



KWT KENCONO WUNGU TRAINING IN AN EFFORT OPTIMIZING DIGIT-BASED MARKETING THROUGH FACEBOOK WITH STUDENT TEACHING

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ABSTRACT

This socialization program aims to provide understanding and skills regarding digital marketing through the Facebook platform to KWT Kencono Wungu members who manage layinghens businesses. The activity was held on October 20, 2024 located in Blambangan village, Jogotirto, Berbah, Sleman, Yogyakarta, attended by 14 members out of a total of 20 invitations. The materials presented included the basics of digital marketing, strategies for using Facebook for promotion, and the application of the Tamansiswa teaching principles of Niteni, Nirokke, Nambahi in entrepreneurship. During the socialization, participants showed high enthusiasm and actively discussed, especially regarding the application of effective marketing strategies. The evaluation results showed that the majority of participants felt that they got significant benefits from this training and hoped for similar activities in the future. With this socialization, it is expected that KWT members can be more optimal in marketing their egg products, increasing competitiveness, and supporting local economic growth.

Keywords: *KWT, Tamansiswa Teachings, Digital Marketing, Facebook*

INTRODUCTION

In the current era of globalization, technology shows rapid development, especially with the emergence of the internet which can facilitate the community in accessing information. Social media is one application that can result in opportunities for the community, where we can exchange information to interact virtually which can increase the potential for marketing and product promotion (Wayan et al., 2021).

Kelompok Wanita tani (KWT) is a group of women workers who participate in activities around agriculture, animal husbandry and other activities that can increase financial income for members (Avazura et al., 2024). Unlike other farmer groups, this KWT in its guidance focuses on encouraging members to have productive businesses in the household scale, the results of which can be used to increase income (Wa ode Zusnita Muizu, 2019). Blambangan Village has various community organizations, including the Kencono Wungu Women Farmers Group, which is known to be very active. The group is driven by

the high enthusiasm of women in Blambangan Village to develop skills and knowledge, especially in processing local products such as fried brambang, peanut peyek, anchovy peyek, and the main business they are currently engaged in, namely laying hens.

The Women Farmers Group (KWT) often faces various challenges in product marketing, especially when trying to reach a wider market. Many KWT members still rely on traditional marketing methods, such as word-of-mouth sales or through local markets, which limits the potential for increased income (Suryadi Islami, 2023). Limited access to digital marketing technology and lack of knowledge about promotional strategies on social media are major obstacles in expanding consumer reach. In addition, competition with similar products that have already been recognized in the market is also an obstacle for KWT in attracting buyers. These problems indicate the need for continuous training and mentoring for KWT members to enable them to develop digital marketing skills and compete in a more competitive market.

To address the challenges faced by the Women Farmers Group (KWT) in product marketing, the first step that can be taken is to organize digital marketing training. Through socialization and training, KWT members can learn about the use of social media and effective promotion strategies. In addition, continuous mentoring from experienced mentors is also important, so that members can better develop their marketing skills. Currently, social media is one of the technological advances that can be used to sell products online. This is so that economic actors can survive and remain competitive in the digital era. Economic actors need to be more open to digital developments in order to do business around the world. One of the social media that is widely used for digital marketing is Facebook. The reason is, the number of users continues to grow and is easy to use compared to other social media (Idiatul Fiti Danasari, 2022).

Based on the conditions that occur in KWT Kencono Wungu in Blambangan Hamlet, Jogotito, Berbah, Sleman, community service is carried out in the form of socialization of digital-based marketing through Facebook. Which aims to increase market reach and marketability, so as to improve the economy of KWT members. To support this business development, the application of Tamansiswa principles can provide an effective solution. Through Niteni, KWT members can observe digital marketing practices done by other successful businesses on Facebook, such as how they interact with customers and the type of content they share. Furthermore, with Nirokke, members can replicate these successful strategies in their marketing practices, such as creating engaging and consistent content on

Facebook to attract consumers' attention. Finally, Nambahi encourages KWT members to add innovation in marketing, such as introducing new products or offering special promotions. With this approach, it is expected that KWT Kencono Wungu can not only improve the marketing of their laying chicken products, but also strengthen their position in the local market and increase members' overall income.

METHOD

Based on the conditions that occur in KWT Kencono Wungu in Blambangan Hamlet, Jogotito, Berbah, Sleman, the lecturers and students of the Faculty of Economics Sarjanawiyata Tamansiswa together with the KWT women held discussions to find joint solutions related to problems in marketing KWT laying hens in Blambangan Hamlet. The method used in this service activity is by direct demonstration related to how to make Facebook and how to do marketing, providing material with presentations, discussions or questions and answers, and evaluation. This service was carried out in several stages as follows:

1. Survey stage

At this initial stage, the service team conducted a survey to the target location of the service, namely KWT Kencono Wungu which is located in Blambangan Hamlet, Jogotirto, Berbah, Sleman. The service team communicated directly with the head of KWT Kencono Wungu, Mrs. Suharyati. The purpose of this survey is to find information about the group profile, activities carried out, and problems that occur in KWT Kencono Wungu.

