

Socialization Of Strategies To Increase Sales Of Processed Dairy Products At Mataram Milk As A Support For Animal Protein For The Community

Meireni Cahyowati^{1*}, Ariya Dwi Nugrahanto², Harvey Febrianta³, Indra Kurniawan⁴

¹Program Studi Teknologi Produksi Ternak, Jurusan Pertanian, Politeknik Negeri Banyuwangi, Jl. Raya Jember Km 13, 68461 Banyuwangi, Indonesia

²Program Studi Ilmu Peternakan, Fakultas Peternakan, Universitas Gadjah Mada, Jl. Fauna No 3, Bulaksumur, 55281 Yogyakarta, Indonesia

³Program Studi Teknologi Pengolahan Hasil Ternak, Jurusan Pertanian, Politeknik Negeri Banyuwangi, Jl. Raya Jember Km 13, 68461 Banyuwangi, Indonesia

⁴Program Studi Teknologi Rekayasa Komputer, Jurusan Bisnis dan Informatika, Politeknik Negeri Banyuwangi, Jl. Raya Jember Km 13, 68461 Banyuwangi, Indonesia

*Corresponding Author:

Email: meireni@poliwangi.ac.id

Abstract.

The socialization of sales improvement strategies was held at Mataram Milk, which is an micro, small and medium enterprises in the Special Region of Yogyakarta Province which focuses on the field of milk processing such as pasteurized milk with various flavors, pudding and jamu milk. This socialization aims to provide knowledge, information and strategies in order to support the increase in sales of the products, especially Mataram Milk. The problems found in Mataram Milk are regarding product marketing, production equipment and distribution permits from the Food and Drug Supervisory Agency. Mataram Milk socialization activities were carried out at the Mataram Milk business location in the Special Region of Yogyakarta with the owner of Mataram Milk through 2 (two) methods, such as observation and socialization with resource persons regarding cow's milk processing material and sales strategies for dairy products. This socialization activity provides a positive response from the owners of Mataram Milk such as interactive discussions and business owners have a clear overview for sales strategies, BPOM distribution permit requirements, milk processing production equipment.

Keywords: Socialisation; sales strategy; animal protein and milk processing.

I. INTRODUCTION

People need dairy products because of their nutritional content, such as calcium, protein, and vitamin D, which are essential for muscles, bones, and overall health. Dairy products also provide other important nutrients, such as potassium and vitamin B, which contribute to healthy blood pressure, energy levels, and brain function. The Sleman Department of Agriculture, Food, and Fisheries (DP3) recorded that dairy cow milk production reached 4.3 million liters throughout 2024. This milk production record comes from each existing cooperative. The highest production is in the Cangkringan, Pakem, and Turi Districts. Meanwhile, the lowest milk production is in the Tempel, Depok, Ngaglik, and Sleman Districts. Many efforts can be made through various programs, such as outreach and education to farmers about proper dairy cattle cultivation and maintenance. The ideal dairy cattle population should be large enough to produce milk that is sufficiently high enough to be used as a source of income for residents, especially in running micro, small, and medium enterprises (MSMEs). MSMEs in the Special Region of Yogyakarta and its surroundings offer a variety of dairy products, from yogurt and cheese to crackers and milk drinks, produced with various innovative flavors and packaging.

Popular dairy products among MSMEs include yogurt available in various packaging sizes and flavors, cheese products including cheddar, mozzarella, and ricotta are some popular types of cheese, other processed products such as milk crackers, milk ice cream with various flavors and toppings, milk drinks including pasteurized milk, UHT milk, flavored milk, and milk smoothies, and other fermented products namely kefir, cream, and butter. Other processed products such as milk candy, milk dodol, and milk soap. To socialize MSME dairy products at Mataram Milk, you can utilize various media, events, and creative approaches, such as online promotions, product exhibitions, workshops, and collaboration with local

communities or influencers. The research from [1] states that business success is determined by the marketing of products and services. Market and marketing strategies are derived from the marketing concept implemented. With proper marketing implementation, market and marketing strategies can be determined and directed towards increasing sales. Business actors must have a mission and strategy for implementing marketing activities so that their businesses can survive, grow, and face competition. Marketing that can be implemented includes developing products with superior quality, attractive prices, and being able to target consumers. Furthermore, communication skills are needed between business actors and potential consumers regarding the products to be marketed. Another strategy that can be implemented is through participation in MSME product exhibitions or local events to introduce products directly. These events can include workshops or demonstrations of dairy product production to attract public interest.

