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Diversification Products and Digital Marketing as Innovation and Creativepreneurship Smart Farming Community Karangpucung Village

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Abstract. *Karang Pucung Village, located in the lowlands of Purbalingga Regency, has great potential for fruit and vegetable farming. Agricultural innovation has been developed by millennial farmers, especially in melon cultivation. Since 2015, farmers organized under the ARTANSI CANDRA KAHURIPAN Tourism Awareness Group (POKDARWIS) have cultivated melons using hydroponic methods. This initiative responds to the increasing national demand for fruits and vegetables and growing health awareness. However, the main problems faced by partners include a lack of knowledge in agricultural product processing, packaging, and marketing. These limitations hinder the optimal utilization of melon harvests. Additionally, partners struggle with online marketing and bookkeeping. Proper accounting is essential for running a sustainable business, yet partners have not implemented systematic and detailed financial recording either manually or digitally. To address these issues, participatory training and mentoring methods are proposed. This approach involves partners directly in each step of the process, including problem identification, analysis of possible actions, action planning, and implementation. This "bottom-up" method ensures that the actions taken are appropriate, targeted, and practical for addressing real problems faced by the community. The result of this community service activity is the ability of local farmers to process melons into melon chips, a product with market potential at both the local and national levels. Through this approach, the community not only enhances its economic value but also strengthens its business practices in packaging, marketing, and financial management, promoting sustainability and independence in the agricultural sector.*

Keywords: *Creativepreneurship, Smart Farming, Digital Marketing*

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INTRODUCTION

Karang Pucung Village is one of the villages in Purbalingga Regency. The condition of the village which is located in the lowlands has very good potential for fruit and vegetable farming (Minarni et al., 2017). According to Basrowi & Juariyah (2010), most of the village residents are elementary and junior high school graduates, so the majority work as farmers, with their main livelihood in agriculture. Several innovations in agriculture have been developed by millennial farmers in Karang Pucung Village. Melon farmers who are accommodated by the ARTANSI CANDRA KAHURIPAN tourism awareness group (POKDARWIS) have developed melon farming through hydroponic media since 2015, considering the high level of national fruit and vegetable needs and health awareness for vegetable and fruit consumption, melon plants are one of the plants that are cultivated (Gardjito, 2014).

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Melon is a seasonal plant that is easy to develop and cultivate because melon is plant horticulture (Maharani et al., 2024). Align with research from Toiba (2023), melon cultivation through hydroponic planting methods is an innovation in the field of agriculture, in order to improve the quality of agricultural products and increase production. Planting using hydroponic media is easy to do because it does not require large area of land (Roidah, 2014). Improvement production this can seen with the amount amount results harvest in a number of year lastly, and balanced with amount order public will hydroponic melon fruit (Herdhiansyah, 2022). Statistical data show that improvement production and sales three-year final very much good, will but results agriculture only for sale to middleman in material raw so that mark sell product Far more-cheap (Dayu et al., 2023). Lack of understanding for process results agriculture become product processing, packaging products and marketing make problem main issues faced partners (Muchammad et al., 2023).

This gap in knowledge is a common challenge in many developing agricultural businesses, as the focus often remains on cultivation rather than the more complex aspects of product differentiation and market positioning (Nasdian, 2014). In order to overcome this, it is essential for the partners to receive comprehensive training and support in areas such as product development, packaging strategies, and digital marketing techniques (Royle & Laing, 2014). The absence of these capabilities severely limits their ability to compete in an increasingly competitive market, where consumers demand more than just raw agricultural products. A strategic emphasis on education and capacity-building in these areas would be necessary to empower the partners and help them shift from being mere suppliers to becoming active participants in the value-added agricultural sector.

