

Green marketing for eco-friendly vegetable products at Wanita Tani Karya Manunggal Group

Green marketing untuk produk sayuran ramah lingkungan pada Kelompok Wanita Tani Karya Manunggal

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ABSTRACT

Green marketing is a marketing concept that carries the green concept, considering the environment in terms of green products, green prices, green places, and green promotional activities carried out. This service activity was carried out in Sawahan Hamlet, Pandowoharjo village, Sleman district, with the target participants being KWT Karya Manunggal members. This activity aims to increase participants' understanding and apply green marketing from environmentally friendly vegetables produced by KWT activities. Implementing FGD activities is face-to-face, accompanied by questions and answers, and assistance until the product is ready to be marketed. The participants enthusiastically followed the service activities, and KWT Karya Manunggal succeeded in having a logo used as a brand in marketing products. In addition, the team succeeded in obtaining the copyright for environmentally friendly vegetable packaging from DJKI under the Ministry of Law and Human Rights. To expand the market, social media is used to reach a broader range of consumers by presenting images of dancing products, thereby reducing physical contact with consumers.

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1. INTRODUCTION

The COVID-19 pandemic provides important lessons for the community to do more activities at home while maintaining and increasing the body's immunity to stay healthy and not susceptible to viruses—efforts to maintain and increase immunity, one of which is done through the consumption of healthy foods. Eating vegetables is the best way to live a healthy life, but there are often chemicals such

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as chemical fertilizers and pesticides in our vegetables (Ermianti et al., 2021). For this reason, selecting healthy food needs to be a new need for the community. Health awareness and attitudes toward the environment affect consumer attitudes towards organic food through their healthy lifestyle (Sukmawati & Ekasasi, 2020). As stated Mulyati et al. (2021) and Yuniwati & Afdah (2021), horticultural products in the form of organic vegetables are now increasingly popular with the public. Eco-friendly vegetable products are in line with the emergence of public awareness of the importance of a healthy lifestyle by consuming agricultural products from vegetables free of agrochemical ingredients in the form of inorganic fertilizers and pesticides. Public awareness of the importance of good quality of life and health will open up great opportunities for the organic food product business (Puspitasari et al., 2021). The trend of lifestyle by consuming healthy vegetables has begun to penetrate the digital world since the increasing use of the internet by the public (Harimurti et al., 2017). Because in the current conditions, to speed up and simplify activities at home, the demands for internet use are increasing. Internet is used as a solution to adapt to new habits. So that with the internet, it makes the media for communication without boundaries and without obstacles, and people can carry out activities faster and easier (Awali, 2020).

The service team at Sawahan Hamlet, Pendowoharjo Village, Sleman Regency, mapped the problems faced by the KWT Karya Manunggal by interviewing the hamlet head and women members of the KWT Karya Manunggal to explore the existing conditions. Problem. At the beginning of the Covid outbreak, the hamlet head had tried to move KWT members to carry out positive activities in their respective homes, namely by cultivating healthy plants with the concept of approaching organic plants. At the beginning of the development, the mothers of KWT members were enthusiastic about cultivating these plants in their yards. As a result, various eco-friendly vegetables have been used in the community's yards and have worked very well. However, they find it difficult to offer their products after the abundant harvest because they need access to marketing. Ultimately, KWT members had to give in by selling their crops at the same price, such as vegetable products that use chemicals. If we look at the prices in the market, healthy plant-based products have a higher selling value when compared to products containing chemicals.

The main problem KWT Karya Manunggal is the difficulty in marketing environmentally friendly vegetable products at a higher price than the price of vegetables using an inorganic system. In contrast, in some cases, the price of environmentally friendly products is higher than the price of ordinary alternatives (Mahmoud, 2019). In addition, another obstacle is that KWT Karya Manunggal still needs to cooperate with business actors who sell healthy vegetable products. In contrast, cooperation with other parties is very important for marketing organic vegetable products (Alfarisi, 2021). The more cooperation with the distributor, the better it will be to increase the marketing of organic vegetables. Therefore, vegetable producers must be good at establishing relationships with distributors and maintaining existing relationships so that cooperation can continue (Alfarisi, 2021). The above conditions have an impact on decreasing the income earned by partners and on avoiding piling up harvested vegetable products; partners sell at low prices, the same as for inorganic products.

