



Structured Planning for Strengthening Marketing and Distribution Capacity of Cilembu Sweet Potato Products

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Abstract: The method of implementing this community service is systematically designed to overcome the problems faced by the target partner, Ma Utik, in developing the Cilembu yam industry and its processed products. The preparation and planning stages as well as socialization and initial training are the main focuses in this program. The preparation stage begins with an initial survey to identify partner needs related to marketing, business management, distribution network development, and product innovation. A service team consisting of experts in economics, management, agribusiness, and informatics was formed with a division of tasks according to competence. A structured work plan includes a schedule of activities, implementation methods, and indicators of success, as well as careful management of budgets and resources. Socialization and training materials were developed based on partner needs to ensure in-depth understanding and mastery of relevant skills. The socialization phase begins with an initial meeting to introduce the program's objectives, benefits and solutions to partners, while accommodating their inputs. Initial training was conducted to provide partners with a foundation of knowledge and skills. Marketing strategy training covers the use of social media, digital marketing, branding, and promotion. Business management training covers business planning, financial management, and strategic decision-making using business management software. Distribution network development training includes negotiating and building relationships with distributors, as well as utilizing communication technology. Product innovation training includes identification of market trends and development of new products using market research technology. Through this approach, it is expected that partners can understand the program objectives and acquire the necessary skills to improve their competitiveness. With effective coordination between the service team, community partners, and supporting institutions, this program can run smoothly and have a significant impact. The implementation of a digital marketing application specifically for Cilembu yam products is one of the main results that is expected to increase product visibility, facilitate customer access, strengthen branding, and increase interaction with customers and business partners.

Keywords: Ubi Cilembu; Planning; Innovation; Processed Products; Digital Marketing

Introduction

The economic growth of local communities is often faced with complex challenges, especially in terms of marketing local products. One such example is Cilembu

yam, a variety of sweet potato from Pamulihan sub-district, Sumedang district, West Java. Cilembu yam has long been known for its unique features: when roasted, it produces a sticky, honey-sugar-scented liquid that is

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alluring., menjadikannya populer di kalangan konsumen sejak tahun 1990-an (Kusnadi et al., 2020).

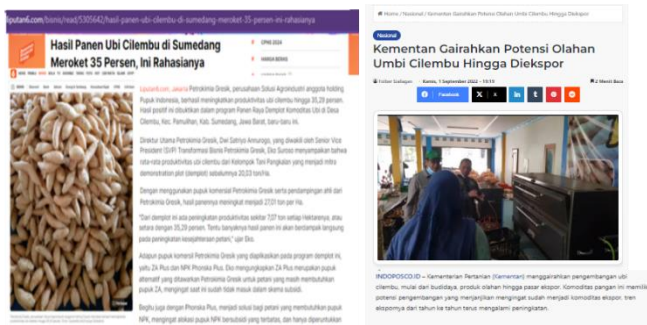


Figure 1. Increasing Cilembu Sweet Potato Yields and Potential Cilembu Sweet Potato Processes

The Indonesian government, through the Ministry of Agriculture (MOA), has given great attention to the development of Cilembu yam, from the cultivation sector to export marketing. Cilembu yam, as a local food commodity, has promising development potential, especially as it has become an attractive export commodity, its export trend from year to year continues to experience a significant increase, reflecting the growing interest in the industry (Wulandari et al., 2023).

Despite its great potential, the existence of Cilembu yam is often not accompanied by an appropriate selling

value. Low prices and lack of effective marketing often result in the sale of Cilembu sweet potatoes not being maximized. This problem has caught the attention of Utu Mulyati, better known as Ma Utik, the founder of P4S Putri Kareumbi. Her concern over the price of sweet potatoes not matching their quality motivated innovative steps in developing the selling value of this local product (Wibowo, 020).

Since 2014, Ma Utik and her team have started efforts to process sweet potatoes into various interesting processed products, with sweet potato donuts as the first step. The marketing of Ma Utik's processed products has shown encouraging results, both directly and through various online and offline platforms. However, in order to compete more effectively and overcome productivity challenges as well as improve the competitiveness of local products, a broader collaboration between the communities is needed (Sharma et al., 2020).

Method

The method of implementing this community service is systematically designed to overcome the problems faced by the target partners. The following methods of community service activities for the preparation and planning stages as well as socialization and initial training are presented in Table 1.

