Improving Digital Marketing Literacy Capability of Breeders of Rumah Maggot, Barepan Bangkit Yogyakarta in Facing the VUCA Era

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ABSTRACT

Purpose - This community service aims to increase digital marketing literacy skills for breeders of Rumah Maggot Barepan Bangkit Yogyakarta in facing the VUCA era.

Methods - The method of implementing digital marketing literacy namely Introductory session for all members. Media profiling or marketing channels owned, Identification of marketing media gaps and digital media optimization. The solution from the results of identifying gaps is by sharing and discussing the effectiveness of marketing networks, optimizing promotional/advertising media, Evaluation by discussing post-activity.

Result and discussions - Based on the results of the analysis of the situation of the Barepan Bangkit maggot house various kinds of uniqueness were found in running this community-based business, such as from the aspect of business management, production capacity,簿记, and marketing media. However, the focus of this empowerment is on aspects of business management and marketing because it is felt to be the most dominant in influencing the sustainability and development of the Barepan Bangkit maggot house breeder business.

Conclusion - This mentoring process activity resulted in program success targets including sharing and discussion of business management management to overcome business management problems reaching 90%, and discussions and practices of marketing network effectiveness, optimization of promotional/advertising media to overcome marketing media problems and optimization reaching 90%.

Keywords: digital marketing, literacy capability of breeders, facing the VUCA era

INTRODUCTION

The Maggot Barepan Bangkit House is located on Jl. Barepan Hamlet, Rice/Garden Area, Margoagung, Municipality. Seyegan, Sleman Regency, Special Region of Yogyakarta 55561. It plays a strategic role in managing household waste and tofu waste management because if left unchecked it can cause bad odors and other sanitation problems. The Black Soldier Fly (BSF) maggots which are bred and managed by Rumah Maggot Barepan Bangkit have the ability to degrade organic waste and act as decomposers. The organic waste degradation process with the help of BSF larvae is a promising alternative in organic waste management and has economic value.
The Black Soldier Fly (BSF), called Hermetia illucens in Latin, belongs to the Diptera Family group. The BSF’s body shape resembles a wasp, is black and between 15-20 mm long. BSF maggot is the larval stage of the BSF life cycle. This larval stage is referred to as the BSF maggot, or maggot. Before becoming an imago fly, the BSF maggot undergoes a complete metamorphosis (holometabola), namely from the egg stage, larval stage, prepupa stage, and pupa stage. The time required for one life cycle ranges from 40 to 44 days which is also dependent on site conditions, which are temperature and humidity) and food availability. BSF is different from other types of flies, because these flies are a type of clean fly and are not disease vectors which offer many benefits such as animal feed protein, bird feed and others as well as antimicrobial and anti-fungal so maggot cultivation can replace more efficient daily feed needs. BSF maggot can be used directly without going through special treatment or treatment, or if light management is carried out by drying, or processed into pellets, because the content of amino acids, fatty acids and minerals is quite high, making maggot a suitable raw material that can be used as choice for animal feed (Hariani et al., 2022).

Economic problems arise because the integration and synergy between resources has not optimally occurred, both from the human resources aspect and natural resources owned by Seyegan village. If resource management is not managed properly, it can have an impact on the loss of productive potential and the acceleration of income generating for the welfare of residents around Rumah Maggot Barepan Bangkit Seyegan and its surroundings which should be developed with various managerial approaches with the concept of populist economics. This can start from the preparation of human resources to the production process and the waste generated is still not managed properly by residents in Seyegan. Even in Seyegan village there are many unemployed at various generational scales due to dropping out of productive age but not having the skills needed in the world of work, and resources that are not yet fully productive. Especially now that we are faced with conditions where large-scale changes, or Volatility occur, it is difficult to make accurate predictions, or Uncertainty, the complexity of challenges due to various interrelated factors, or Complexity, and the uncertainty of an event with its chain of consequences, or Ambiguity which is referred to as the VUCA criteria. The present environmental situation is completely uncertain, fluctuating, complex, difficult to predict and the truth of reality is subjective.

The following figures show the manager/administrator is having a discussion at the Maggot Barepan Bangkit House.

Figure 1. Managers/administrators are having a discussion at Maggot Barepan Bangkit House

In addition to the economic problems, the concern that always haunts the management of the Barepan Bangkit Maggot House is in the process of increasing product capacity. The question is whether the increasing capacity of BSF Maggot products can be absorbed in the market it quickly.
Because investment in stock management of BSF Maggot products, both those that are still alive or those that have been processed into pellets, has a vulnerability if it does not have good cash flow. This is very important to direct the farmers at Rumah Maggot Barepan Bangkit to learn how to increase sales from various digital channels which are currently an obligation for anyone who wants to survive in the VUCA era so that concerns about the non-displacement of Rumah Maggot Barepan Bangkit's products are fading along with the increase sale or marketability. Therefore, it is important to increase digital marketing literacy skills for breeders of Rumah Maggot Barepan Bangkit Yogyakarta in facing the VUCA era.

