

## Youth Empowerment Through Digital Marketing Training to Enhance Agricultural Product Sales in Nimbokrang Village, Jayapura Regency

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### ABSTRACT

This community service (PkM) program was designed to empower youth in Nimbokrang Village, Jayapura Regency, through digital marketing training aimed at enhancing the sales of agricultural products. Despite the challenges faced by local farmers and youth in reaching a wider market, the program introduced practical skills in digital marketing. Participants learned to use social media platforms like Facebook, Instagram, and TikTok for content creation, managing online transactions, and customer interaction. The training improved participants' understanding of digital marketing fundamentals and their ability to produce and publish promotional content independently. The program fostered enthusiasm, creativity, and confidence among the youth, leading to expanded market reach and reduced dependency on conventional marketing methods. Ultimately, this initiative supported local farmers in achieving competitive prices and encouraged the development of sustainable, digital-based business opportunities, contributing to broader economic growth in the community.

**Keywords:** Youth Empowerment; Digital Marketing; Agricultural Products; Social Media Training; Community Development.

## **INTRODUCTION**

The agricultural sector plays an important role in Indonesia's economy. As an integral part of agriculture, the plantation subsector holds a strategic role in national development. Nimbokrang Village is one of the areas in Papua with high potential for plantation products such as corn, chili, and various tropical fruits. Unfortunately, farmers and youth who support the marketing of plantation products lack sufficient skills in utilizing social media to increase sales. As a result, many plantation products are only marketed conventionally and depend on middlemen, which causes selling prices to be lower and less profitable for farmers.

In today's digital era, the marketing of agricultural and plantation products has undergone significant changes with the presence of social media as an effective promotional tool. Platforms such as Facebook, Instagram, and WhatsApp have become channels capable of reaching a wider range of consumers without relying on intermediaries. However, the use of digital media as a marketing tool among the people of Nimbokrang Village is still very limited, indicating a digital divide that must be addressed through targeted community-based interventions.

The rapid development of digital technology has greatly influenced community life. This can be seen from the growing use of digital devices such as mobile phones, which continue to advance every year, along with the development of information and communication systems. This situation requires communities, particularly the older generations, villagers, and marginalized groups, to adapt to digital technology (Mujahidah et al., 2023). Strengthening digital literacy, therefore, becomes essential to ensure equitable participation in the evolving digital economy and to prevent rural communities from being left behind.

According to Soekartawi (2006), marketing is one of the key factors in the success of agricultural businesses, and the use of information technology can serve as a solution to improve the efficiency of distributing plantation products. Selling through social media allows farmers to sell their products directly to consumers, reduce dependence on middlemen, and increase profits.

Wahyudi, Riyanto, and Berlilana (2019) explain that digital marketing is a general term for marketing products or services using digital technology, the internet, and social media. Digital marketing is considered more efficient, cost-effective, and better targeted. However, it also involves tight competition, ranging from local to international products. Similarly, Wiediawati (2019) highlights that the rise of Android smartphones has spurred rapid growth in social media applications, marketplaces, and online advertising platforms. This presents a significant potential to support the improvement of plantation product sales in Nimbokrang Village, provided that the community possesses adequate digital and entrepreneurial competencies.

Based on these problems, this community service program aims to empower youth through training in digital marketing strategies to improve the sales of plantation products in Nimbokrang Village. The program includes training in the use of social media, the creation of engaging marketing content, and the management of online transactions. In addition, participants will receive mentoring to ensure that the implementation of digital marketing strategies runs effectively.

Through this training, it is expected that the youth in Nimbokrang Village will improve their digital skills, expand the market reach of plantation products, and increase the competitiveness of local products in broader markets. This will support the sales of

plantation products owned by both farmers and the community in general. Moreover, the use of digital technology is also expected to create new business opportunities for youth, thereby supporting sustainable economic growth in the local community.

