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The Role of Facebook Social Media on Goat Sales Levels in Sunju Village

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ARTICLE INFO	ABSTRACT
<p><i>Historis:</i> Submit 3 January 2024 Review 29 January 2024 Revision 27 February 2024 Accepted 15 March 2024 Publish 27 April 2024</p> <hr/> <p><i>Keywords:</i> Digital marketing, Facebook social media, Goat livestock sales, Marketing training, Sunju Village</p> <hr/> <p><i>Corresponding Author:</i> Octovianus email: oktovianusoktopotimbo@gmail.com</p>	<p>This study aims to explore the role of social media Facebook in increasing goat sales in Sunju Village. Based on the results of interviews with goat farmers who have participated in training, it was found that the use of Facebook as a marketing platform effectively increases demand for their products. The training provided includes how to utilize Facebook features, such as Marketplace and creating attractive promotional content, which has been proven to expand the market and increase sales. In addition, the use of social media allows farmers to reach consumers without having to spend high transportation costs.</p> <p>The results of this study indicate that by using Facebook effectively, goat farmers can expand their market, increase product visibility, and increase their income. Therefore, it is important for farmers to be given training and assistance in utilizing social media for marketing. With the right understanding and skills, goat farmers can optimize the potential of social media and create new opportunities in their businesses. This study underlines the importance of education and training in developing the capacity of livestock businesses, as well as its contribution to the village economy.</p>

INTRODUCTION

Social media has grown rapidly as a means of communication that is not only used to share information, but also as an effective marketing tool. In the business world, social media allows business actors to interact with consumers through various channels, including text, images, and videos (Lupo & Stroman, 2020). This provides enormous opportunities, especially for business actors in the agricultural and livestock sectors, including goat farmers in rural areas. However, many farmers still face major challenges in utilizing social media, especially in terms of marketing their products. One of them is the lack of understanding and skills to use platforms like Facebook to increase goat sales (Khan & Hussein, 2021).

These limitations are often caused by the low level of education and technological skills possessed by most farmers in rural areas. Although many business actors in this sector realize the importance of technology in product marketing, they have not fully utilized the potential of the internet to increase their sales (Tsiouni et al., 2021). Therefore, training and assistance are needed

in the use of social media, especially Facebook, as a marketing platform to increase the effectiveness and efficiency of goat sales. This will help farmers expand their market and increase their income significantly (Khan & Hussein, 2021).

The rapid development of the internet has had a significant impact on the business sector, making social media an inseparable tool in business development, including in the goat farming sector. Social media, especially Facebook, has become a very effective platform in promoting local products, such as goats, to a wider audience. This platform allows business actors to access new markets, interact directly with consumers, and market their products more efficiently without geographical limitations (Lupo & Stroman, 2020). Therefore, it is important for goat farmers to understand and utilize this platform as a means to optimize their marketing.

Facebook, as one of the largest social media platforms in the world, offers a variety of features that are very useful for business people. Features such as Marketplace, community groups, and the ability to advertise allow users to reach a larger audience and introduce their products in a more organized manner (Tsiouni et al., 2021). This provides an opportunity for goat farmers in villages, such as Sunju Village, to introduce their goats to consumers outside their area, even to a wider market. Another advantage is the ease of managing advertisements and promotions that can be adjusted to the desired target market.

In addition, goat farming in Indonesia has great economic potential. Goat farming is not only important in meeting the needs of meat in the community, but also plays a role in improving the welfare of farmers. In villages such as Sunju Village, goat farming is often the main source of income for the community. Goat products, be it meat, milk, or skin, can be commodities that provide significant benefits for local farmers (Pardo et al., 2022). By utilizing the right technology, goat farmers can develop their businesses and contribute to improving the village economy.

However, despite the enormous potential of goat farming, the challenges faced by farmers in Sunju Village are quite significant. One of the main problems found is the low level of understanding of farmers regarding the importance of digital marketing, especially through social media (Kurnia et al., 2023). Although some farmers are aware of the potential of the online market, they tend not to know how to use platforms such as Facebook to market their products effectively. This shows that training and education on digital marketing are needed to increase the awareness and skills of farmers in this village.

Lack of mentoring and training is the biggest obstacle in optimizing the use of social media for marketing. Many farmers do not know how to utilize Facebook features such as paid advertising or managing community groups that can increase the visibility of their products. Without adequate training, farmers will continue to rely on traditional marketing methods that have limited reach (Wijaya & Junaedi, 2021). Therefore, efforts to provide training that focuses on the use of social media, especially Facebook, are very important to help goat farmers optimize their sales.

Based on the results of observations in Sunju Village, there is an urgent need to carry out structured training and mentoring for goat farmers in terms of digital marketing (Taufik et al., 2023). Education and training on online marketing strategies can help goat farmers understand how to use social media properly, which will ultimately increase their sales. In addition, the use of digital technology such as database management systems or e-commerce platforms can improve operational efficiency and make it easier for farmers to manage transactions and market their products (Setyanta, 2022).