METHOD

The method of implementing digital marketing literacy capacity building for breeders of Rumah Maggot Barepan Bangkit Yogyakarta to face the VUCA era is carried out with following activities:

a. Introductory session for all members of the Rumah Maggot Barepan Bangkit Yogyakarta.
b. Media profiling or marketing channels owned by the Rumah Maggot Barepan Bangkit Yogyakarta
c. Identification of marketing media gaps and digital media optimization
d. The solution from the results of identifying gaps is by sharing and discussing the effectiveness of marketing networks, optimizing promotional/advertising media
e. Evaluation by discussing post-activity with the Rumah Maggot Barepan Bangkit Yogyakarta

After the breeders understand the concept and practice simulation in this activity that they can apply it independently to strengthen skills but are still accompanied on an ongoing basis through the WhatsApp group to monitor the benefits of using digital media for media sales and if they experience problems in the digital marketing process in this era VUCA can be resolved soon.

RESULTS AND DISCUSSION

Based on the results of the analysis of the situation of the Barepan Bangkit maggot house breeders in the previously discussed business processes, various kinds of uniqueness were found in running this community-based business, such as from the aspect of business management, production capacity, bookkeeping, and marketing media. However, the focus of this empowerment is on aspects of business management and marketing because it is felt to be the most dominant in influencing the sustainability and development of the Barepan Bangkit maggot house breeder business. The problems that have been identified and the solutions that have been given to the herbal medicine community are as follows:

Findings from Results of Need-Based Problem Identification

From the economic aspect, the problems of Barepan Bangkit maggot house breeder can be classified into two, namely:

a. Business Management. Business management includes activities ranging from planning, organizing, implementing, to the evaluation stage of various resources ranging from input, process to output of a business. However, the management of the Barepan Bangkit maggot house has not been carried out, it seems that it does not have an SOP so that the business process is not directed and creates keos in business. Moreover, from the managerial aspect of human resources, product legality is still unclear, so it is not easy to achieve sustainability in business processes let alone carry out development/expansion (Hadi, 2022).

b. Marketing Media and Optimization. The marketing process that has occurred so far has been more on direct selling or selling products directly to consumers, or meeting consumers directly and has not fully adapted to digital channels, let alone oriented towards digital expansion (Hadi et al., 2022). This problem is important to address immediately because the
spearhead of the business is how the marketing strategy is carried out as efficiently as possible and get as much visitor traffic as possible, and the marketing process can be evaluated using clear data and information. This can only be done using a digital marketing network that has a very high level of data accuracy.

Solutions to Need-Based Problem Identification Results

The solution to the identification of problems based on the needs of the Barepan Bangkit house maggot breeder partner problems from an economic perspective can be classified into two, namely: Sharing and discussion of business management to overcome business management problems and sharing and discussion of the effectiveness of marketing networks, optimizing promotional/advertising media to overcome media problems marketing and optimization.

a. Sharing and discussion of business management to overcome business management problems

It is considered necessary to increase Business Management Capacity so that businesses/businesses are able to stand independently, creatively, advanced and modern in order to prepare the business community to face the current digital era. With the development of this digitalization era, people are required to be good at creating and innovating through various abundant resources. The more challenges faced, the easier it is to obtain various kinds of information through various existing media.

During the sharing session, we first conduct profiling of business management that has been carried out so that we can identify various obstacles or gaps that occur as revealed in the findings section of the needs-based problem identification results above. We start this sharing and discussion with a fundamental question, namely "why does the business need to be improved?" from here came various arguments such as "Building good relationships and coordination", "Increasing employee performance to be more effective", "Maintaining a peaceful work environment", "comfortable and transmitting a positive aura", "Encouraging to have a more sense of responsibility responsible for his work", "In order to achieve common goals". From this statement it is implied the hope of wanting to improve business management. This initial assessment shows an estimated understanding of business management around 60% in terms of the POAC (Planning, Organizing, Actuating, Controlling) aspect (Hidayati et al., 2022). The following is a picture of the process of sharing and discussing management, which can be seen in Figure 2.

Then the discussion continued with an in-depth understanding of the process a). Planning, b). Organizing such as: identifying activities, classifying activity groupings, assigning work assignments, delegating authority and making responsibilities, coordinating authority and accountability relationships, then c). briefing, and d). Control which includes: Establishing work standards, measuring actual performance, comparing actual performance with standards and finding out if there is any deviation, and making improvements. Apart from that, in addition, Barepan Bangkit maggot house breeders are also equipped with an understanding of staffing, especially how to plan employment, carry out recruitment, selection and placement processes, provide wages, bonuses or incentives to workers or remuneration, and provide employee evaluations, time management, and lastly, always be motivated according to the teachings of Ki Hajar Dewantara as a leader, you must be able to inggarso sung tulodo, madyo mangun karso, and tut wuri handayani. After sharing and discussing this, the understanding of the herbal medicine community has become more understandable, around 90%.

b. Sharing and discussing the effectiveness of marketing networks, optimizing promotional/advertising media to overcome marketing and optimization media problems.