### ***Objectives and Benefits of the Program***

The main objective of this community service program is to enhance the competence of youth in Nimbokrang Village in digital marketing in order to improve plantation product sales. The training provides benefits for youth by equipping them with the ability to effectively use social media to reach wider markets. This, in turn, will help their parents, families, and the entire community of Nimbokrang Village. With these skills, youth will be able to support the marketing of plantation products independently and professionally.

The training also provides benefits for farmers and the wider community. With the involvement of skilled young people in digital marketing, farmers and other community members can be assisted in selling their products at more competitive prices without having to rely on middlemen. Furthermore, this program contributes to local economic growth by encouraging the emergence of modern and sustainable digital-based businesses.

In addition to benefiting youth, farmers, and the community of Nimbokrang Village, this training also offers advantages for other stakeholders. First, for the local government, the program can serve as a model for developing creative digital-based economies in the agricultural sector. Second, for academics and researchers, the outcomes of this training can provide valuable data for studies on the effectiveness of digital marketing in improving the welfare of agricultural-based communities, as well as insights into the dynamics of rural digital transformation in Eastern Indonesia

## **LITERATURE REVIEW**

### **Problems**

Digital marketing represents a two-way communication tool that not only raises awareness but also enhances public engagement (Rahayu & Day, 2017). To remain competitive, business actors must maximize the benefits of digital transformation (Kardoyo, Farliana, & Feriady, 2021). In Nimbokrang Village, plantation products are still marketed conventionally through intermediaries, such as middlemen, which results in low selling prices. In fact, the utilization of social media and digital platforms could provide an effective solution for expanding market access and strengthening product competitiveness.

Nevertheless, several key challenges are faced by the community, particularly the youth who hold great potential to manage digital marketing efforts. The main problems identified are as follows: **Limited Understanding of Digital Marketing** - Youth in Nimbokrang lack adequate knowledge of digital marketing strategies, including how to optimize platforms such as Facebook, Instagram, and WhatsApp for promoting and selling plantation products. **Low Skills in Creating Marketing Content** - Developing engaging and informative content is crucial in digital marketing, yet such skills remain limited among local youth. **Restricted Market Access** - Plantation products are largely marketed only at the local level without the use of digital platforms, which limits sales potential. **Low Awareness of Digital Marketing Advantages** - Many community members still rely on traditional methods, without realizing that digital marketing is more efficient, cost-effective, and capable of reaching wider markets with greater competitiveness. Additionally, infrastructural challenges such as unstable internet connectivity and limited digital literacy among older generations further exacerbate these

issues, hindering the community's ability to transition toward digital-based economic practices.

### Solutions

To address the lack of digital marketing knowledge among youth in Nimbokrang Village, a structured and sustainable approach is required to enable them to optimize the use of social media. The proposed solutions include: **Education on Digital Marketing Strategies** - Providing basic training on digital marketing, including techniques for optimizing online sales, so that youth can promote plantation products more effectively. **Training in Marketing Content Creation** - Enhancing youth skills in producing photos, videos, and product descriptions that are attractive and competitive in the digital market. **Simulation and Hands-On Practice** - Conducting online sales simulations to allow participants to directly apply the knowledge and skills acquired during the training. Furthermore, continuous mentoring and evaluation are essential to ensure the sustainability of the program's outcomes, encouraging youth to develop independent initiatives and apply digital entrepreneurship principles in promoting local plantation products.

### RESEARCH METHOD

This community service activity was conducted in Nimbokrang Village, Nimbokrang District, Jayapura Regency. The main target participants were local youth involved in marketing plantation products. The training was delivered face-to-face using prepared materials and equipment, enabling participants to directly practice digital marketing through social media. The tools and materials utilized included laptops, smartphones, internet access, presentation slides, video tutorials, and written guidelines on digital marketing strategies to serve as reference materials for participants.