Table 1. Methods of Service Activities for the Preparation and Planning Stages as Well as Socialization and Initial Training

Stage	Main Activities	Activity Details
<i>Preparation and Planning</i>		
Identification of Partner Needs Initial	Survey to understand partner problems	Discussion with partners to get input related to the obstacles faced
Formation of Service Team	Assemble a team with relevant competencies	Division of tasks and responsibilities according to areas of expertise
Activity Planning	Develop a structured work plan	Schedule of activities, implementation methods, and indicators of success
	Develop budget and resource requirements	Develop socialization and training materials
Coordination with Related Parties	Coordination with supervisors, community partners, and supporting institutions	Initial meeting to agree on program objectives, methods, and implementation plan
<i>Initial Socialization and Training</i>		
Distribution Network Development Training	Debriefing on negotiating and building relationships with distributors	Train in utilizing communication technology to expand market reach
Product Innovation Training	Debriefing in market trend identification and new product development	Train in the use of technology in market research and product development

Preparation and Planning

The preparation and planning stage begins with an initial survey to identify partner needs in marketing, business management, distribution networks, and product innovation. The service team, consisting of experts in economics, management, agribusiness, and

informatics, was formed with a division of tasks according to competence (Santos et al., 2019).

The work plan is structured, including a schedule of activities, implementation methods, and indicators of success. Budgets and resources were carefully planned, and socialization and training materials were developed

according to partner needs. Coordination was conducted with related parties to agree on the objectives, methods, and implementation plan of the program. An initial meeting with partners was held to introduce the program objectives, benefits, and solutions offered and to accommodate inputs from partners (Marina & Sujadi, 2023)

Initial Socialization and Training

The socialization stage began with a meeting with partners to introduce the program, explain the objectives, benefits, and solutions offered. Explanations were given on the importance of marketing strategies, business management, distribution network development, and product innovation. The work plan and stages of implementation were presented, including partners' participation in each stage. Partners were involved in discussions to provide feedback and find solutions together. Initial training was conducted to provide partners with the basic knowledge and skills needed. Marketing strategy training includes the use of social media, digital marketing, branding, and promotion (Duan et al., 2020).

Business management training covers business planning, financial management, and strategic decision-making, including the use of business management software. Distribution network development training involves negotiating and building relationships with distributors, as well as utilizing communication technology (Sukmawati & Dasipah, 2021). Product innovation training includes identifying market trends and developing new products with market research

technology. With initial socialization and training, partners are expected to understand the objectives of the program and acquire basic skills to address their problems (Bakar et al., 2020).

Result and Discussion

Identification of Partner Needs Initial

At the stage of identifying partner needs, an initial survey was conducted to deeply understand the problems faced by Ma Utik in developing the Cilembu yam industry and its processed products. Based on the survey results, get direct input from partners regarding the obstacles they face (Liang et al., 2019).



Figure 2. Identification of Partner Needs Initial

Intensive discussions were also held to gather further information and formulate solutions together. The following are the results of identifying partner needs based on previous data:

Table 2. Marketing Strategy, Business Management, Distribution Network Development, And Product Innovation Based On Initial Survey And Discussion.

Solution Offered	Socializa-tion	Training	Application of Technology	Mentoring and Evaluation	Program sustainability
Marketing Strategy Training and Assistance	Explanation of the importance of an effective marketing strategy and its benefits to partners.	Instruction in the use of social media, digital marketing, branding, and promotion.	Use of online platforms and digital promotional tools to increase product visibility.	Practical guidance in applying the learned marketing strategies and evaluation of the results.	Ongoing support in developing and expanding marketing strategies, as well as regular market analysis for adjustments.
Business Management Training	An introduction to the importance of effective business management and its benefits for business success.	Instruction in business planning, financial management, supply chain management, and product development.	Use of modern business management tools and business management technology.	Practical guidance in the application of learned business management and evaluation of the results.	Ongoing support in developing business management, as well as advanced training and business strategy adjustments.
Distribution Network Development	An introduction to the importance of a wide distribution network and its	Instruction in identifying new market opportunities, negotiating with	Use of modern technology and distribution platforms to	Practical guidance in developing a learned distribution network and	Continued support in expanding the distribution network, as well as continued training and