Overall, social media, especially Facebook, plays a very important role in developing goat farming businesses in Sunju Village. By utilizing this platform effectively, farmers can expand their market reach, increase their product visibility, and increase their income. Coaching and training that focuses on managing social media for marketing is a very important initial step in creating new opportunities for goat farmers in this village (Tiwow et al., 2021). With proper training, it is hoped that farmers can optimize the use of Facebook to market their products and increase their income significantly.

METHODOLOGY

This study uses a qualitative approach with a case study design to explore more deeply the role of social media Facebook in marketing goats in Sunju Village. This approach was chosen because it aims to deeply understand the phenomena that occur at the community level (Pujiharto, 2021). In this study, researchers want to identify how the use of Facebook can help increase goat sales, as well as understand the obstacles and potentials in utilizing social media for marketing in the village (Dewi & Setiawan, 2023).

The main focus of this study is to describe in detail the experiences and challenges faced by goat farmers in optimizing the use of Facebook as a marketing tool for their products. The initial step taken in this study was direct observation in the field. Observations were carried out in Sunju Village with the aim of obtaining a real picture of the conditions faced by goat farmers (Supriatna et al., 2022). The observation process was carried out by visiting the goat farmer settlements, interacting directly with them, and analyzing events that occurred around the marketing of goats in the village.

Observation results show that goat farmers in Sunju Village have difficulty in marketing their livestock, mainly due to a lack of understanding and skills in utilizing social media for sales (Amelia et al., 2022). By seeing this problem, the research team offered a solution in the form of training in using Facebook social media to facilitate marketing and increase sales of goat livestock (Dewi & Setiawan, 2023).

The method used in this study was an in-depth interview with goat farmers who had received training on the use of Facebook social media to market their products. This interview aimed to explore their views, experiences, and understanding of marketing goats using Facebook (Siagian et al., 2020). The three informants involved in this study were Mr. Irlan, Mr. Haikal, and Mr. Arifin, who are goat farmers in Sunju Village who have received training in the use of social media to increase their sales. This interview provided an opportunity for researchers to explore the feelings, challenges, and expectations of goat farmers regarding the use of Facebook in marketing their products.

The training and mentoring conducted in Sunju Village was carried out directly, where researchers and mentoring teams visited the homes of goat farmers. This began after field observations were conducted to identify the main problems faced by goat farmers in marketing their livestock. This training focused on using Facebook as a platform to promote goats and expand their market. This training method was carried out based on requests from farmers who needed help in improving their knowledge of digital marketing. This approach aims to provide concrete solutions, namely how social media, especially Facebook, can be used to increase goat sales results in the village.

Overall, this study uses a qualitative method to explore the phenomenon in depth, with a case study approach that allows researchers to directly examine a particular community or location (Diandra & Paidi, 2022). By conducting in-depth interviews and participant observations, this study is expected to provide deeper insight into the challenges and opportunities faced by goat farmers in utilizing Facebook social media. In addition, this study also aims to provide recommendations regarding the importance of training and mentoring for goat farmers in optimizing the use of social media as a marketing tool. Thus, this study is expected to provide a positive contribution to the development of goat farming businesses in Sunju Village, as well as provide a better understanding of the application of social media in the world of agriculture and animal husbandry (Dewi & Setiawan, 2023; Madiistriyatno & Alwiyah, 2023).

RESULTS AND DISCUSSION

In running a business, especially in the livestock sector, it is very important to have an effective marketing strategy so that the business can survive in the long term. Many businesses fail due to a

lack of innovation in marketing, and this is also experienced by goat farmers in Sunju Village. Farmers often find it difficult to develop the marketing of their products, especially goats, so that market reach is limited (Farid et al., 2023). Marketing through social media can be an effective solution, because it makes it easier to find new consumers and provide interesting information, which in turn can attract consumers to buy the products offered (Prana & Hayati, 2022).

To help overcome this problem, the Merdeka Belajar Kampus Merdeka team of the Faculty of Economics and Business, Tadulako University through the Independent Village Development Program collaborated with the Village Government, community leaders, and goat farming entrepreneurs in Sunju Village. This program aims to implement and maximize marketing strategies through social media Facebook (Nurfidah et al., 2023). By providing assistance and training, farmers in Sunju Village are expected to be able to understand and utilize social media, especially Facebook, to expand their market reach and increase goat sales.

The results of the training and mentoring carried out showed a significant impact. The demand for goat livestock offered by farmers increased, and the profits they earned also increased. This is supported by findings in research showing that modern marketing strategies, including the use of social media, can increase sales volume (Nurfidah et al., 2023). Thus, this program shows that effective training and mentoring can support farmers in managing their businesses and maximizing existing market potential, which is in line with previous research showing the importance of modern marketing strategies in increasing sales volume (Rosdiyanti et al., 2022).