To achieve the program objectives, the following methods were applied: Lecture Method - Participants were introduced to the importance of digital marketing in enhancing plantation product sales, with emphasis on the benefits of social media and its role in improving farmer and community welfare. Training and Simulation Method - Practical training was provided on creating business accounts on social media, developing promotional content, and strategies to increase engagement with potential buyers. Participants were guided to establish and manage their own business accounts. Mentoring and Hands-On Practice Method - Participants practiced individually and in groups by creating marketing content, uploading products on social media, and interacting with prospective customers. Mentoring ensured proper understanding of each stage of digital marketing. Evaluation and Feedback Method - Participants were assigned to independently apply digital marketing strategies for plantation products. They were also given the opportunity to ask questions and discuss challenges encountered during implementation.

**Table 1.** Criteria, Indicators, Achievement Indicators, and Evaluation of Youth Empowerment Implementation through Digital Marketing Training to Improve Plantation Product Sales

Criteria	Indicators	Achievement Indicators	Program Implementation Evaluation
Participants' ability to understand digital marketing	Participants understand the concept of digital marketing and social media as promotional tools	Participants are able to explain the benefits of digital marketing for plantation products	Evaluation through discussion and Q&A sessions after the training

Participants' ability to create business accounts on social media	Participants are able to create business accounts on platforms such as Facebook	Participants have an active business account that can be used for marketing plantation products	Evaluation through direct mentoring during practice
Participants' ability to create digital marketing content	Participants are able to create appealing photos, videos, and product descriptions	Participants produce promotional content that can be used for digital marketing	Evaluation through presentations and feedback from the facilitator
Participants' ability to manage online transactions and sales records	Participants understand how to receive orders and record transactions	Participants have digital transaction records	Evaluation through transaction simulation practice
Participants' ability to enhance interaction with potential customers	Participants are able to interact with prospective buyers through social media	Participants actively respond to customer inquiries and promote products effectively	Evaluation through monitoring of social media activities during the program
Participants' ability to carry out sustainable marketing	Participants understand long-term digital marketing strategies	Participants are able to develop a digital marketing plan for plantation products	Evaluation through individual or group marketing strategy assignments

## RESULTS

### Activity Preparation

The implementation of the Community Service (PkM) program in Nimbokrang Village, Nimbokrang District, Jayapura Regency was carried out in several stages. The first stage was the preparation process, which included the following: **Coordination with the Village Government of Nimbokrang**. As part of administrative procedures, the initial stage of the PkM program in Nimbokrang Village began with submitting a formal request for permission to the local village government on July 14, 2025, followed by an official cover letter from the Dean of the Faculty of Economics and Business, Cenderawasih University, which was sent via WhatsApp message. The cover letter was officially submitted to the Nimbokrang Village Head on July 16, 2025, and subsequently approved. The planned implementation of the PkM activities was scheduled for July 18–19, 2025.

After receiving approval from the village government, further coordination was conducted with the youth leaders of Jami' Mosque in Nimbokrang to confirm the readiness and schedule of the activities. Based on the coordination, it was agreed that the PkM program would be held on Friday, July 18, 2025. The participants in the training activities were mosque youth members, consisting of students at the elementary (SD), junior high (SMP), and senior high school (SMA) levels. This coordination ensured that the activity aligned with community needs, local schedules, and the availability of supporting facilities. **Preparation of Tools and Materials**. The program, entitled *Empowering Youth through Digital Marketing Training to Increase Sales of Agricultural Products in Nimbokrang Village, Nimbokrang District, Jayapura Regency*, was implemented using simple tools such as mobile phones, an LCD projector, training materials in the form of PowerPoint slides (soft copy), printed handouts, paper, and pencils. The training materials were designed to provide the youth of Nimbokrang with knowledge and skills related to digital marketing via social media. Specifically, the content focused on practical

methods for selling agricultural products through platforms such as Facebook, Instagram, and TikTok, which are highly relevant for supporting local agribusiness marketing. The provision of user-friendly materials and practical demonstrations encouraged active participation and enhanced the learning process.



Figure 1. Training activities conducted in Nimbokrang Village.

