

# Workshop on Digital Marketing and Plastic Waste Treatment Training in Menguri, Hargotirto, Kokap, Kulon Progo

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## Abstract

Nowadays, technology on communication was widely used in order to support various enterprises. Based on this statement, we are interested to give workshop about digital marketing in Menguri. Based on the location survey, Menguri is potential in brown sugar production, vegetable farming, and rabbit farming that held by Sarwodadi Women Farmer Group. Digital marketing training was held to introduce how to market their product using Android technology considering that most of the people of Menguri were using an Android-based mobile phone. Besides that, most of them were using polybag that made of plastic to plant a vegetable. So it is important to educate and train them on plastic waste treatment. The Interactive dialogue method was used at the digital marketing workshop and plastic waste treatment training. That workshop and training were purposed to gain knowledge and skills to develop their enterprises. The results of this workshop and training are gaining in knowledge and skill of Dusun Menguri social community.

**Keywords:** digital marketing; plastic waste; waste treatment.

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## Introduction

Development of technology and information in the globalization era were growing rapidly, even more, the digital marketing are very useful in various industries. The activity of buying and selling is now utilized social media as *online shopping-based* marketing media. *Digital marketing* is a way of promoting a product using digital media that can widely reach consumers, in-time, privately, and relevant. Digital marketing can simplify us to promote and market what we want to offer to the consumer. This is because most of people are proficient in using the internet in their daily life, which is the most important factor to support digital marketing (Anonim, 2016).

Digital marketing simplifies the promotion and marketing activity. However, the use of digital marketing was not responded wisely yet by consumers or marketers. The example is on the packaging that mostly used plastic wrapping. The plastic wrapping was not re-used so it can contaminate the environment (Rissa, 2016).

Based on the explanation and location survey in Dusun Menguri, we intended to conduct "Digital Marketing Socializing and Plastic Waste Treatment". The digital marketing training was introducing on how

to market and promote the product using an Android device. Besides that problem, the Women Farmer Group also use *polybag* that made of plastic to plant vegetables. So it is important to educate and train people about how to process plastic waste.

## Result and Discussion

Socializing activity to Sarwodadi Women Farmer Group was conducted on Monday, August 21, 2018, in local people's houses. The activity was started at 1 PM. The first session is workshop on Digital Marketing, the second session is workshop on Plastic Waste, and the last session is Training on Plastic Waste Treatment.

### ▪ *Workshop on Digital Marketing*

Sarwodadi Women Farmer Group (KWT Sarwodadi) has a good prospect and good progress. Their activities were conducted well. Each member was enthusiastically managing their crop and rabbit farm that has been running for a long time. Garden produce and farms are sold when consumers come to the KWT Sarwodadi farm and livestock location. Knowing the results of farms and livestock produced have competitiveness in the market, but the distribution is

not so intense, then from the results of the survey group 54, the background of Digital Marketing Dissemination activities. Digital-based marketing wokshop is carried out given that some KWT Sarwodadi members already have Android devices.

The aims of Digital Marketing wokshop are:

1. Provide knowledge on how to market products that have an impact on awareness to expand the distribution and marketing of KWT Sarwodadi crops and rabbits.
2. Introducing the role and benefits of android for marketing media.
3. Provide knowledge on how to market products using Android.
4. Giving awareness about the importance of increasing market and consumer targets which will impact on increasing product selling.

Digital Marketing wokshop was targeted to all members of the KWT Sarwodadi in Dusun Menguri at first. But knowing that there are many producers and craftsmen of brown sugar in Dusun Menguri who needed to increase their marketability and to share knowledge for the youth, the target was expanded to KWT Sarwodadi, brown sugar makers, head of RT and RW, and Karang Taruna Member. Sources of funds come from sponsorships and donations.

The announcement of these activities was carried out two days before, on Sunday, August 19, 2018. To announce this event, we used invitation letters that given directly or to the head of the organization. Besides, we also used social media such as Instagram and WhatsApp to distribute this information. Digital Marketing wokshop is attended by  $\pm 30$  participants and carried out at the beginning of the session on wokshop and training activities.

The wokshop of Digital Marketing was held at 13.10 WIB. The event was hosted by Aisya Rahma, then the first speech was made by the head of KKN Group 54 named Datuk Mahmud, and welcomed by the head of Menguri, Mr. Sukarno. Digital Marketing wokshop lasts for  $\pm 45$  minutes starting with the material session and discussion. The material session was guided by Abdul Jawad as the moderator and translator. Digital Marketing Wokshop took place at the residence of Ms. Sainah as the landlord of group 54. The large location could accommodate a sufficient number of participants.

Ondrej S. as the speaker of the first session share about how to market through android technology. The media used by the speaker is whiteboard. In addition, Ondrej S. told the basic knowledge of marketing, started from the SWOT analysis and how to identify consumer desires.

The first session was done interactively, from the material presented to direct discussion, so that the participants were directly know how to analyze their products, especially for KWT and brown sugar makers

in Menguri. The second session is a discussion where the participant should be actively involved. One of the participant's question is on how to market brown sugar products abroad.

Ondrej S. is a speaker from the Czech Republic. He is a student and also works in the Digital Marketing field. Ondrej S. is active in the AIESEC organization which is an international organization for young people to help develop their leadership potential. Ondrej S. as a speaker about Digital Marketing is very competent in his field.