The community service program team, also the implementing team for the Village Research grant, carried out this service activity to assist KWT Karya Manunggal members by introducing marketing strategies using the green marketing concept. The global green trend is creating new challenges and opportunities for entrepreneurs worldwide, with customers now more environmentally conscious and willing to pay extra for eco-friendly services and products (Khan et al., 2020). Green marketing includes various activities such as product modification, production process changes, advertising modifications, and packaging changes. This concept results from an organization's interest in the environment (Mahmoud, 2018). Marketing managers working for sustainable organizations that practice true green

marketing can also focus on highlighting additional differentiators for their products or services to differentiate themselves from their competitors. Green consumers to reconsider why they choose to stick to the green attributes of their products (Szabo & Webster, 2021). Agustini et al. (2019), argues that green has become an important strategy for several big businesses in developed countries. Green issues are used to expand their market to developing countries through, for example, alliances, licenses, or franchises, green distribution, green marketing, green marketing strategy, green price, green product, and green promotion. In this mentoring activity, green marketing will be introduced using a marketing mix with the 4 P concept as a marketing strategy taken from Green Product, Green Price, Green Place, and Green Promotion. In business, the term green product is used to describe efforts to protect or improve products and the natural environment by conserving energy and/or resources and reducing or eliminating the use of harmful agents, pollution, and waste (Singh & Pandey, 2012). Green prices are associated with environmentally friendly pricing, taking into account people, planet and profit in a way that maintains public health and ensures efficient productivity (Mahmoud, 2019). The higher price compared to ordinary alternative products, can be a deciding factor for some consumers, to verify the accuracy of the green product features.

A place is a location where a product can be purchased. Furthermore, it can mean physical or virtual stores. Green place includes a product distribution that must be in a satisfactory channel and placed clearly and correctly in a safe place for the environment where there is no contamination whatsoever (Mahmoud, 2018). Meanwhile, green promotion includes advertising activities that link the product with the environment; the promotion by promoting a healthy and green lifestyle; and promotions that display the company's image of being responsible for the environment (Kristiana, 2018). In addition to being introduced to green marketing, service participants will also be trained to create logos, brands, environmentally friendly packaging, and social media as promotional media. The packaging that has been successfully developed will be submitted for recognition by the Directorate General of Intellectual Property (DJKI). Furthermore, promotional media will be used to accommodate the concept of green promotion through social media. Using social media to introduce products further is also evidenced by vinyl craft artisans in the Bantul district (Sumarmi et al., 2021).

2. METHODS

Training and mentoring activities on marketing strategies with the concept of Green Marketing in Sawahan Hamlet, Pendowoharjo Village, and Sleman Regency were carried out from January 2022 until mentoring and implementing green marketing in March 2022. Activities were carried out face-to-face by holding focus group discussions (FGD), training on making environmentally friendly packaging, making logos, and marketing products through social media. The training participants were members of KWT Karya Manunggal Dusun Sawahan, totaling 30 peoples. As for the method of implementing service activities in general, it is depicted in Figure 1.

This service activity is carried out in four activities, starting with the preparation stage. At this stage, the permit arrangement was carried out at the village level by meeting with the Pandowoharjo Village Head, H. Catur Sarjumiharta, on January 6, 2022. Then, Dr. Okti Purwaningsih, M.P., Saptaningsih Sumarmi, M.M., and Meilany Nonsi Tentua, M.T., carried out the permit processing. The purpose of obtaining a permit is to obtain a mutual understanding between village programs and service activities. Then, based on the permits obtained, proceed with a situation analysis through a survey of the problems faced by the KWT facilitated by the Head of Dusun Sawahan. After finding the problem, the activity was implemented using the focus group discussion method through direct lectures, followed by questions and answers.