### **Presentation on Digital Marketing through Social Media**

The next stage was to provide participants with an in-depth understanding of digital marketing through social media. An interactive two-way educational approach was applied. The session began by allowing participants to share their knowledge and experiences regarding the benefits and role of social media in business. This activity aimed to enhance participants' sensitivity in observing consumer trends and behaviors in the digital era.

After the participants shared their views, the facilitators enriched the discussion by explaining the key advantages of digital marketing, including: social media enables businesses to reach a broader audience, even globally; it provides opportunities for direct interaction with customers, fostering stronger relationships and enabling real-time feedback; with appropriate strategies, social media can drive conversions and boost sales of products or services; and social media helps build and strengthen a consistent brand image that is easily recognized by consumers.

Following this explanation, participants were given the opportunity to restate one of the benefits they found most relevant. This activity encouraged participants to independently recall and articulate the material presented, demonstrating strong enthusiasm toward both the content and the interactive methods used. The session also helped participants build confidence and improve their public speaking skills. Ultimately, this stage was intended to ensure that participants could internalize the knowledge gained and apply it to develop businesses or enhance the marketing of agricultural products in Nimbokrang Village.





**Figure 2.** Explanation of how social media is used for marketing purposes.  
**Practical Training on Digital Marketing via Social Media**

A total of 32 participants attended the Hands-On Digital Marketing Training through Social Media. The objective of this activity was to improve participants' skills in utilizing social media as an effective promotional tool and in expanding market reach. The training began with the presentation of material on the basic concepts of digital marketing, current social media trends, and strategies for creating engaging content. Participants were then guided step by step to practice various techniques, including creating promotional posts, scheduling uploads, using paid advertising features, and analyzing audience interaction data.

The training session also included an introduction to selecting the most suitable social media platforms, persuasive caption writing techniques, the effective use of hashtags, and methods for analyzing content performance through social media analytics. Following the theoretical session, participants directly practiced creating promotional posts using their smartphones. This included designing visual content, writing product descriptions, and publishing the materials on their social media accounts. During the practice, facilitators provided hands-on guidance to ensure participants could understand and apply each step effectively.

