

## TRAINING ON IMPROVING DIGITAL MARKETING SKILLS FOR THE PROMOTION OF FOOD PRODUCTS OF THE LIBERTI BERINGIN SAKTI FARMER GROUP OF PAGARALAM SELATAN

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Article Info	ABSTRACT
<b>Article History:</b> Received February 26, 2025 Revised March 20, 2025 Accepted March 26, 2025	<i>The training was designed to support the business sustainability of the Liberti Farmer Group located in Beringin Sakti Village, Ulu Rurah Village, Pagaralam Selatan Sub-district, Pagaralam City. The training included training to improve digital marketing skills to promote food products. This activity aims to provide a basic understanding of digital marketing and teach farmer group members how to use digital technology to promote their food products more efficiently and effectively. In this training, they will learn how to use social media as a marketing platform, create engaging content to promote goods, and increase market reach by using online marketplaces and advertisements. The hands-on practice-based method teaches participants how to create digital catalogs, manage social media accounts, and utilize SEO techniques to increase the visibility of their products. The training can improve the skills of farmer group members in utilizing digital technology for promotion, expanding the market for agricultural products, and increasing income.</i>
<b>Keywords:</b> Digital marketing; Promise; IT; MSMEs	
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### INTRODUCTION

With the development of digital technology, the agribusiness sector has many opportunities to increase the added value of products and expand markets. One of the main challenges faced by traditional farmers is the lack of knowledge and skills in utilizing digital technology for marketing. The Liberti Farmer Group is located in Beringin Sakti Village, Ulu Rurah Urban Village, Pagaralam Selatan Subdistrict, Pagaralam City, and has great potential to sell their agricultural products to people outside the region. However, failure to understand digital-based marketing strategies hinders this endeavor.

One effective method to overcome limited market access, especially for micro, small, and medium enterprises (UMKM) in the agricultural sector, is digital marketing. Farmers with digital marketing can use social media platforms, e-commerce, and other technologies to promote their products directly to customers without using old middlemen. This increases productivity and allows farmers to get more competitive prices (Astuti et al, 2021).

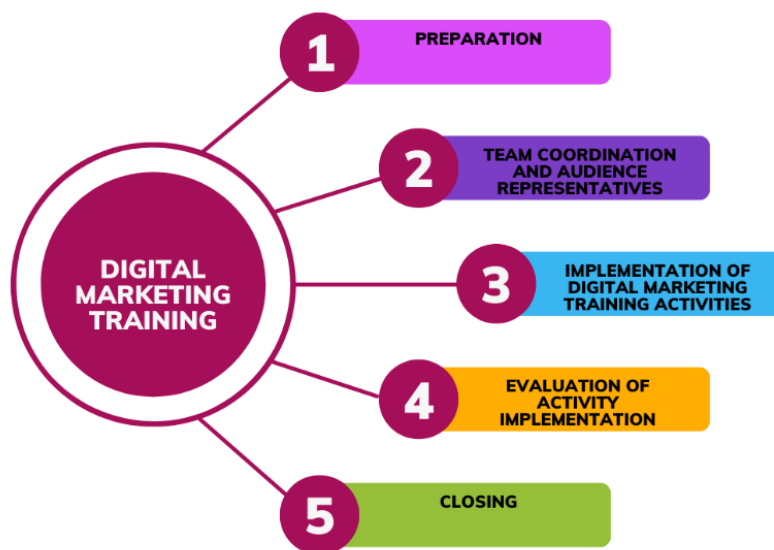
The purpose of this training is to improve the ability of Liberti Farmer Group members to understand digital marketing concepts and how to use them to promote agricultural products. This program is expected to help the digital transformation of the agribusiness sector with a focus on social media management, engaging content creation techniques, and the use of digital platforms for marketing (Junaedi et al, 2023).

It is hoped that through this training, the Liberti Farmer Group will learn how to utilize digital technology to promote themselves and know how important digital literacy is to improve the competitiveness of local products (Ramkissoon). Thus, this transformation will help the sustainable growth of Pagaralam City's local economy.

## METHODS OF IMPLEMENTATION

The training on enhancing digital marketing skills for the promotion of agricultural products by the Liberti Farmer Group was conducted using participatory and practical methods. The implementation of the PkM (Community Service Program) activities involved five main stages: Preparation, Coordination, Implementation, Evaluation, and Closing. Each stage was designed to ensure active engagement and hands-on learning experiences for the participants.

The following diagram illustrates the method used in the implementation of the PkM activities:



**Figure 1:** Method of implementation of PkM

## RESULTS AND DISCUSSION

### Results

#### A. Preparation and Team coordination, and Audience representatives

In preparation for the activity, there was coordination of a community service carried out with a survey on Saturday, September 28, 2024, at the place that became the location of community service, namely the Food Product Management Unit (UPH) of Food Crops of the Liberti Women Farmers Group, Beringin Sakti Village, Ulu Rurah Village, Pagaralam Selatan District, Pagaralam City. The survey was carried out to coordinate the implementation for preparation before the implementation date. The party from the UNSRI service team met with the Head of the Tani Sejahtera Agricultural Extension Center, Mrs. Murdiana, SP. The results of planning and mutual agreement between the implementation team and the farmer women's group were agreed upon on October 4-5, 2024. Figure 1 and Figure 2 show the atmosphere during the location survey.



