

TRAINING AND ASSISTANCE FOR FARMERS IN ORGANIC AGRICULTURE AND DIGITAL MARKETING AS SOLUTIONS TO THE PROBLEM OF PRODUCTION COSTS AND MARKETING OF AGRICULTURAL PRODUCTS IN KALURAHAN BUGEL, KAPANEWON PANJATAN, KULON PROGO DISTRICT

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ABSTRACT

Bugel Village, Kapanewon Panjatan, Kulon Progo Regency is an agricultural area with the majority of the citizens' occupation is farmers. Based on the results of interviews with village officials, the problem faced by farmers is the reduction in subsidies for agricultural materials such as fertilizers and pesticides by the government therefore the prices of these agricultural materials become expensive. The next problem obtained is the marketing problem. So far, marketing is depended on middlemen so prices at the farmer level are often very low. Based on the situation analysis above and with reference support, the aim of the PkM Mbangun Desa is to provide training and assistance to the farmers of Bugel Village in terms of; (1) proper technology for making organic fertilizer that also meets the standards as a substitute for synthetic chemical fertilizers whose prices are increasingly burdensome for farmers; and (2) a marketing strategy for agricultural products using digital marketing, thereby shortening the distribution channel and bringing farmers closer to consumers.

The training activities were carried out for 2 days. In general, participants showed high enthusiasm for the material provided. This is also supported by customer satisfaction surveys with good ratings from participants. Training activities on making compost fertilizer have shown quite significant results, and farmers have applied it to their fields. Based on laboratory results, it is known that the compost produced from this PkM activity contains nutrients that are important for plants and is in accordance with SNI standards. However, organic compost fertilizer products still need to be optimized, especially in achieving the expected water content and moisture content. Based on the results obtained, it can be concluded that this activity has been successful; (1) Introducing the community to simple compost making techniques by utilizing agricultural waste around the residents' paddy fields and fields and producing compost that complies with SNI standards and (2) Carrying out digital marketing training that residents can use to sell agricultural products.

Kata Kunci: agriculture, organic, digital, marketing, solutions