**Format Konten Facebook yang Menarik**

<b>Foto dan Video asli dari kebun</b> -Tampilkan proses panen, kebun yang hijau, atau close up hasil panen segar - Gunakan pencahaayaan alami dan caption singkat informatif.	<b>Testimoni dan cerita Konsumen</b> -Unggah pelayanan pelanggan yang puas - Tambahkan kutipan atau video pendek review	<b>Edukasi ringan dan tips berkebun</b> -Contoh : "3 tips merawat tanaman cabai di musim hujan - Bisa dalam bentuk gambar geser atau video singkat.
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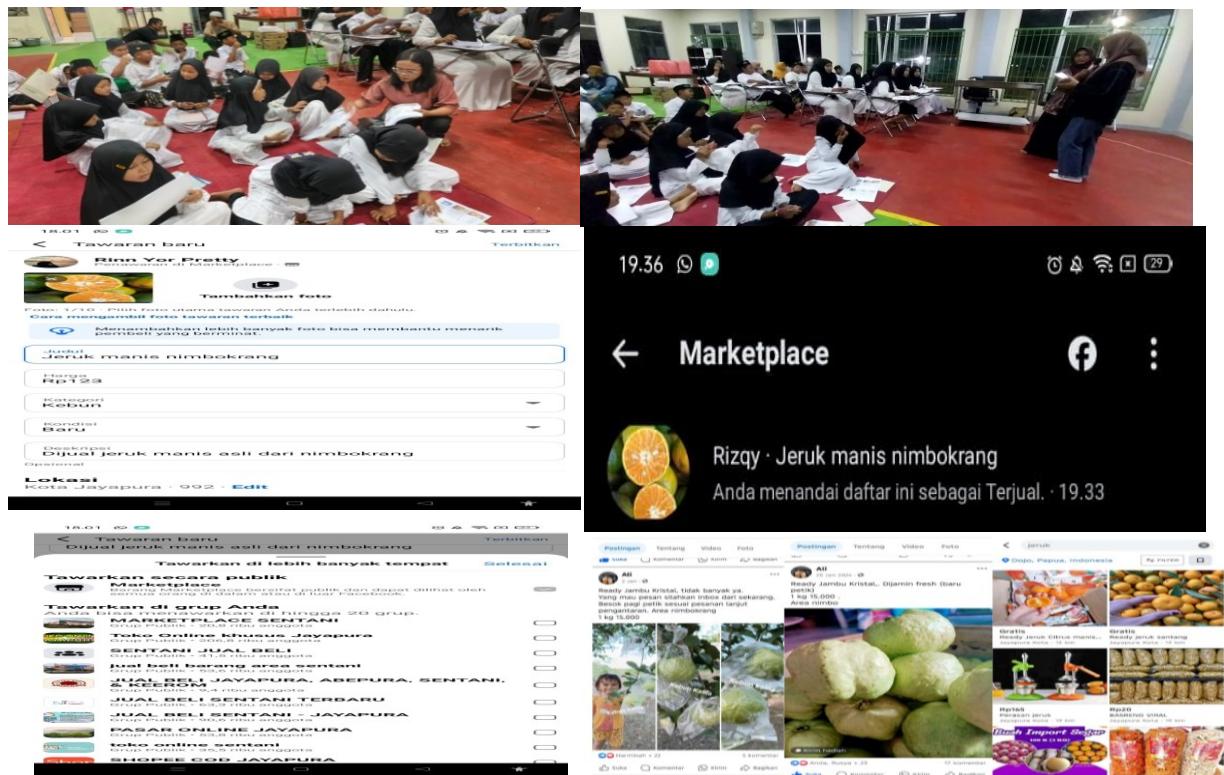
**LANGKAH-LANGKAH MEMASARKAN PRODUK DI FACEBOOK**

<b>1. Buka Akun dan Halaman Facebook Bisnis</b> • Gunakan akun pribadi untuk membuat Halaman (Page) bisnis. • Pilih kategori yang sesuai (misalnya: Produk/Kerajinan/UMKM). • Lengkap informasi seperti nama bisnis, alamat, nomor WA, dan deskripsi.	<b>2. Unggah Konten Produk yang Menarik</b> • Gunakan foto/video berkualitas tinggi. • Tambahkan deskripsi produk yang jelas (harga, keunggulan, cara beli) • Buat konten variasi: testimoni, behind the scene, edukasi, promo.	<b>3. Gunakan Fitur Marketplace Facebook</b> • Buka menu Marketplace. • Klik "Jual Sesuatu" > pilih kategori produk. • Isi judul, harga, lokasi, dan foto produk. • Posting dan pantau pesan dari calon pembeli.	<b>4. Promosikan Produk dengan Facebook Ads (Opsi)</b> • Cari ikon iklan "Boost Post" atau iklan berbayar. • Tentukan target pasar (usia, lokasi, minat). • Tentukan budget dan durasi iklan.	<b>5. Aktif Berinteraksi dan Responsif</b> • Balas pesan/inbox dengan cepat. • Gunakan CTA (Call to Action) seperti: "Klik WA untuk order", "Tanyakan stok". • Konsisten posting, minimal 2-3 kali seminggu.
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**Figure 3.** Steps in creating engaging content, social media posts, and implementing digital marketing strategies.

The activity concluded with a Q&A session, experience sharing, and the provision of additional tips, equipping participants with the necessary knowledge to independently develop and implement sustainable digital marketing strategies in the future. The collaborative and participatory learning environment also fostered teamwork and innovation, motivating the youth to continue improving their digital literacy and entrepreneurial mindset beyond the training program.



**Figure 4.** Practical activities and results of the training: participants' social media posts showcasing the sale of agricultural products.