METHODS

The project utilized Participatory Action Research (PAR) as its operational framework because it stresses community researcher partnerships for identifying issues and creating solutions and implementing changes. This study aimed to strengthen hydroponic melon farming operations in Karangpucung Village through an integrated solution for five related business challenges including restricted product range and inadequate financial and marketing systems and poor business management. The first stage consisted of conducting an Initial Situational Assessment to study all aspects of the community including their socioeconomic factors alongside geographic elements and agricultural landscape. The research team obtained data by combining structured interviews with participant observation as well as secondary document analysis. The purpose of this diagnostic phase was to evaluate existing practices while developing a firm grounding of community limitations for future interventions (Mendel et al., 2008). During this phase the assessment team mapped out both internal stakeholders including farmers' groups and youth organizations together with external stakeholders such as village officials alongside agricultural extension agencies as well as NGOs and microfinance institutions who had the capacity to affect the intervention success. The evaluation method assessed stakeholders through three parameters that included their resource capabilities while matching community-driven objectives and potential long-term involvement capabilities. The stakeholder mapping procedure identified needed the development of a supportive community structure to maintain both project execution and extended-term sustainability. A SWOT (Strengths, Weaknesses, Opportunities, Threats) framework supported the Needs and Capacity Analysis after stakeholder identification. The evaluation took place through farmer workshops that combined essential market factors with critical assessments of their capabilities. Strategic importance and feasibility represented the essential aspects which guided this process to determine priority intervention areas. The evaluation process required farmers to connect their current hydroponic skills with expanding market demand for healthy snacks and establish what specific capacities needed improvement.

A Collaborative Planning stage was launched after this point. Planning sessions recruited multiple stakeholders to use facilitation methods which led to action plans that originated from community members. All operational documents were structured through activity scheduling, resource planning and risk analysis with added contingency elements. The plan received specific

attention to match it with local institutional components and seasonal agricultural events in order to maximize stakeholder involvement and result effectiveness. During the fifth phase known as Implementation of Training and Mentoring the team put the accepted action plans into practical execution. The established capacity-building workshops combined active learning methods that included hands-on melon processing training for melon chips production together with branding and packaging innovation and digital marketing through social media and e-commerce with financial literacy and two types of bookkeeping and microenterprise management. The program provided training mentoring sessions which offered on-demand support and operational learning opportunities based on immediate implementation needs of the farmers' regular activities. The project installed a Monitoring and Evaluation (M&E) system for monitoring both progress and resulting outcomes. The M&E framework included summative and formative evaluation methods which relied on pre-post training evaluations as well as field observations and periodic stakeholder interviews and the measurement of essential performance markers (digital sales volumes) and operational metrics (bookkeeping practices). The project incorporated continuous feedback systems to adjust intervention strategies by monitoring changes in community demands and changes in context. The project used this systematic procedure to address both short-term operational needs and sustain entrepreneurial development and self-reliance practices in the Karangpucung farming community.

RESULTS AND DISCUSSION

The problem partners who must quick handled, making a devotion team determine the right solution for apply the right method and the right target. This Community Service use method participatory training and supervision with the steps taken are as follows.

Initial Activity Survey

This activity aims to find out the partner profile in terms of geography, demographics, licensing, partnerships, institutions, social factors, economy, cultivation, potential stakeholders, and so on (Carlisle et al., 2013). In this activity, the data found will be processed and presented descriptively. By relying solely on descriptive presentation, the activity risks producing a superficial dataset that catalogs characteristics without offering interpretive insight or strategic value. Align with research from Cummings & Holmberg (2012), For instance, identifying geographic or economic traits without analyzing how they affect partnership viability or long-term sustainability limits the potential of the exercise. A critical inquiry would require not only the collection of data but also its evaluation in terms of relevance, influence, and risk factors that are essential for informed decision-making (Tranfield et al., 2003).

Moreover, the activity's design appears to lack a conceptual framework that connects the variables under investigation. There is no indication of how social or institutional factors might intersect with economic or cultivation dimensions, nor is there a mechanism for prioritizing which stakeholder attributes are most impactful for the goals of the program (Bacon et al., 2012). The inclusion of "potential stakeholders" as a final category further underscores this vagueness, as it is unclear whether the goal is simply to identify them or to critically assess their alignment with project objectives. Without a clear analytical structure or justification for the chosen dimensions, the activity may result in a fragmented profile that does little to advance partnership strategy or institutional learning. A more critical design would involve setting evaluative criteria, anticipating potential tensions among factors, and establishing a feedback loop to refine the data collection process (Tremblay et al., 2010).

