



Community Empowerment and Sustainable Economic Development in Karang Tunggul Village, East Kalimantan

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Abstract: Community service was conducted to socialize green marketing techniques to goat farmers. A total of 65 participants consisting of farmers and local officials actively took part in discussions, workshops, and group work with an interactive participatory approach to increase knowledge on sustainable marketing. The methodology used covered the needs of the farmers through field observations and discussions with the community. The results of these discussions showed a 75% increase in knowledge of green marketing concepts and identified competitive advantages in promoting the environmental benefits of their products. There was a change in perception as now was the time to attract environmentally conscious consumers. Therefore, it is important to advance the economic resilience of villages by providing sustainable marketing. Equipping farmers with sustainable marketing knowledge and instruments helps Karang Tunggul Village become an example for other villages in improving market competitiveness.

1. INTRODUCTION

Community empowerment and sustainable economic development are two aspects that cannot be considered separately, but need to be harmonized, especially in animal husbandry in Indonesia, particularly in East Kalimantan. This region holds enormous potential for agricultural practices to improve the welfare of local communities. One of them is Karang Tunggul Village located in Tenggarong Seberang, Kutai Kartanegara Regency, which has a reputation as a goat-producing area. Based on data obtained from the Central Bureau of Statistics (2023), the goat population in this village reached 25,000 heads, making it one of the important commodities in the agricultural sector in the area. Despite this encouraging data, the productivity and economic value of goat farming in Karang Tunggul is still relatively low due to many problems that arise from less than optimal farming methods, limited knowledge of farmers in marketing their products, and other aspects related to market access.

Goat farming in Karang Tunggul is still characterized by traditional methods, hindering the productivity and health of livestock in general. As revealed in a study by Haryanto (2022), farmers in this village usually apply practices without the support of modern technology and proper knowledge of efficient feed management and proper breeding

techniques needed to increase livestock productivity and thus increase farmers' income levels. In addition, poor management practices lead to compromised general goat health, and ultimately, this affects the quality of meat and milk produced. These are some of the issues that need to be resolved through specialized interventions such as training and outreach, which will expand the knowledge of farmers to better equip them in sustainable livestock practices.

One of the major problems faced by goat farmers in Karang Tunggul is marketing of the products. Most farmers do not practice effective marketing techniques to help them create competitiveness of their products in the market. According to a survey conducted by Widiarta and Santosa (2020), almost 70% of farmers in this village do not know about green marketing in an environmentally friendly marketing method. Green marketing indicates the production of goods in an environmentally friendly way and is very attractive to environmentally sensitive customers. It also strengthens brand image and customer loyalty at the same time. As environmental awareness has grown among consumers, it can be one of the strategic measures to improve the competitiveness of goat farming products.

Socialization of green marketing techniques is urgent to be conducted in Karang Tunggul for community empowerment. In an effort to improve farmers' knowledge on sustainable marketing practices, they can enter a wider market and obtain better prices for their products. Based on a study conducted by Ahmad et al. (2021), products marketed through more environmentally friendly methods will be more beneficial to farmers as they not only gain wider acceptance among consumers but also have the potential to earn premium prices. This has great potential to increase farmers' income provided that better marketing techniques are properly implemented.

The advantages of implementing green marketing strategies are not only economically beneficial, but also contribute to social development in the community. According to Sari et al. (2022), sustainable green marketing strategies can contribute to improving the quality of life within rural communities by facilitating employment opportunities, and increased access to education and health services for that matter. Ultimately, the socialization of green marketing technologies will directly contribute to the empowerment of farmers in Karang Tunggul Village and facilitate sustainable economic development in Kutai Kartanegara Regency. Another reason is that green marketing techniques also mean businesses that contribute to Indonesia's SDGs. Some of the goals to be achieved with the SDGs include no poverty, no hunger, and sustainable agriculture. Karang Tunggul will contribute to these goals by increasing the productivity and competitiveness of goat farms through sustainable

marketing practices.

Community empowerment through dissemination of green marketing techniques is expected to create synergy between economic and social aspects. By improving farmers' knowledge and skills in marketing, they will not only increase their income, but also contribute to the overall improvement of the community's quality of life. In the long run, this can foster a more sustainable ecosystem in Kutai Kartanegara, which supports stronger local economic development. Therefore, the need to learn more about the adoption of environmentally friendly marketing techniques in Karang Tunggul related to goat farming is inevitable. This will also provide the necessary insight into the various challenges and opportunities faced by the farmers, so as to have practical solutions that can be institutionalized to improve the welfare of the community, thereby achieving sustainable economic development.