## DISCUSSION

The results of the community service activities conducted in Nimbokrang Village indicate that the structured implementation of the digital marketing training succeeded in addressing several key challenges faced by local youth, particularly in relation to their limited knowledge and skills in promoting agricultural products through online platforms. The initial coordination process with the village government and the youth of Jami' Mosque proved to be essential, as it ensured that the activity was aligned with community needs and schedules. This alignment strengthened local engagement and contributed to the smooth implementation of the program. The high level of participation consisting of elementary, junior high, and senior high school students shows strong interest and the community's openness to adopting digital-based solutions for economic development.

The provision of simple yet relevant training tools demonstrated that digital literacy development does not necessarily require advanced technology. The use of smartphones, basic stationery, and multimedia presentations was sufficient to facilitate an effective learning environment. This reinforces findings from previous studies which suggest that youth empowerment through accessible digital platforms can significantly enhance local economic activities, especially in rural areas where infrastructure may be limited. The training materials, focusing on social media strategies for marketing agricultural products, were perceived as directly applicable to the daily context of Nimbokrang's agribusiness practices.

The digital marketing presentation session revealed that participants had varying degrees of familiarity with social media but lacked an understanding of its strategic application for business purposes. The interactive discussion not only helped participants articulate their existing knowledge but also fostered greater awareness of consumer behavior patterns in the digital era. The ability to restate key benefits of digital marketing suggests successful internalization of the material, indicating that the pedagogical approach—combining explanation, discussion, and reflection—was effective in enhancing comprehension. Furthermore, increased confidence observed during participants' presentations reflects an improvement in communication and public-speaking skills, which are also critical components of entrepreneurial capacity.

The practical training component generated the most significant impact. Through hands-on practice, participants learned how to create promotional content, use hashtags strategically, design engaging visuals, and analyze audience engagement through available analytics features. The direct application of these skills, evidenced by the participants' own social media posts promoting agricultural products, highlights the training's effectiveness in bridging the gap between digital literacy and practical entrepreneurship. These outcomes align with the program's objective of empowering youth to utilize digital tools as a means of increasing market reach and improving the competitiveness of local agricultural products.

Additionally, the collaborative activity fostered teamwork and creativity among participants. The Q&A session and experience-sharing activities allowed participants to exchange insights and challenges, contributing to a collective learning experience. This environment helped cultivate an entrepreneurial mindset that encourages innovation, adaptation, and continuous improvement qualities that are essential for sustaining economic activities in rural settings.

Overall, the training program successfully enhanced the digital marketing capacity of youth in Nimbokrang Village. The ability of participants to independently create and publish marketing content demonstrates that they have acquired practical skills that can be applied immediately. This empowerment is expected to contribute not only to increasing sales of agricultural products but also to strengthening digital literacy, which is crucial for rural communities aiming to participate in broader digital economic

ecosystems. Future programs may further develop these efforts by introducing advanced digital marketing techniques, such as search engine optimization (SEO), e-commerce platforms, and content analytics, to support long-term sustainability and scalability of local agribusiness initiatives

## **CONCLUSION**

Based on the results of the youth empowerment training through digital marketing, it can be concluded that participants gained an understanding of the fundamentals of digital marketing, particularly the use of social media as a tool for promoting and selling agricultural products, the application of hands-on training methods proved effective in increasing participants' enthusiasm and enabling them to practice creating engaging promotional content and posts, training materials supported with visual examples and direct practice helped participants learn how to upload products, write appropriate descriptions, and utilize social media features to expand market reach.

Based on the outcomes of the training in Nimbokrang Village, it can be recommended that local government or relevant stakeholders are encouraged to organize follow-up training to further develop youths' digital marketing skills and ensure their sustainable application, post-training mentoring is needed to ensure that participants can consistently manage sales accounts and develop effective marketing strategies and training participants are encouraged to continue innovating in creating promotional content for agricultural products to enhance competitiveness in the digital marketplace.

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## **DECLARATION OF CONFLICTING INTERESTS**

There are no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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