Identify Potential Partners

The stated activity aims to determine the potential of both internal and external partners related to a business, but the description lacks sufficient detail to fully understand the scope and depth of the evaluation process (Rebitzer et al., 2004). First, it is essential to clarify what "potential" refers to in this context (Hidayat et al., 2021). Is it financial potential, strategic alignment, or operational synergy that is being assessed? A lack of specification leaves the

activity open to a wide range of interpretations, which can lead to inconsistency and uncertainty in its execution. Furthermore, the absence of clear criteria for evaluating these potential partners such as market positioning, technological capabilities, or cultural fit makes it difficult to gauge the effectiveness of the activity (Doz, 1987). Without established metrics or methods, the potential analysis may become subjective and unreliable.

Additionally, the broad categorization of "internal and external partners" overlooks the need for a more nuanced understanding of these relationships (Mizrahi & Sapir, 2025). Internal partners could refer to various departments or divisions within the organization, while external partners may include suppliers, service providers, or other external stakeholders. However, without a comprehensive framework for evaluating both groups in a cohesive manner, the activity may fail to address the complexities of each type of partnership (Rachmad et al., 2024). A critical gap in this approach is the lack of emphasis on how these internal and external partnerships interact and complement each other. According to Kinnaman & Bleich (2004), Effective partnership development should be approached as a holistic strategy, ensuring that all involved entities are strategically aligned and that the sum of their collaboration exceeds individual contributions. According to Balkis & Oktaviani (2023), as it stands, the description is overly simplistic and could benefit from a more structured and detailed approach to assessing partner potential.

Needs Analysis

SWOT analysis is valuable for identifying strengths, weaknesses, opportunities, and threats, but its effectiveness is contingent on the quality of data and insights fed into the process. Without further details on how the SWOT analysis is being conducted (e.g., data collection methods, stakeholder involvement), there is a risk that the results could be too general or biased, potentially overlooking nuanced factors such as market trends, technological advancements, and competition that could significantly impact the business. Additionally, the application of SWOT may not fully address external variables such as economic conditions or environmental regulations that are crucial in the agricultural sector, particularly when developing a hydroponic business (Pradana et al., 2023). Moreover, while the SWOT technique may help identify the existing strengths and weaknesses of the partner's business, the actionability of these insights is unclear.

The research mentions using this information to "maximize and empower the existing potentials," but it fails to elaborate on how this will be done effectively. For instance, understanding a partner’s strengths is helpful, but the process by which these strengths will be leveraged to overcome weaknesses and capitalize on market opportunities is not discussed (Deni et al., 2024). Additionally, the idea of "empowering" potential seems vague without concrete strategies or frameworks for implementation. It would be more beneficial to provide a detailed plan that outlines specific actions, timelines, and performance indicators that will turn the analysis into tangible results. In its current form, the approach lacks the specificity and strategic depth necessary to ensure that the hydroponic melon business can thrive in a competitive and rapidly evolving market (Erekath et al., 2024).

Joint activity plan

In this activity, planning and detailing of community service activities to be carried out are carried out. In order to be able to compile and produce a good community service activity plan, in compiling this planning, stakeholders related to the melon chips management business will be involved, such as village officials, sub-district officials, the Industry and Cooperatives Service, NGOs that are SME activists, banks or funding institutions, and other parties who care about the melon chips processing business. Through planning, it is hoped that this activity will be right on target, in accordance with the expected goals, and can be completed on time (Chapman, 1987).

Implementation of Activities

Implementation of activities in community service activities includes training and supervision activities carried out by the team to increase the capacity of partners in increasing agricultural products, both processing and marketing products (Panda et al., 2021). The training provided includes production training, accounting bookkeeping, marketing and business management. After selecting the right method, community service activities are carried out by implementing several aspects and producing several activities. The results of this community service activity are: (1) MSMEs are capable develop results agriculture become product processed So that is Melon chips; (2) MSME digital marketing development; (3) MSMEs implement bookkeeping accountancy in management business; (4) MSMEs are capable apply management business with Good; (5) MSMEs develop management marketing and manufacturing brochures , logos/ brands for partner SMEs.