2. METHODOLOGY

This community service activity was conducted in Karang Tunggul Village, Tenggarong Seberang District, East Kalimantan, with the participatory involvement of groups in a collaborative manner. These groups consisted of goat farmers and representatives of the village government: the village officials, agricultural extension workers, and the Agriculture and Livestock Service of Kutai Kartanegara District. In this community service activity, there were a total of 65 participants.

The methodology was conducted in several steps, starting from observation in the field, followed by discussions with villagers on needs and potentials to understand the present condition of goat farming practices in the villages. Specific problems faced by farmers in livestock management and market access (Ahmad & Sulistyowati, 2021).

A socialization session was given about green marketing techniques that fit the needs analysis conducted after the needs assessment. The session aimed at giving farmers more knowledge and potential for sustainable marketing as an approach, strategies for branding, promoting the product in an environmentally friendly way, and how to analyze the market. Socialization was done through the participatory method, where participants were involved in presenting their experiences and participating in practical activities (Mashur et al., 2021).

In addition to the socialization, there were workshops and group discussions on specific topics: the benefits of green marketing, how to create sustainable value propositions, and how to effectively reach environmentally-conscious consumers by communicating with them. The interactive sessions provided a venue for participants to explore solutions and

devise strategies suitable for implementation in their respective local settings.

3. RESULT AND DISCUSSION

Engagement of Participants and Stakeholders

The program effectively reached 65 participants, including goat farmers and representatives from other local groups like local cooperative members, agricultural extension agents, and village officials. The effective implementation of community empowerment requires a rich environment that fosters collaboration, idea sharing, and shared learning components. The initiative's participatory approach is another important component; it enabled farmers to voice their opinions, participate in discussions, and contribute, all of which aided in learning. According to Mashur et al. (2021), this involvement greatly enhanced the training's depth as well as its relevance and applicability.

The positive interactions of the training sessions even opened opportunities for further collaborations. Most farmers were interested in forming cooperatives for better market access and bargaining, which aligns with successful models elsewhere in the country. This trend of cooperation is just the point at which a program can be said to achieve positive results regarding not only empowering the individual entities but also creating a collective experience and sense of common purpose. Further, the training highlighted that stakeholder engagement does not stop after the workshops but should be ongoing. Participants were encouraged to establish lines of communication with local officials and extension officers for advisory services, sharing progress, and discussing challenges emerging (Kotler and Keller, 2016). This will ensure that the momentum created here at this training cascades to the field, where the farmers are supported during the implementation of the green marketing techniques learned.



Figure 1. Knowledge Transfer with Participants

The participatory approach and involvement of local stakeholders had, in a great way,

enhanced the effectiveness of the training. Indeed, by setting up such a collaborative environment, the project was in a position to empower farmers, foster an element of trust, and lay the building blocks for the adoption of sustainable practices that would be carried forward in Karang Tunggal Village. Therefore, any future interventions will be most effective if this engagement model is upheld so that community empowerment initiatives remain responsive to local stakeholders' needs and aspirations.

Knowledge and Skills Enhancement

A major goal of this program was to increase knowledge of green marketing methods for participants. The pre-surveys showed most participants demonstrated very limited knowledge regarding the methods of sustainable marketing and the benefits they might accrue from such merchandising. After training, the results showed an astonishing 75% gain in knowledge of the concepts of green marketing. Such an overwhelming enhancement evidences that the effectiveness indeed involves the training sessions themselves using interactive workshops and hands-on activities, including group discussions, adjusting to the different learning styles as pointed out by Ahmad et al. (2021).

One of the emphases involved sustainable branding, and hence the building up of a positive image around environmentally friendly practices. They learned how to differentiate their products within such a highly competitive marketplace. According to Kotler and Keller, branding is crucial for the differentiation of products in the noise market. This concept of branding was one of the key points discussed during the training. Farmers indicated that green marketing strategies enabled them to reposition their products as environmentally friendly, targeting the ever-growing number of environmentally conscious consumers who thus turned out to be the point for gaining a competitive advantage. The current market trends indicate the increasingly growing demand by consumers for sustainable products, hence the appropriateness of the initiative at hand (Sari et al., 2022).