Overall, the implementation of marketing strategies that utilize social media can be the key to increasing the competitiveness of goat farming in Sunju Village, and is expected to have a positive impact on the sustainability of their business in the future. The following are the results of interviews with informants:

"Initially, I was not sure that Facebook social media could help increase my income in selling the goats that I have. After I received training and was assisted by fellow students, I tried to market the livestock that I have using Facebook social media and it turned out that I got more requests for goats than before. Currently, the goats that I have, which are ready to be sold, have all been sold out,"

Mr. Irlan (a goat farming entrepreneur in an interview on February 6, 2024).

Based on interviews with the first informant, namely goat farmers in Sunju Village, it can be concluded that training and mentoring in utilizing Facebook social media as a marketing tool has proven effective in increasing farmer income. This informant stated that by using Facebook, they can expand the market and sell goats more easily and quickly.

"I would like to express my gratitude to the students. With the training and mentoring, I not only sell goats, but my business which used to only sell goats has now grown into a goat buying and selling business,"

Mr. Haikal (a goat farming entrepreneur in an interview on February 6, 2024).

Interviews with the second informant showed that training on using Facebook to market goats not only increased profits but also developed a larger goat farming business. With social media, they can reach more buyers without spending transportation costs.

"Previously, I had a hard time finding buyers for my goats. But after training on how to use Facebook social media, I just need to sit down and offer goats via Facebook. In addition to increasing income, I no longer need to spend transportation costs to find buyers,"

Mr. Arifin (a goat farming entrepreneur in an interview on February 6, 2024).

The results of the interview with the third informant strengthened the findings that training and mentoring using Facebook for goat marketing successfully increased sales. Farmers found it easier to manage their businesses, as well as more efficient in selling goats. There were no more transportation costs to be incurred, and marketing through social media opened up new, wider opportunities for them. Thus, the use of Facebook social media has become a very effective tool in optimizing goat sales in Sunju Village.

DISCUSSION

From the three interview results above, it can be concluded that marketing through Facebook social media is one effective way to increase sales. The interview results show that the role of Facebook social media has an effect on the level of goat sales in Sunju Village. To increase the effectiveness of goat sales, it is important for farmers to have the knowledge and skills to utilize Facebook social media (Nurfidah et al., 2023). In addition, the training and mentoring that have been carried out are very important, followed by a commitment from goat farming entrepreneurs to increase income through their businesses (Yusuf & Farid, 2023).

Effective training is carried out using tutorial and visualization methods, and the materials provided include effective marketing, online promotion strategies, and how to create attractive social media content to attract consumer buying interest (Prana & Hayati, 2022). This training aims to help goat farmers in Sunju Village to make it easier to market and increase sales of goat livestock, as well as hone the skills of village communities who have goat farms (Nurfidah et al., 2023).

Social media, especially Facebook, has become one of the platforms for marketing products, including goats, to expand market reach. Facebook, founded in February 2004 by Mark Zuckerberg under the auspices of Meta, has more than 2.8 billion active users per month as of October 2021, with most users accessing the service via mobile phones (Rosdiyanti et al., 2022). This platform allows users to interact, share information, and utilize the Marketplace feature to sell goods or services (Dhamawan, 2022).

Social media serves as a tool for consumers to share information, and with a large user population, many potential buyers emerge, opening up business opportunities. This platform also provides more affordable access to promote the creative industry to a wider market. Goat farming can be a source of income for the community with high economic value, because goats can be processed into various products such as meat and other culinary preparations.

Goat meat consumption in Indonesia continues to increase, and this need is supported by domestic production. Goat farming has the potential to compete with beef as a source of animal protein and meet the nutritional needs of the community (Nurhidayati et al., 2022). Socially, Indonesian people generally consume goat meat, so increasing goat production is expected to meet market needs. Goat farming is very profitable because it has a fast reproductive cycle and the ability to adapt to the environment.

CONCLUSION

Based on the results of the study conducted in Sunju Village, it can be concluded that marketing through social media Facebook has proven effective in increasing goat sales. The training conducted to utilize Facebook as a marketing tool has had a significant positive impact on increasing sales and income of goat farmers in the village. Through the use of Facebook, farmers have succeeded in expanding their market and reaching more consumers without having to spend high transportation costs. This shows that proper use of social media can optimize the market potential of goat farming businesses.

In addition, training focused on digital marketing strategies, creating engaging content, and using Facebook features such as Marketplace, helps goat farmers manage their businesses more efficiently. With the commitment and knowledge gained from the training, goat farmers can see a real increase in both demand and income. Therefore, ongoing training and mentoring for farmers is expected to strengthen their marketing performance and contribute to the sustainability of goat farming in Sunju Village.

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