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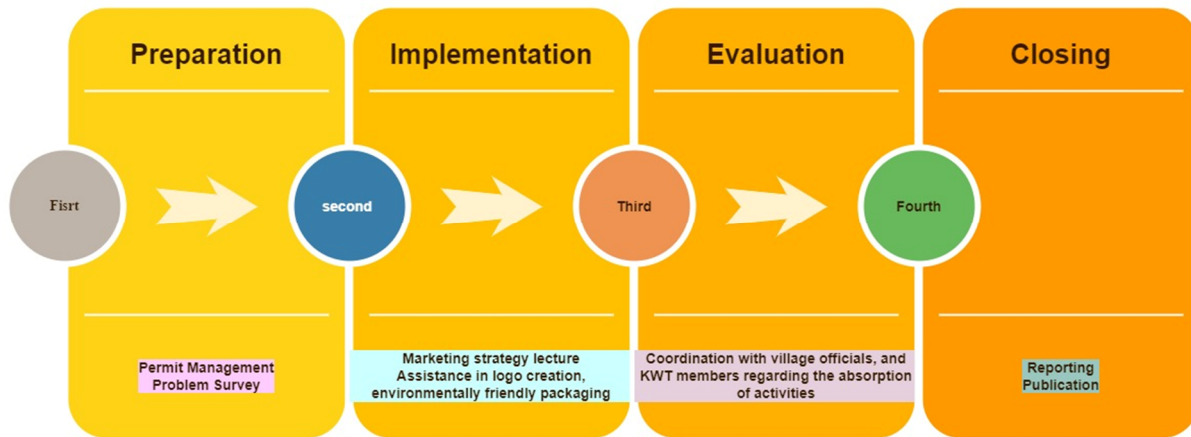


Figure 1. Activity implementation method

In the FGD activities, lectures were delivered by Saptaningsih Sumarmi, M.M, with the help of other team members. The FGD was held on 27 February 2022 at the place of the Head of Sawahan Hamlet, Endro Widayat. This forum explains the marketing strategy by adopting the concept of Green Marketing and the media to carry out product introduction activities. After giving lectures through FGD, they were followed by mentoring KWT members. KWT members are trained to do practical work, which begins with designing a logo that will be used as a brand for environmentally friendly vegetable products. Besides brands, they were also trained in making environmentally friendly packaging. In the following weeks, starting in early March 2022, it was implemented by selling products directly to consumers after obtaining an agreement on the brand and packaging to be used. The service team will assist KWT Karya Manunggal in providing services to buyers of the environmentally friendly vegetables they produce. The third stage, after implementation, carried out joint coordination between the service team, the LPPM UPY, and partners by presenting the Head of the Agriculture and Fisheries Service for Food Security, Field Extension Officer of Dusun Sawahan. This activity was carried out on March 23, 2022. At this stage, an evaluation of the absorption of the material will be carried out by looking at the success of marketing environmentally friendly vegetable products. The last stage is preparing reports, making publication articles for the dissemination of service activities.

3. RESULTS AND DISCUSSION

The activities were carried out sequentially, and all participants consisting of members of KWT Karya Manunggal and representatives of Gapoktan Dusun Sawahan attended the FGD and meetings with great enthusiasm. In the FGD activity, which was held on February 27, 2022, the Head of Field Extension Officer and members of the Sleman Regency DPRD also accompanied the implementation of the activity. A total of 30 participants attended.

Submission of material on marketing strategies with the concept of Green Marketing, in line with the products developed by members of KWT Karya Manunggal, namely environmentally friendly agricultural products without using chemicals. The speaker conveyed the concept of Green Marketing using the Green Product, Green Price, Green Place, and Green Promotion approaches. Green products are represented by providing quality products, complemented by appearance support, without neglecting the quality of the eco-friendly vegetables on offer. To easily identify vegetable products from KWT,

visual product identity is created in the form of a logo. A logo can be said as the face of a brand. In Figure 2, an agreement is made on the logo and educational sheet included in the packaging to package environmentally friendly vegetable products from KWT Karya Manunggal.