Participants were also trained in sustainable digital marketing techniques, including the use of social media and online platforms to promote their products. In today's digital era, online marketing is a valuable tool for reaching a broader audience. Through practical exercises, participants were taught how to create engaging content and build relationships with consumers, two essential aspects of green marketing. According to Burch (2020), leveraging social media in marketing can help build communities that support sustainable products, which is crucial for creating brand loyalty.

Additionally, participants received training on in-depth market analysis skills. They learned how to identify the appropriate market segments and analyze consumer needs and

preferences. With this knowledge, participants could better tailor their marketing strategies to meet customer expectations. This knowledge is particularly important given that environmentally conscious consumers tend to make purchasing decisions based on transparent information about product origins and environmental impacts (Kumar et al., 2023).

The initiative also included content on sustainable supply chain management. Farmers were given insights into how to select raw materials and production methods that are not only efficient but also sustainable. By understanding these concepts, farmers can more easily integrate environmentally friendly practices throughout their production processes. This aligns with research indicating that sustainability in supply chains can enhance brand reputation and increase consumer trust (Lee & Klassen, 2021).

Following the training, feedback from participants indicated that they felt more confident in applying green marketing techniques and implementing sustainable branding strategies. This indicates that the enhancement of knowledge and skills had a meaningful impact, not just on theoretical understanding but also on the practical ability of participants to apply what they learned. They reported feeling more capable of communicating sustainability values to consumers, which in turn increased market interest in their products.

The enhancement of knowledge and skills experienced by training participants demonstrates that this initiative successfully met its primary goals. By emphasizing green marketing techniques and sustainable branding, this training not only empowered participants to compete more effectively in the market but also helped them contribute to sustainable economic development in Karang Tunggal Village. This holistic and participatory approach proves that appropriate education and community support can trigger significant positive changes in local agricultural practices.

Adaptation of Digital Marketing Techniques

Digital marketing became a part of this awareness campaign, as it proved to open wider access and reach for the local farmers. With improving access to technology, digital marketing provides an opportunity for farmers to use social media websites such as Facebook and Instagram for promotion. Such websites help farmers access consumers directly by shortening very long and expensive distribution chains. Research by Kumar and Gupta (2022) indicates that through digital marketing, there is an affordable means for small-scale farmers to expand their markets nationally and internationally.



Figure 2. Final Session Discussion with Stakeholders

Participants showed great enthusiasm in the use of social media for promoting their products and contacting prospective customers. They learned how to create attractive content, such as photos and videos of eco-friendly farming, which allowed them to develop a positive and competitive product image. The strategy not only increases the visibility of their products but also develops closer relationships with consumers of the products they offer. It is expected that by using digital marketing, the farmers in Karang Tunggal Village will increase the sustainability of their businesses through better access to larger markets and closer engagement with consumers.

Challenges and Recommendations for Program Sustainability

Excellent results were also obtained from the green marketing awareness campaigns; nevertheless, a few obstacles needed to be addressed before the program could be deemed fully feasible. One of the primary problems is that many farmers find it challenging to make the most of digital marketing in Karang Tunggal village due to the insufficient internet infrastructure. Furthermore, this might limit internet access, which would lower the program's efficacy in using digital marketing. In order to improve the outcomes of this program, it is advised that the local government and associated organizations assist in the development of digital infrastructure in rural areas.

4. CONCLUSION

The community service held in Karang Tunggal Village, East Kalimantan, managed to empower the farmers and small entrepreneurs to apply the concept of sustainable marketing. With green marketing socialization, participants gained a theoretical and practical understanding of sustainable branding, digital marketing practices, and designing eco-friendly marketing materials. This program fostered a strong shift in perceptions toward

sustainability, encouraging farmers to view green marketing as an opportunity to add value to their products and appeal to environmentally conscious consumers.

The involvement of local stakeholders was instrumental in reinforcing the program's impact, creating a foundation of trust and collaboration that will support the sustainability of green marketing practices within the community. Yet challenges such as a lack of digital infrastructure and unequal technological literacy create a scenario in which ongoing support and further training are necessary for outcomes to be maximized in the long term.

The most important feature of the initiative is that sustainable marketing provides an opportunity to reinforce the economic resilience of rural communities, reflecting considerations of global environmental priorities. Refining and expanding the initial efforts made in this area could enable Karang Tunggal Village to take the lead and position itself as a model for many other rural communities by improving product competitiveness through sustainability.

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