Network development and marketing optimization must be carried out for business people both through social media channels and non-social media such as Google Maps or the website. Social media is widely used today because it has a very broad audience, especially when using Google where almost the whole world uses Google as a leaning page in finding various information.
From the results of the above problem mapping it is clear that currently the marketing process is still pro-focused on direct selling/door to door or selling products directly to consumers, or meeting consumers directly and has not fully adapted to digital channels, let alone oriented towards digital expansion. It can be seen from this discussion that some of the Barepan Bangkit maggot house breeders have used various social media applications, even on their cellphones, several Google applications have been installed because they were default when buying cellphones, but unfortunately they don’t know how to do promotions so it is estimated that understanding is still 40%.

The main focus is on network development and marketing optimization, by providing simple techniques for using fundamental channels such as: Optimizing Google maps, and using the Facebook marketplace

- **Google Map Optimization**, the stages in opening a google map both as managers and non-managers, then selecting the "summary" button on this summary button the herbal medicine community is asked to scroll to the bottom and will display a 5 star image that does not yet have a color, after that each cellphone owned by the Barepan Bangkit maggot house breeder is required to provide a 5 star rating on the maps that are owned and forwarded by providing comments and uploading photos. This is done directly because it is easy to follow and practice. This is intended so that the Google search engine is faster to index activities on maps of the Barepan Bangkit maggot house.

- **Facebook Marketplace**, optimization of the Facebook marketplace is carried out by opening a Facebook account both owned by the Barepan Bangkit house maggot breeder and a Facebook account owned by the Barepan Bangkit maggot house. Why does this second marketing optimization use Facebook? because we are sure that everyone already has a Facebook account so they are familiar with the existing menus even though they don’t know what their function is for. The steps for using the Facebook marketplace are by pressing the Facebook marketplace icon, the shape of the icon is like a house in the lower menu on the homepage. After pressing the button, they will be directed to fill in the data for the item to be sold such as taking a photo, providing a price, and writing a complete description so that the potential customer understands exactly what is being sold, and ends by pressing "publish" in the top right menu.

After doing this practice, the Barepan Bangkit maggot house breeders feel the benefits, even though with a very short time, the results can be felt directly by them, because bigitu is easy to optimize marketing networks using digital channels which are very familiar with the daily life of the herbal carrying community and the understanding gained after doing this practice can reach 90%. The following is Figure 3. In accordance with increasing digital marketing literacy skills for maggot house breeders, they have risen in Yogyakarta in the face of the VUCA era

**IMPACT AND BENEFITS THE ACTIVITY**

The results that have been achieved with the dedication that has been carried out at the Maggot Barepan Bangkit House are located on Jl. Barepan Hamlet, Rice/Garden Area, Margoagung, Kec. Seyegan, Sleman Regency, Special Region of Yogyakarta, was very positive and received good appreciation, directly from the breeders of Rumah Maggot Barepan Bangkit to village officials because this community service was carried out using a very fun technique so that it was able to create enthusiasm for raising and learning even though the age of the Rumah Maggot Barepan Bangkit breeders not all are young. In addition, we facilitate by creating a whatsapp group to monitor developments related to the independent implementation of business management and marketing management practices that are carried out after the training. The benefits and impacts felt by Rumah Maggot Barepan Bangkit breeders are as follows:
a. Aspects of Business Management
   In-depth understanding of business management processes starting from Planning, Organizing, Directing, and Controlling
b. Network marketing effectiveness
   Able to do Google Map Optimization independently both providing reviews, uploading comments, and uploading pictures and videos then using the Facebook Marketplace to sell quickly.
   At present, farmers at Rumah Maggot Barepan Bangkit possess the skills needed. However, they need to learn further to be developed in line with increasingly high VUCA (volatility, uncertainty, complexity and ambiguity) changes.

CONCLUSION
This mentoring process activity resulted in program success targets including sharing and discussion of business management management to overcome business management problems reaching 90%, and discussions and practices of marketing network effectiveness, optimization of promotional/advertising media to overcome marketing media problems and optimization reaching 90%.

Our advice is concerns the this is important to continue and develop when the mentoring program is over and can be passed on to other groups of breeders because again, that the success of a business depends on leaders who can manage and optimize existing resources such as the concept of Ki Hajar Dewantara's leadership as a leader must be able to ing nagarso sung tulodo, madyo mangun karso, and tut wuri handayani meaning that being a leader must be able to set a good example, in the midst of his busy schedule he must also be able to arouse or inspire enthusiasm, and a person must provide moral encouragement and enthusiasm for work from behind.

REFERENCE