2. Socialization Stage

After the agreement between the service team and also KWT Kencono Wungu and our team has known the problems that occur, the next stage is to conduct socialization by conducting counseling or by presenting material to KWT members. Followed by a discussion session where members can ask questions about digital marketing. With this socialization, it is expected that members can increase their knowledge and understanding of the importance of digital utilization through social media as an effort to expand market share.

3. Desmostration stage or Facebook social media creation training

At this stage KWT members are trained to create an account, how to market it, and how to join the community on Facebook.

4. Evaluation Stage

At this stage, it is carried out to see the response of KWT members by asking directly about the implementation of the service which consists of understanding the material that has been delivered, the usefulness of the assistance provided and also asking for suggestions for the service that has been delivered.

RESULTS AND DISCUSSION

This community service program is themed “Socialization and Training of Digital Marketing through Facebook by Applying Tamansiswa Teachings: Niteni, Nirokke, Nambahi at KWT Kencono Wungu in Laying Chicken Business in Blambangan Hamlet, Jogotirto, Berbah, Sleman”. The selection of this theme is based on the results of observations and discussions between lecturers and students of the Faculty of Economics, Sarjanawiyata Tamansiswa University with administrators and members of KWT Kencono Wungu related to marketing constraints faced. This theme is expected to be in accordance with the needs of KWT and can help increase market reach and product marketability. Socialization and training activities were carried out on October 20, 2024 in Blambangan Hamlet, Jogotirto, Berbah, Sleman, involving KWT members as participants.



Figure 1. Implementation of socialization at KWT Kencono Wungu

The socialization and training on digital marketing through Facebook for KWT Kencono Wungu in Blambangan Hamlet, Jogotirto, Berbah, Sleman, was conducted in one day and attended by enthusiastic KWT members. The training used Tamansiswa teachings as a guide-Niteni (observe), Nirokke (imitate), and Nambahi (add)-so that KWT members could understand and apply the materials effectively. The focus of the training was to assist KWT members in utilizing Facebook to increase the market reach of their layer products.



Figure 2. Material presentation conducted by our team



Figure 3. Treaning on using Facebook to market products

In the first session, the material began with an introduction to digital marketing and the benefits of using Facebook for business. Participants were invited to recognize the potential of social media, especially Facebook, in facilitating communication with customers and expanding business networks. Furthermore, using the Niteni principle, participants observed examples of successful business accounts on Facebook, so that they could understand how similar businesses attract consumers' attention through engaging content, active interaction, and participation in local groups. After the initial introduction, the second session continued with material on how to create a business account, which was done through the Nirokke principle. Participants were guided through creating their own business accounts on Facebook, filling out profiles with interesting and relevant information, and crafting business descriptions that describe their featured products. These technical steps include creating a recognizable account name, selecting a profile picture, and setting up the page to look professional and attractive to potential customers.

The next stage covered effective content posting. Participants learn how to create engaging posts, including using quality photos, writing compelling product descriptions, and including pricing and contact information. In the Nambahi stage, participants were encouraged to add creativity to their content, such as sharing stories about daily activities on the farm, providing tips on caring for laying hens, or offering special promotions to attract customers. The last session focused on how to join local Facebook groups to expand your

marketing network. Participants learned how local groups can help them reach consumers around their area. Through the groups, they can also get feedback from consumers directly and introduce products to the local community in a more personalized way.

Overall, the results of the digital marketing training and socialization showed that participants showed a high level of enthusiasm during the activities. They were not only active in participating during the discussions, but also very responsive in answering questions and sharing experiences regarding the challenges faced in marketing their products. Some of the participants expressed the hope that this kind of training can be conducted regularly in the future, so that they can continue to develop their skills and knowledge in digital marketing. At the end of the session, many of them gave feedback to the resource persons to organize continuous training, as they felt significant benefits from the material presented in this activity. In line with the results of the training conducted by (Mulyawati et al., 2023), which showed that the success of digital marketing training can be measured through an increase in participants' understanding of effective marketing strategies and social media utilization. This research is also reinforced by a study conducted by (Solecha et al., 2024), who found that training focused on digital marketing not only improved participants' technical skills, but also encouraged them to be more active in marketing their products through digital platforms.

CONCLUSION

The conclusion of the training and socialization of digital marketing through Facebook implemented for KWT Kencono Wungu shows that this activity has a significant positive impact on participants. The knowledge gained regarding digital marketing and how to utilize the Facebook platform to promote their laying hen products has improved participants' understanding of effective marketing strategies. In addition, the training also introduced the principles of Tamansiswa teachings, which can be used as guidelines in innovating and learning from existing practices. With the enthusiasm and active participation shown by the participants, it is expected that KWT Kencono Wungu can continue to apply the knowledge gained to improve competitiveness and expand the market for their products. Future continuous training is also expected so that KWT members can continue to develop their skills and knowledge in digital marketing.

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