Solution Offered	Socialization	Training	Application of Technology	Mentoring and Evaluation	Program sustainability
	benefits for increasing sales.	distributors, and managing distribution networks.	expand market reach.	evaluation of the results.	customization of distribution strategies.
Product Innovation	An introduction to the importance of product innovation to improve competitiveness and business success.	Instruction in new product development, flavor variations, attractive packaging, and marketing of innovative products.	Use of modern product innovation technologies and tools to enhance product development creativity and efficiency.	Practical guidance in developing the new product being studied and evaluation of the results.	Continuous support in product innovation, as well as advanced training and customization of product development strategies.

Formation of Service Team

The service activity seeks to develop the Cilembu yam industry and processed products with a service team consisting of members with relevant competencies

has been formed. The division of tasks and responsibilities is carried out in accordance with the fields of expertise of each team member. The following are the roles and duties of each team member:

Table 3. Division of Roles and Duties of Team Members in the Implementation of Community Service

Name of the proposing team	Competency Area	Role	Tasks
- Dety Sukmawati - Euis Dasipah	Socio-economics of Agriculture	Coordinator	Planning, coordination, communication, decision-making, monitoring and evaluation, reporting
- Winna R - Deden Komar P - Maria Lusiana Y - Anne L	Economics Management	Team 1	Marketing strategy, brand building, marketing training, community mentoring
- Ida Marina - Adi Oksifa Rahma Harti	Agribusiness Agrotechnology	Team 2	Productivity analysis, marketing strategy, strategic partnership, performance monitoring
- Billy Andrian F - M Dendi P	Informatics	Student	Digital promotion, promotional campaigns, creation of promotional materials, monitoring and evaluation of strategies
- Siti Marina - Syahrul Argi Ghifari	Agribusiness	Student	Field survey, data analysis, opportunity identification, strategic plan, field implementation

Activity Schedule

The implementation of this service activity is planned for eight months with the following stages: In the first month, preparation and planning were carried out. The second month began with socialization and initial training. Digital marketing application development was carried out in the second and third months. Implementation and training were carried out in the third and fourth months. Evaluation and optimization of results were applied in the fifth month. Stabilization and dissemination were conducted from the fifth month to the seventh month. Outcome preparation was carried out from the fifth to the seventh month, and the preparation of the final report was carried out in the sixth to eighth month (Stewart et al., 2020).

Implementation Method

The implementation method was systematically designed to address the problems faced by the partners. The first stage is socialization, which involves introducing the program, its objectives and benefits to partners. This was followed by intensive training in marketing strategies (including social media and digital marketing), business management (business and financial planning), distribution network development (negotiation and communication technology), and product innovation (market trend identification and new product development) (Sukmawati et al., 2023). After the training, solutions are implemented using digital marketing applications specific to Cilembu yam products (Sink, 2020).

The mentoring is done practically with periodic evaluations of the implementation results. The final stage is the evaluation and optimization of strategies

based on the results achieved, with a focus on sustainability through the development of skills and strategies so that partners can develop independently (White et al. 2021).

1. Resources

Sumber daya manusia melibatkan tim ahli di bidang pemasaran, manajemen bisnis, dan teknologi informasi, serta mitra dari institusi pendidikan dan lembaga pelatihan. Teknologi yang digunakan antara lain aplikasi pemasaran digital, perangkat lunak manajemen bisnis, dan alat riset pasar. Total anggaran yang disediakan sebesar Rp 49.850.000, dengan rincian biaya gaji dan jasa sebesar 3,7% biaya teknologi dan inovasi sebesar 65,8% biaya pelatihan sebesar 16,0% biaya perjalanan sebesar 10,7% dan biaya lain-lain sebesar 4,0%.

2. Socialization and Training Materials:

Socialization materials include an introduction to the program, its objectives and benefits, as well as marketing strategies, business management, distribution network development, and product innovation. Training materials include marketing

strategies (use of social media and digital marketing), business management (business and financial planning), distribution networks (negotiation and communication technology), and innovation (Knowles et al. (2019).

Coordination with Related Parties



Figure 3. Coordination with Related Parties

Coordination with related parties is an important step in ensuring the smoothness and success of the community service program. This activity involves communication and cooperation between the team, community partners, and supporting institutions.