**Figure 2.** Survey location to the Liberti Women Farmers Group in Pagaralam Selatan

#### B. Implementation of digital marketing training activities

Next is the implementation of activities carried out on Friday and Saturday, 4-5 October 2024, at the Food Crop Management Unit (UPH) of the Women Farmers Group in Beringin Sakti Village, Ulu Rurah Village, Pagaralam Selatan District, Pagaralam City. The event began with the opening by Mr Ricy Firnando, S.Kom., M.Kom., then remarks from the community service team of Fasilkom Unsri by Mr Ahmad Fali Oklilas, MT. Then remarks from the Head of the Agricultural Extension Management Centre (BPP Tani Sejahtera) by Mrs Murdiana, SP. The event continued with prayer and a group photo. Furthermore, the material was delivered by Muhammad Iqbal Nur'alim and Shafa Zauhair Adinata. The series of activities is illustrated starting from Figure 3, where the service team is seen preparing at the event location. Figure 4 captures the atmosphere during the implementation of the participant activities, followed by Figure 5, which presents the remarks delivered by Mrs. Murdiana, S.P., as the Head of BPP Tani Sejahtera. In Figure 6, the delivery of material by M. Shafa to the participants is shown, while Figure 7 illustrates the material presentation conducted by Iqbal Nuralim. Figure 8 features a group photo taken with the participants after the activities, and Figure 9 shows a group photo with both the participants and the material presenters. Finally, Figure 10 depicts the activity location along with the surrounding outdoor environment.



**Figure 4.** Preparation of the service team at the event location.

In Figure 4, it is before the activity is carried out that the team carries out the documentation process for the accountability report.



**Figure 5.** The atmosphere of the implementation of training activities to digital marketing participants

In Figure 5, the implementation of training activities is shown; this team is briefing participants about digital marketing. The participants were very enthusiastic about participating in the activities.



**Figure 6.** Welcome speech from Mrs Murdiana, SP. As the Head of BPP Tani Sejahtera

Figure 6 shows the delivery of a briefing by the chairman of the DPP Tani Sejahtera. In this briefing, it is conveyed that digital marketing is very important to be able to compete in promoting products. By mastering digital marketing, you can market your products more widely.



**Figure 7.** Material delivery 1



Figure 7 shows the delivery of the first material by a resource person from the digital marketing training team. In this session, the resource person emphasized to the participants the importance of adapting to current conditions in the digital era to remain competitive with others. During the presentation, participants were asked to open their mobile phones as an example of how digital marketing can be efficiently conducted using mobile devices.



**Figure 8.** Delivery of the second material

In Figure 8, the resource person provides material on the application of digital marketing on Facebook and Instagram. These 2 applications are on the mobile phones of each participant. The application of digital marketing is very easy for participants to understand.

**C. Evaluation of activity implementation**

The evaluation process was conducted through coordination with both the management and the participants, as shown in Figure 9.



**Figure 9.** Coordination with the management of BPP Tani Sejahtera

**D. Closing**

After all activities were completed and each material had been delivered, the event was officially closed. The closing session also served as an opportunity to express appreciation to the participants for their active involvement throughout the training.



**Figure 10.** Photo with participants after the activity.

## DISCUSSION

This activity provided participants with an important understanding of how to transition from selling their products directly or offline to utilizing online platforms such as social media and the internet. The materials presented included sessions on graphic design creation for product promotion and video editing techniques to enhance marketing efforts. Through these sessions, participants were able to grasp the concepts delivered by the speakers and learn practical skills needed for digital marketing.

However, several challenges were identified during the training process. Participants noted that limitations such as restricted internet quotas and the varying sophistication of smartphones they owned could pose obstacles when applying these new methods in their daily activities. Despite these challenges, the participants generally gained valuable new knowledge on how to market their products through social media, whether by conducting live sessions or posting static promotional content.

## CONCLUSION

This community service activity can provide benefits to farm women, especially farm women groups attended by 20 participants from the Liberti Farm Women's Group and Surya Sakti Farm Women's Group, and 4 assistants from the Tani Sejahtera Agricultural Extension Centre from Pagarlalam Selatan. Where they get new knowledge not only theory but direct practice on how to create social media accounts, edit photos and videos using smartphones, upload news, and sell on social media. In addition, they can make live sales through TikTok and Facebook. The participants were very satisfied because they needed this new knowledge so that they could solve the problem of selling directly door to door, to move to an alternative to selling online, and to expand the market that can be reached. it is hoped that it will increase opinions on these UMKM.

## ACKNOLEDGMENT

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