The problem of this activity is a language difference, where the speaker used English but only a few of the participants understand English. The lack of time to prepare this event is also another problems so that this event was started late. Another problem is that the speaker did not understand the environmental conditions of Menguri because the time the speaker lived in Jogja was limited. Also, there is some difference in the marketing way between Indonesia and the Czech Republic.

The participants were very enthusiastic about participating in digital marketing wokshop. All KKN 54 group members work together to support the event. The division of public relations, documentation, events, equipment, and consumption work together and well-coordinated.

#### ▪ **Training in Plastic Waste Treatment**

Most of KWT Sarwodadi Menguri plant vegetables using polybag because of the land fertility in Menguri are not good to be planted. Moreover, the needs of polybags are said to be quite large and could increase the amount of plastic waste in Menguri. This problem inspires KKN 54 group to hold wokshop and training on plastic waste treatment. We realized the dangers of plastic waste in the environment and the importance of the wokshop. So that this activity was aimed at:

1. Giving consciousness of the importance of protecting the environment
2. Providing education related to the impact of plastic waste
3. Giving consciousness to reduce the use of plastic waste
4. Giving enthusiasm and motivation to the people to recycle the plastic waste
5. Train the KWT Sarwodadi skills to make polybags from plastic waste

The main target is Sarwodadi Women Farmer Group (KWT) which is still actively used polybags to grow vegetables. The target of the participants was expanded because it was undeniable that the PKK Hamlet Menguri group was active and routinely held group gatherings. Because the wokshop and training on waste management were also common to all groups, the Menguri Hamlet Youth was also invited to

attend the event. Sources of funds come from group cash from sponsorships and fund donations.

The publication of this event was also carried out through direct invitation and social media. The distribution was carried out 2 days before the event, which is on Sunday, August 19, 2018.

The second speaker was Mrs. Aliaksandra Shasa. She is a Business Intelligence Analyst from the Czech Republic. Like the other digital marketing speakers, Mrs. Aliaksandra Shasa is also active in the AIESEC Organization. She is a graduate of a University in the Czech Republic in the Department of Business. Knowledge about plastic waste was obtained by Shasa from the AIESEC Organization. Training on plastic waste treatment was led by Catur Setioningsih, a member of the KKN 54 group. Catur Setioningsih had attended training on plastic waste treatment from Sukunan Village previously.

The explanation about plastic waste is done after the material about digital marketing which lasts for  $\pm$  40 minutes. Wokshop on plastic waste was divided into three sessions, there is a wokshop session, discussion with Mrs. Shasa, and the last session is a training session with Catur Setioningsih. The training session was last for about 1 hour 30 minutes. The event was also conducted at the residence of Ibu Sainah as landlord of the KKN 54 group.

The speaker explained the impact of plastic waste that hard to decompose. The speaker also told us how to manage waste in her country. Education about sorting out organic and inorganic waste was also explained by the speaker.

After discussion, the last session is training on plastic waste treatment guided by Catur Setioningsih and assisted by Aisya Rahman, Vicky Victoriany, and Riza Wahyu Kurnia. Participants were divided into several teams. Each team made several products, i.e fruit plates, flowers, polybags, headscarves, and brooches. The training was followed enthusiastically by the participants even though the training only took 1 hour 30 minutes.

The two presenters hoped that the local people can apply what has been explained in the wokshop. Communication with the speakers is still ongoing, the speaker asks to stay in contact with sugar producers and seeks to find a sugar importing company for them. The constraint in these events is language differences between speakers and participants so that it becomes a barrier to the process of delivering information.

The events were expected to increase the awareness on distribution and marketing of KWT Sarwodadi rabbit farm, realizing the role and benefits of android for marketing, providing knowledge on how to market products using Android, providing awareness of the importance of increasing market and

consumer targets which will have an impact on increasing product sales, and also add the network. While the results obtained from waste treatment training are: providing awareness of the importance of protecting the environment, providing education related to the impact of plastic waste, providing awareness to reduce the use of plastic, giving enthusiasm and motivating local communities to create creative crafts from plastic waste, and add KWT Sarwodadi skills to make polybags from plastic waste.

## Conclusion

Digital Marketing Wokshop and Training on Plastic Waste Treatment to the Women Farmers Group (KWT) Sarwodadi took place at Ms. Sainah's house which addressed in Menguri, Hargotirto, Kokap, Kulon Progo. Digital Marketing Wokshop was not only targeted to the KWT Sarwodadi, but also the ant sugar makers and local youth. Below are the aims of this event:

1. Providing knowledge on how to carry out the stages of marketing products that have an impact on increasing the distribution and marketing of KWT Sarwodadi farms and rabbits.
2. Knowing the role and benefits of android for sales.
3. Provide knowledge on how to market products using Android.
4. Provide knowledge on the importance of increasing market and consumer targets which will have an impact on increasing product sales.

Meanwhile, wokshop and plastic waste management training activities aim to:

1. Providing education on the importance of protecting the environment
2. Providing education related to the impact of plastic waste
3. Provide awareness to reduce the use of plastic waste
4. Motivate the local people to create a creative craft from plastic waste
5. Add the KWT skills to make polybags from plastic waste

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