Table 4. Coordination with Related Parties

Related Parties	Coordination Objective	Main Activities
Team/Supervisor	Provide direction and supervision	Detailed discussion of the work plan, schedule of activities, resource allocation, and indicators of success.
Community Partner (Ma Utik)	Understand the needs and problems faced by community partners	Meetings to understand field conditions and specific needs, and discussion of implementing solutions.
Supporting Institutions	Provide technical support and training materials	Discussions on forms of cooperation, provision of training materials and technical support.

Initial meetings with supervisors, community partners, and supporting institutions focused on agreeing on program objectives, methods, and implementation plans. Discussions with supervisors covered the details of the work plan and resource allocation, while meetings with community partners focused on understanding the needs and problems faced (Marina et al., 2023). Support organizations are invited to collaborate to provide training materials and technical support. Through good coordination, all parties understand their roles and responsibilities, working together to achieve common goals, improving the welfare and competitiveness of Community partners (Yuen et al., 2020).

Implementation of Science and Technology in Community Service Programs

Aplikasi pemasaran digital khusus untuk Cilembu yam products, which are designed to increase product visibility, facilitate customer access, strengthen

branding, increase customer interaction, and expand distribution networks (Akram et al., 2020).



Figure 4. Digital Marketing Application Specific to Cilembu Sweet Potato Products.

This digital marketing application has several uses that are very beneficial to the target partners:

1. Increase Product Visibility:

The app helps expand the marketing reach of Cilembu yam products to local and national markets (Marina et al., 2024)

2. Easier Customer Access:

Consumers can easily find product information, purchase locations, and make purchases directly through the app (Marina et al., 2023).

3. Strengthen Branding:

With an attractive appearance and complete information, this application helps strengthen the brand image of Ma Utik and Cilembu yam products in the eyes of consumers.

4. Enhancing Customer Interaction:

The app also provides features for interaction between customers and partners, such as customer service and product discussions (Sukmawati et al., 2024).

5. Utilization Capacity:

The utilization capacity of this digital marketing app is vast. The target partner, Ma Utik, can utilize it to significantly increase sales of Cilembu yam products. In addition, the app can also be used to expand the distribution network and establish partnerships with other businesses (Marina et al. 2024).

Through a structured work plan, systematic implementation methods, and the use of appropriate resources, it is hoped that this service program can provide effective and sustainable solutions for target partners, thereby improving their welfare and competitiveness in the market (Marina et al., 2023).

Conclusion

This community service successfully identified and understood the needs of the partner, Ma Utik, in developing the Cilembu yam industry and its processed products. Through initial surveys and intensive discussions, several barriers faced by partners were found, such as marketing strategies, business management, distribution network development, and product innovation. From the identification results, several solutions were offered, including training and mentoring in marketing strategy, business management, distribution network development, and product innovation. These solutions are designed to increase product visibility, facilitate customer access, strengthen branding, improve customer interaction, and expand distribution networks. This approach is complemented by the application of digital technology, such as digital marketing applications specifically for Cilembu yam products.

The service team consists of members with relevant competencies, including marketing, business management, and information technology. The division of tasks is carried out according to the expertise of each team member, which includes coordination, marketing

strategy training, productivity analysis, and digital promotion. This service activity is planned to last for eight months with stages of preparation, socialization, digital application development, implementation and training, evaluation and optimization of results, stabilization and dissemination, and preparation of the final report. The implementation method includes socialization, intensive training, solution implementation, and practical assistance with periodic evaluation. The main focus is sustainability through skills development and strategies so that partners can develop independently.

Human resources involved a team of experts and partners from educational institutions and training institutions, with a budget of Rp 49,850,000. Technology used includes digital marketing applications, business management software, and market research tools. Coordination with relevant parties was conducted to ensure the smoothness and success of the program. This involved communication and cooperation between the team, community partners, and supporting institutions.

The digital marketing application designed specifically for Cilembu yam products proved to be very beneficial for the partners. The app increases product visibility, eases customer access, strengthens branding, improves customer interaction, and expands distribution networks. Through structured work planning, systematic implementation methods, and appropriate use of resources, this service program is expected to provide effective and sustainable solutions for partners, thereby improving their welfare and competitiveness in the market.

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