Another way is to hold special events such as product photography competitions or quizzes with prizes to increase cooperation. A significant way to do this is by collaborating with local shops or restaurants to market the product. In this case, the initial step is to collaborate with local communities, such as PKK mothers' groups or youth groups to reach a wider target market. Social activities or donations to improve the positive image of MSMEs are also necessary. Thus, through various strategies, many people know the quality of a product, so they are indirectly involved in promotions because they are satisfied with the product they have consumed. Regarding packaging methods, attractive and informative designs can be created to attract consumer attention. A strong branding strategy, logo design and brand name are attractive, easy to remember, and relevant to the product. Complete product information labels can be included, such as ingredients, contents, and how to serve. The socialization of strategies to increase sales of pasteurized milk at Mataram Milk aims to: 1) Provide a clear understanding of various effective marketing strategies for pasteurized milk, and how to identify the right target market, 2) Teach innovative promotion and sales techniques, 3) Teach the use of social media and digital technology for promotion, 4) Strengthen collaboration and networking between milk processing business actors, 5) Encourage participants to develop sustainable and responsible milk processing businesses.

II. METHODS

This socialization program is implemented in several stages, including: observation, implementation of socialization.

1. Observation.

This stage is carried out through discussions with Mataram Milk business owners who require counseling or socialization regarding the obstacles of the MSME business being implemented. Initial observations are carried out through interviews with MSME owners covering business profiles, experience in carrying out MSME activities, implementation of MSME activities, challenges and obstacles during carrying out MSME activities. The observation stage can be an initial analysis of the problems found in MSMEs so that it can be a source of material for the implementation of socialization.

2. Socialization.

A socialization of strategies to increase pasteurized milk sales was held at Mataram Milk for Mataram Milk business owners. The initial stage of the socialization was the delivery of the first material by Meireni Cahyowati on the process of processing cow's milk without reducing its nutritional value. The material explained proper handling of fresh milk, various ways of processing fresh milk into various products, proper storage of processed dairy products, and packaging of processed dairy products. The second material, presented by Indra Kurniawan, covered strategies for optimizing sales of processed dairy products. The material covered types of online product sales platforms, offline sales techniques, and website utilization for Micro, Small, and Medium Enterprises.

3. Implementation of community service activities

The team also provides regular mentoring through communication channels such as WhatsApp groups and online discussions. Discussions are held to monitor business progress and provide input and information for business development.

III. RESULT AND DISCUSSION

The results of the socialisation of community service activities have been carried out at the Mataram Milk, involving business owners. The socialization material was delivered by Ms. Meireni Cahyowati and Mr. Indra Kurniawan with the theme of optimizing sales increase strategies. The results obtained from the Mataram Milk business owners were quite positive, as evidenced by the interactive discussion between the presenters and business owners. The discussion was carried out with verbal explanations of the material provided and then a question and answer session with the Mataram Milk business owners. Mataram Milk business in relation to the Micro, Small, and Medium Enterprises (MSMEs) was established on January 1, 2018. Mataram Milk's business focuses on processing fresh milk into pasteurized milk, pudding, and herbal milk. The owner of Mataram Milk has two casual workers who assist with milk production. Mataram Milk's products include pasteurized milk in banana, Oreo, bubblegum, blueberry, strawberry, and chocolate flavors, which are popular with the public. The problems that occur in the Mataram Milk Micro, Small and Medium Enterprises (MSMEs) include 1) competitors of milk producers in the Yogyakarta area who are mostly large companies so they experience difficulties in marketing, 2) Mataram Milk does not have a BPOM permit so this becomes a marketing obstacle when distributing milk products to supermarkets, 3) the pasteurization equipment they have has a thermostat that must be removed when cleaning.

