ahmad et al. 2021) so that the products produced are not known to the wider community because the promotion is only on a local scale, and is not spread widely outside the region.

### Aspects of quality and sustainable products

One aspect of the success of a quality product is if the manager has adequate knowledge about the product they produce (1), paying attention to the quality of the materials used and also consumer needs must be a top priority. By producing quality products, of course their existence will be sustainable and known to consumers. Currently, the products produced by Laskar Pelangi Pattondonsalu are not managed well due to a lack of resources, they do not produce in large quantities so that sometimes market needs for consumers are not met, apart from that, some of the products produced do not have a brand.

Based on an analysis of the situation and problems faced by Laskar Pelangi Pattondonsalu partners, the Muhammadiyah Sidenreng Rappang University community service team formulated the objectives to be implemented as follows: (a) Increasing partners' knowledge about online sales and marketing strategies for local Laskar Pelangi products in Pattondonsalu Village; (b) Improving partners' skills to produce quality and sustainable local products, so that they have a competitive edge to be marketed via digital.

Community service in Pattondonsalu village focuses on the Digital Economy related to local products (chili seeds, ready-to-plant seeds, and shredded chilies). Laskar Pelangi has 3 main aspects of problems in its business management and marketing, first in terms of its marketing strategy aspect: Products produced by Laskar Pelangi Pattondonsalu does not reach product marketing targets widely. Group members market their products still in a manual way, (Karyanta, Susantiningrum, and Mahadjoeno 2017) relying on relationships and regular customers, they are unable to promote products produced digitally or utilize media such as e-commerce, websites and digital markets. (Suwarsi and Utama 2022) Secondly, from the aspect of quality and sustainable products: Laskar Pelangi Pattondonsalu produces and markets chili seeds, ready-to-plant seeds and shredded chilies, but not all of these types of production have a brand, usually group members only put them in plastic and then sell them to consumers. This happens because there is no understanding regarding the importance of a brand in marketing products that are known to the public (Kusumawati and Zahra 2020) and able to survive and compete in the market, especially in the digital market. Apart from that, the products sold by Laskar Pelangi Pattondonsalu are not produced on a large scale due to a lack of human resources in managing these products. (Azhari 2021) The third is viewed from the aspect of sustainable digital market management: one of the most important aspects in digital market management is skills in using technology, being able to provide good service, providing direct and fast assistance to customers when facing problems. (Daga 2021), and of course product availability is urgent to maintain customer satisfaction. However, Lasakar Pelangi Pattondonsalu does not have members who are very skilled in using technology, especially in managing the digital market, what's more, the products produced are not on a large scale so the availability of goods is often unable to satisfy consumers.

## Methods

The method used is qualitative descriptive which requires field observations to see the problems and potential in partner groups and villages, so that you can identify precisely the initial needs for solutions to problems later. After carrying out observations, in-depth interviews were conducted with partners and the results of the in-depth interviews were analyzed.

## Results and Discussion

Through various training sessions and workshops, partners in the Laskar Pelangi group have experienced significant improvements in their understanding of online marketing strategies. They now understand how to utilize social media, e-commerce platforms, and other digital tools to promote their agricultural products. This has opened the door to their access to a wider market. Increased knowledge about online marketing strategies has brought significant changes to the Laskar Pelangi group in Pattondonsalu Village. Previously, they may have felt limited in finding markets for their agricultural products, especially since most of their agricultural business was centered on local retailers. However, with the results and outcomes of increasing knowledge of online marketing strategies, they have achieved extraordinary progress.

They now understand how to use social media to promote their products. They have learned how to create interesting and informative posts, upload attention-grabbing product photos, and interact with potential customers online. The result is increased visibility of their products in the digital world.

Additionally, group members have learned how to use e-commerce platforms to sell their products online. They now have an online store that can be accessed by customers from various locations. With this, they not only reach the local market but also a much wider market. They already understand how to manage customer orders, process payments, and arrange product delivery.

The outcome of this increase in knowledge is the independence of the Laskar Pelangi group in terms of online marketing. They no longer depend on middlemen or local retailers to sell their products. They can now plan and execute their own marketing strategies, better manage their orders and product inventory, and increase their revenue. The entrepreneurial spirit in this community is also growing, because they feel better prepared to compete in an increasingly connected digital era. Overall, the results and outcomes of increasing knowledge about online marketing strategies have brought real positive changes in improving the economy and quality of life for the Laskar Pelangi group in Pattondonsalu Village. They now have the tools necessary to compete effectively in an increasingly digital and global marketplace.

In an effort to increase the competitiveness of local products, partners in this group have acquired better skills in producing high-quality and sustainable agricultural products. They implement more efficient farming practices, use more modern techniques, and maintain the quality of their products. This has enhanced their brand image in the digital market. Improving skills in producing quality local products is a step that has brought an important transformation to the Laskar Pelangi group in Pattondonsalu Village. Previously, they may have faced challenges in achieving high quality standards in their agricultural products. However, through the results and outcomes of improving these production skills, they have been able to overcome these various problems.

The partners in this group have received comprehensive training on more efficient and sustainable farming techniques. They learn how to better manage crops, including choosing the right varieties, optimal use of fertilizer, pest control, and good plant maintenance. These techniques help them produce healthier and higher quality agricultural products. Additionally, this group may also have received guidance on organic farming practices. This is an important aspect in improving the quality of their agricultural products as consumers increasingly value organic products that are free from pesticides and harmful chemicals. By implementing organic practices, they can attract a larger market segment.

Improved production skills may also include training on timely picking techniques and product handling after harvest. This is important to ensure the product remains fresh and is not damaged during the distribution process. They can also learn how to package products well and add value by developing processed products from their harvests. The output of this increase in production skills is high quality and sustainable agricultural products. These products are healthier, fresher and last longer. Thus, they can attract customers who are looking for high-quality products, both in the local market and in the digital market. In addition, improved production skills have given the Laskar Pelangi group a competitive advantage. They can compete with similar products in the market better due to the superior quality of their products. This opens up opportunities to increase the prices of their products, ultimately increasing the group's revenue.

During the process of improving production skills, the Laskar Pelangi group was also able to learn about the importance of documenting and tracking their production results. This helps them in identifying trends and potential improvements in the future. Overall, the results and outcomes of improving skills in producing quality local products have helped the Laskar Pelangi group become more competent and independent agricultural producers. They now have a stronger foundation to face competition in local and digital agricultural markets and improve their overall economy.

## Conclusion

Through the two main aspects previously explained, namely increasing knowledge about online marketing strategies, and increasing quality product production skills, positive results and outcomes have been found. One of the main findings from this service is that good management in managing the agricultural products produced is the key to achieving previously set goals. Product management covers various aspects, including inventory management, product quality monitoring, production scheduling, order management, and pricing and promotion strategies. This management plays an important role in maintaining product quality, operational efficiency and customer satisfaction.

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## Conflict of interests

During the service process, there were many things that became challenges for the team, one of which was access to the service location, but all of these activities would not run well without good collaboration with partners and universities.

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