Figure 2. Implementation of Focus Group Discussion on marketing strategy



Figure 3. Logo and education of eco-friendly vegetable products

The product logo is the identity of a sign of ownership, and the product must also be packaged attractively without compromising its product quality. For example, in Figure 4, an environmentally friendly vegetable product packaging is presented using the basic material of bamboo. In addition, product packaging uses woven bamboo coated with temulawak leaves, which is the novelty of this method. This team's eco-friendly vegetable packaging design has been registered and received a copyright certificate from the Directorate General of Intellectual Property under the Ministry of Law and Human Rights.

The green price of Karya Manunggal's KWT products is determined by considering the prevailing prices in the market. The price set is between the price of vegetable products with chemicals and below the price of organic vegetable products. KWT Karya Manunggal has not dared to market its products by calling them organic because they still need an organic certificate. But for the production process of planting and fertilizing, pesticides are carried out using environmentally friendly materials. Fertilizers and pesticides are made using fruit and vegetable waste and processing them into Ecoenzymes. Meanwhile, pesticides are made by mixing clove water, onion water, lemongrass, and wimba leaves. For watering, use well water, not water from irrigation canals.

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On this basis, the product's pricing is taken in the middle position. Baby cucumber vegetables with chemicals are sold for IDR3,500.00/kg, while the organic category is priced above IDR11,000.00/kg. The product of baby cucumber vegetable product by KWT Karya Manunggal is sold for IDR7,000.00/kg.



Figure 4. Eco-friendly vegetable packaging

The green place for product distribution is done by using digital marketing. The high use of the internet by the community exploited the opportunity for marketing environmentally friendly vegetables using social media. In the first stage, the product is offered through social media groups with the WhatsApp application targeting office workers. In the next stage, the service team helped KWT members by introducing their products through an application for selling organic vegetables in the Special Region of Yogyakarta and joining siBakul Jogja, a market hub developed by the SME and Cooperatives Service.

Green promotion is implemented by creating a cost-effective advertising concept that pays attention to environmental sustainability. For example, promoting environmentally friendly vegetables is done by taking interesting photos of vegetables, then uploading them on social media. Figure 5 presents an example of a baby cucumber upload, which is often uploaded as a WhatsApp status.



Figure 5. Product photos for Green Promotion

Figure 6. Testimonials of consumer responses to the WhatsApp group

In Figure 6, testimonials of the speed of social media are presented as free promotional media by carrying green promotion. The advertisement was launched at 17.11 minutes, and incoming goods order was already received at 17.12 minutes, according to the screenshot of the mobile phone display.

Digital marketing proves that the social media most familiar in the community can be a medium for this activity.

The absorption of service material was carried out through a pre-test held before the service activity, and a post-test carried out after the service activity was completed. The score assessment was carried out using a Likert scale of 1-5, where a score of 1 reflects very little understanding, a score of 2 reflects not understanding, a score of 3 reflects neutral, a score of 4 reflects understanding, and a score of 5 reflects very understandingly.

The assessment results are presented in Table 1, where before the service activities, the average KWT member did not know about the Green Product or a score of 2.1, and after this service activity, the average score was above the neutral score of 4.1. Knowledge of Green Price before the service was carried out was low, namely 1.9, and after the activity increased to almost all understanding, namely 3.9. Knowledge of Green Place, at the time of pre-test 2.3, increased to 4.2. This answer is possible because participants are trained by empowering social media already familiar with their daily activities, namely WhatsApp, Facebook, and Instagram. Knowledge of Green Promotion Assessment During the pre-test has received a score of 1.9, which increased to 4.1 after training. Participants were asked to practice marketing environmentally friendly agricultural products through the WhatsApp group. The training participants' attitude toward the importance of logos as product brand identity increased, rising from 2.5 in the pre-test to 4.2 in the post-test. It was also agreed that their product logo would be used for marketing activities in this activity.