4) there is no protective layer so that when the pasteurization process occurs the pasteurization equipment becomes hot so careful action is needed, 5) difficulty cleaning the hose on the pasteurization equipment because of the protein and fat content of milk so it wastes water, 6) the pasteurization equipment rotator is slow so it reduces the performance of the pasteurization equipment 7) Suppliers of raw materials, namely cow's milk, prioritize large companies so that sometimes they experience obstacles in the need for raw materials. Solutions to inadequate pasteurization equipment can be implemented through pasteurization equipment design. Designing pasteurization equipment that meets these needs can help design equipment that meets these needs, thereby supporting MSME activities, particularly pasteurized milk production. Designing equipment can be done through equipment design, selecting equipment materials, and selecting equipment components that support production activities. Solutions regarding the permits that MSMEs need to prepare documents and supporting infrastructure to obtain permits from BPOM. Research from [2] states that for distribution permits originating from BPOM,

requirements include 1) production locations that need to be separate from household locations, 2) processed food production with manual, semi-automatic, automatic processes, production processes using special technologies such as UHT processes, pasteurization and retort processes 3) types of food that include domestic or imported food production, fortified food, food that must meet SNI, food that is a government program, food for market testing purposes, food additives. In order to fulfill the BPOM permit requirements, one of the things that is needed is a suitable production location that meets the requirements, but this requires high costs. In addition, the problem of production equipment that does not meet needs also requires costs for procurement of equipment, so the solution is to collaborate with the government for MSME assistance funds. [3] stated that MSMEs can achieve success with the participation and support of the government through various efforts such as credit and training for MSMEs. Therefore, there needs to be good synergy between MSMEs and the government. [4] added that the existence of assistance and encouragement from the government so that MSMEs have good development. MSMEs in Indonesia play a very important role in the economic sector because they contribute greatly to the Gross Domestic Product (GDP), absorb employment, have the ability to survive when a financial crisis occurs.



Fig 1. Socialization of material on cow's milk processing process

Mataram Milk faces challenges in procuring raw materials due to large dairy farmers prioritizing larger businesses. To address this, Mataram Milk can shift to sourcing raw materials from cooperatives or partner with smallholder dairy farmers to ensure adequate raw material supply. Product marketing solutions can be addressed by innovating products that appeal to a wide range of age groups, intensifying online promotions through social media and websites, and offline marketing through direct sales or promotions during events open to MSMEs. Furthermore, product marketing can be implemented through collaborations with partners such as supermarkets, shops, and stalls. Mataram Milk has implemented promotions through digital sales platforms and social media platforms like Instagram. [5] states that there is a mix of promotional activities for goods and services through efforts to influence consumers through offers on social media, which can then influence consumer purchasing decisions. The success of a promotion depends on the type of promotion used. This is because not all promotional forms are suitable for success, so it must be tailored to the product being sold. The documentation of Mataram Milk pasteurized products is presented in Figure 2.



Fig 2. Mataram Milk pasteurized products

The innovation that has been carried out by Mataram Milk to face marketing obstacles that occur in the field is by making product innovations such as milk pudding and herbal milk to create product diversity from Mataram Milk. The innovation carried out by Mataram Milk also aims to maintain nutritional content such as protein so that it is not denatured during the heating process, the benefits of milk for children include milk containing protein, calcium, vitamin D, and omega-3 which helps the growth of bones, teeth, and muscles, and contains vitamins A and C which help maintain eye health and increase endurance. In addition, Mataram Milk has an innovation in handling fresh milk into various processed milk products, namely to increase the variety of products sold so as to increase public buying interest, maintain fresh processed milk products into products that have lots of nutrients and extend the shelf life of products.

[6] states that the need for knowledge about fresh milk needs to be handled to maintain high milk nutrition, good milk quality, durable and safe. This is in accordance with research studies from. The existence of Mataram Milk MSMEs is expected to have an impact on the social and economic community, namely to improve the welfare of local communities, especially in Yogyakarta. [7] explains that the existence of MSMEs has an impact on the economic sector to support the national economy such as contributing to GDP and absorbing large workforces. MSMEs have a role in absorbing the workforce, an equitable economy, preserving culture and local wisdom. [8] adds that MSMEs can create jobs, increase local economies, innovation and creativity, encourage local economic growth, diversify.

IV. CONCLUSION

The results of community service activities regarding the socialization of strategies to increase Mataram Milk sales require supporting factors from the government for micro, small and medium enterprises in order to increase the growth of the business sector which will later have an economic and social impact. The economic and social impact of micro, small and medium enterprises can create jobs, increase community income, develop local community businesses. In addition, the level of enthusiasm of Mataram Milk owners who want to always develop their businesses can be a goal aligned in achieving the progress of businesses in the Special Region of Yogyakarta. However, there are inhibiting factors in Mataram Milk including product marketing, procurement of raw materials, limited production equipment, the absence of a distribution permit from the Badan Pengawas Obat dan Makanan (BPOM) so that solutions need to be found to overcome these obstacles.

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