

INCREASING THE COMPETENCY OF WATER FARMER FARMERS REGARDING SALES RECORDING AND MARKETING STRATEGIES IN THE MEDIUM VILLAGE OF ABIANSEMAL BADUNG

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Abstract:

Most of the livelihoods of the residents of Medium Village are as water farmers. The obstacle faced by water henna farmers in Sedang Village is the lack of knowledge of farmers in marketing strategies for their water henna flower harvest, apart from that, water henna farmers in Medium Village still have minimal knowledge about the importance of making a daily sales record book. The solution that can be given to overcome this problem is by providing knowledge to water henna farmers in the Medium Village to prepare a sales record book. This is done to help water henna farmers in the Medium Village to be able to know the profits they can make and be able to predict their financial performance. The next solution is to provide knowledge about online marketing media by utilizing social media, this is provided to help water henna farmers in Medium Village to be able to market their crops more widely.

INTRODUCTION

Medium Village is one of the sub-districts in Abiansemal District, Badung Regency, Bali Province. Apart from the official leadership, the Medium Traditional Village is also led by the Bendesa. The boundaries of the Sedang Traditional Village are that to the north it borders Mekar Buana Village, to the south it borders Angantaka Traditional Village, to the west it borders Sibang Gede Traditional Village, and to the east it borders Singapadu Traditional Village which is part of Gianyar Regency.

Medium Village has an area of approximately 3.39 km². This village has 5 Banjar Dinas, namely, Banjar Sedang Kaja, Banjar Medium Kelod, Banjar Aseman, Banjar Sigaran, and the last one is Banjar Kauripan. Medium Village is famous for the majority of its people who are water henna flower farmers. Water henna is a type of plant that originates from South Asia and Southeast Asia, but this plant was introduced to America in the 19th century (Rahmawati & Hartanti, 2021). This plant is an annual or biennial plant that has white, red, purple or pink flowers. The shape of the flowers of this plant resembles small orchids. This plant can reach a height of one meter with thick stems and leaves with serrated edges.

This water henna plant is very popular with bees and other insects which help pollinate it. This plant cannot live in dry environments. Water henna plants can live without roots because their stems can suck up water. If the roots of water henna plants are removed then this plant must be placed in a glass full of water or something else. The way this plant reproduces is by spreading the seeds or by popping the fruit.

Water henna is one of the flower commodities used as a means of religious ceremonies in Bali (Lestari, 2020). We often encounter this water henna flower in prayer facilities such as canang or others. Farming water henna flowers is the main source of income as a large population in the village



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of Medium. Apart from being the main livelihood commodity, water henna flowers are also often used as medicine by a number of farmers in Medium Village. Apart from the flowers, it turns out that the leaves and seeds can also be eaten, especially the leaves and young shoots can be cooked, while the seeds can be eaten raw or cooked.

The water henna farmer business group in Medium Village is a business group that runs water henna farming business in Sedang Village. Mitra is a business group of water lover farmers, namely Mrs. Paris. A small number of business actors already have sales records but they are not regular and sustainable. This condition will result in business actors not knowing exactly how much business income and expenses will be so that net profit/loss cannot be determined properly. Financial condition is an analysis of financial performance which is a description of the economic results that a company is able to produce in a certain time period. Another problem faced by partners is that in marketing their products, partners only market the water henna flower harvest at the nearest market, namely Mengwi Market. This marketing strategy is considered to be still not relevant to the current conditions where there are many competitors selling water henna flowers. Water henna farmers in Medium Village should have thought about digital marketing, namely with social media. Usually more consumers buy online because nowadays social media is widely used by the wider community (Utamanyu & Darmastuti, 2022). Social media can help people market their products online and even abroad (Suryani, 2015). Online marketing is an effort to market products using the internet. Product sales and purchases can be made remotely without barriers of distance and time. Online product marketing means wherever and whenever products can be bought and sold freely. Online marketing also helps consumers to buy goods without having to come directly to the seller as in the buying and selling process in the market.