The assessment of scores on creative content creation using cellphone cameras also increased, where at the pre-test, a score of 2.2 was obtained, and during the post-test, it increased to an average of 4. The importance of copyright to provide an understanding of the work of farmers; during the pre-test, the average score was 1.7, and after the service activities were held, it increased to 4.1. KWT Karya Manunggal's creations, with environmentally friendly packaging, have been copyrighted by DJKI.

Table 1. Comparison of pre-test and post-test score results

Component	Average Score of Pre-Test	Average Score of Post Test
Knowledge about green product	2.1	4.1
Knowledge about green price	1.9	3.9
Knowledge about green place	2.3	4.2
Knowledge about green promotion	1.9	4.1
Attitude of logo's importance	2.5	4.2
Skills about content creativity	2.2	4.0
Attitude of copyright's importance	1.7	4.1

Evaluation activities are carried out through two stages of activities. The first stage is carried out during the implementation of activities, namely paying attention to the prokes according to government recommendations. In addition, the readiness of the team in carrying out mentoring activities. Preparation of equipment, observing the outline of the implementation of activities that are ensured to be carried out properly. The second stage is an evaluation of the usefulness of the service program for KWT Karya Manunggal. Because the participants are housewives who do not work in offices, the evaluation is carried

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out by distributing a hard file post-test and a list of questions to the service participants. Based on the outputs obtained from this service activity, as real evidence if the service material can be understood well by KWT members. Ownership of a brand or logo as an identity for environmentally friendly agricultural products, having a Copyright from the DJKI on environmentally friendly packaging, and successfully collaborating with marketplaces for environmentally friendly products are benchmarks for evaluating activities.

Joint monitoring and evaluation activities were also carried out between partners, namely KWT Manunggal and a service team, carried out on March 23, 2022, attended by members of the Sleman Regency DPRD, Head of Field Extension Officer, and Head of the Agriculture and Fisheries Service for Food Security in Sleman Regency. From the monitoring and evaluation results, recommendations were made that the Service appreciates the usefulness of service activities and expects follow-up activities in the future. Likewise, the members of KWT Karya Manunggal and the Head of Sawahan Hamlet are very grateful and convey that they are ready to become the target of research and service activities in the future.

4. CONCLUSION AND RECOMMENDATIONS

This community service program aims to assist members of KWT Karya Manunggal regarding marketing strategies using the concept of Green Marketing. Based on a collaboration with a research team from the University of PGRI Yogyakarta, KWT Karya Manunggal succeeded in developing Eco-friendly agriculture with horticultural agricultural products such as baby cucumber, gambas, purple eggplant, mustard greens, and green onions. However, they are constrained by their marketing activities, where they sell products at the same price as agricultural products that use pesticides. Through this service activity, the service team succeeded in assisting KWT Karya Manunggal in introducing and marketing their products. The output of the activity is having a logo and producing environmentally friendly packaging that has received Copyright from DJKI. In addition to the results above, Manunggal's KWT has implemented digital marketing through the WhatsApp group and is collaborating with marketplaces that market environmentally friendly products.

It is necessary to strengthen the consistency of the actors, namely members of KWT Karya Manunggal, to foster enthusiasm in maintaining an understanding of the importance of Green Marketing in their business development activities. The Field Extension Officer, who is responsible for this hamlet, must always carry out regular evaluations and "greteh" to the KWT and provide supervision and assistance for the sustainability of this activity. The support from the Agriculture Office of Sleman Regency and members of the DPRD shows the seriousness of the parties concerned who view the importance of environmentally friendly vegetable products for this region. Cooperation with marketplace partners needs to be strengthened with a black-and-white system for clarity and sustainability of marketing partners going forward.

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