The initial activity survey, which aimed to assess partner profiles, highlighted several key factors such as geography, demographics, and economic conditions (Eckhard & Stauder, 2019). However, the limited depth of analysis in these areas fails to provide a comprehensive understanding of how these factors directly impact the business's operational strategies or long-term sustainability. Previous research in the field of agricultural development emphasizes the need for a more integrated approach, where social, institutional, and economic factors are not only identified but also analyzed for their interdependencies (Novela, 2023). By doing so, the analysis could have offered more strategic insights that would help guide the business decisions of melon business partners.

Align with research from Suparyana (2023), In identifying potential partners, the analysis remains broad and lacks clarity regarding the criteria used to assess partner potential. Without a detailed framework for evaluating internal and external partners, the project risks overlooking important factors such as technological compatibility, financial stability, and market positioning, which are critical for the success of any business collaboration (Kuswibowo et al., 2024). As outlined in literature on business partnerships in the agricultural sector, understanding these nuances is essential for building strong and sustainable collaborations (Alfaruq, 2017). A more structured approach that considers these factors would help ensure that the identified partners align with the project's goals, leading to more successful and impactful collaborations (Komara et al., 2024).

The SWOT analysis, while a common tool for assessing business conditions, lacks the necessary depth to provide actionable insights. Without clear criteria for data collection, stakeholder involvement, or a comprehensive understanding of external factors such as market trends and regulations, the SWOT results may be superficial. As indicated in previous research, successful SWOT analyses in agricultural businesses must integrate both internal strengths and weaknesses with an understanding of external opportunities and threats (Obayelu & Obayelu, 2014). This holistic view ensures that businesses can proactively address challenges and capitalize on opportunities in a timely manner (Raihansyah et al., 2024). In the case of this hydroponic melon business, a more thorough SWOT analysis could have led to more targeted interventions, ultimately resulting in a more competitive and resilient business model.

Finally, the community service activities focused on increasing the capacities of MSMEs through training in digital marketing, bookkeeping, and business management are commendable. However, the lack of a strategic framework for the application of these skills within the local context may limit the long-term impact (Bina, 2008). Previous studies in similar contexts suggest that capacity-building efforts must be coupled with ongoing support and a clear implementation strategy that aligns with the specific needs of the business environment (Suryaningsih et al., 2024). In this case, a more focused effort on aligning the training with the unique characteristics of the melon business such as market dynamics, consumer behavior, and the challenges of hydroponic agriculture would likely yield more sustainable results (Deechouy, 2024). The integration of these factors into the training program would ensure that the partners are better

prepared to face the challenges of the industry and make informed decisions that drive business growth (Handayani, 2024).

CONCLUSION

Karang Pucung Village is one of the villages in Purbalingga Regency. The condition of the village which is located in the lowlands has very good potential for fruit and vegetable farming. Most of the village residents are elementary and junior high school graduates, so the majority work as farmers, with their main livelihood in agriculture. Several innovations in agriculture have been developed by millennial farmers in Karang Pucung Village. Melon farmers who are accommodated by the ARTANSI CANDRA KAHURIPAN tourism awareness group (POKDARWIS) have developed melon farming through hydroponic media since 2015, considering the very high level of national fruit and vegetable needs and health awareness for vegetable and fruit consumption, melon plants are one of the plants that are cultivated. Based on the results of observations made on partners, the problems that need to be resolved in this activity are problems in products in the diversification of products made, problems in business management (business management), problems in financial management (accounting bookkeeping) which are still simple, problems in product marketing that have not reached a wide market and problems in managing hydroponic melon cultivation.

SUGGESTION

The method offered to overcome these problems is through participatory training and supervision methods. In this method, partners are involved in every activity starting from identification activities, analysis activities of actions taken, action planning activities and implementation activities. Through this method, the identified problems and actions to be taken are proposals that are "bottom up". So that every action taken will be right on target and able to overcome optimal problems.

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