Based on these problems, Warmadewa University's Medium Village KKN students carried out community service to help the community in providing knowledge about making sales record books and also providing knowledge to water palm farmers about online marketing strategies.

Partner Problems. Based on observations made by Village KKN students

At Warmadewa University, it is known that the problems experienced by water henna farmers are as follows :

1. Lack of knowledge of water henna farmers regarding the importance of keeping daily sales records for the sale of water henna flower harvests, so this has an impact on uncertainty in knowing how much profit water henna farmers get. Apart from that, the impact is that water henna farmers are unable to predict their financial conditions.
2. Water boyfriend farmers lack knowledge regarding the use of digital marketing, namely by utilizing social media to sell their crops.

Solutions Provided. Based on the problems experienced by partners, solutions can be found in an effort to overcome these problems:

1. Provide training and additional knowledge to water henna farmers in Medium Village in keeping daily sales records.
2. Socialization and training in creating digital marketing media, namely by utilizing social media.

METHODS

Observation Stage. At this stage, Warmadewa University Medium Village KKN students conducted observations and interviews with water henna farmers by observing and asking questions related to the problems they were facing.





Picture 1. Observations and Interviews with Pacar Air Farmers

Stages of Mapping the Problem. After knowing the partner's problems, the next stage is to map the problems faced by the partner. Based on the results of observations and interviews, the problems faced by partners can be grouped into 2, namely regarding the absence of a sales record book so that partners do not know exactly how much profit they get. The next problem is that partners do not yet have a digital marketing strategy. Currently partners only market their harvests in nearby markets.

Planning and Preparation Stage. After mapping the problems faced by partners, the next step is to plan in carrying out training activities for partners on making sales records. After that, make the necessary preparations to carry out outreach activities regarding digital marketing strategies.

Activity Implementation Stage. This activity was carried out in the homes of residents of the farmer group water boyfriend in Medium Village. This activity aims to increase farmers' understanding of the importance of keeping sales records so that partners will be able to predict profits and analyze financial performance. Apart from that, there are also KKN students.

Warmadewa University Medium Village provides knowledge about the use of digital marketing media to help market the water henna flower harvest through social media.



Picture 2. Increased Knowledge Regarding Sales Records and Marketing Strategies

RESULTS AND DISCUSSION

Tabel 1. Tercapainya Program Pengabdian

No	Theme	Activity Specifications	Realization Activity
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	Go directly to the location of the target partner by conducting related observations and interviews problems experienced.	100%
1	Empowerment activities to the community of MSME farmers who use water	
	Map the problems faced by partners	100%
	Introducing the sales recording book to Mutra	100%
	Carry out the practice of making a sales record book	100%
	Introducing digital marketing media through social media	100%
	Help create social media accounts as a means <u>marketing</u>	100%

Partner Participation. The parties involved in increasing public knowledge about the importance of making sales record books and online marketing strategies for water henna farmers in Medium Village include: Mr. PJ, Head of Sedang Village, Mr. Secretary of Sedang Village and water henna flower farmers in Sedang Village. Mr. PJ, the Head of the Medium Village, along with the Secretary, the Head of the Medium Village, helped inform the residence and land of the water henna flower farmers in the Medium Village area. Furthermore, water henna flower farmers in Medium Village actively took part in socialization activities by asking questions.

CONCLUSION

This service activity by KKN students is about increasing public knowledge of the importance of making sales record books. This sales record book is important to help water palm farmers know their business profits and be able to predict their financial performance. Apart from that, this service activity by KKN students also provides knowledge about marketing strategies by introducing digital media in marketing the water henna flower harvest.

Community service activities by KKN students need to be further encouraged and improved because the problems experienced by society are so complex. Service in other aspects also needs to be done, such as in the fields of education, arts and culture and government bureaucracy.

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