

# Empowerment of Eucalyptus Oil Farmer Groups Through Training in The Use of Social Media for Product Marketing

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**Abstract:** In Buru Regency, Waimiting Village is one of the eucalyptus oil processing centers. Processed eucalyptus oil products still have obstacles in marketing management in the community. The lack of optimization of farmers' marketing management institutions has had an economic impact on farmers' welfare. Therefore, training on the use of social media for marketing eucalyptus oil products is important to be carried out to increase the empowerment of farmers in fulfilling income which then leads to the welfare of farmers. The objective of this program is to support the growth of small businesses owned by a group of social entrepreneurship-based entrepreneurs and eucalyptus oil distillation centers. The research was conducted using participatory surveys, observations, lectures, discussions, and silent practice, involving about 12 people who are members of the "Kayu Putih Lestari" farmer group. The results of the program implementation showed the seriousness and enthusiasm of the participants in each training session. Program partners were able to understand a number of technical issues, such as social media-based marketing management, utilization of social media marketing, and brand creation agreements for eucalyptus oil distillation-based business ventures from farmer groups in Waimiting Village. They also showed an increase in understanding by 14 points (80%) during the training. Participants were also able to put the training into practice during the learning sessions.

**Keywords:** Eucalyptus oil; Social media; Marketing management

## Introduction

Waimiting village is located in Liliyal sub-district, Buru district, Maluku province, and is known as one of the centers of eucalyptus oil production in Indonesia (Maulidah, 2010). With 27 distillation boilers, each owned by individuals who also own eucalyptus land, the industry provides a major source of income for many villagers. The number of workers involved in the production process, approximately 277 people, demonstrates the importance of the industry in providing employment for the local community. According to data obtained from target partners, the productivity of eucalyptus plants in Waimiting Village varies between 200 to 350 kilograms of leaves per month. The price per kilogram of eucalyptus leaves at the farm level ranges around IDR 1,500. Based on the amount of

production and the price of the leaves, farmers' income from selling eucalyptus leaves reaches around IDR 50,000 to IDR 75,000 per day (S. Pranata, 2024). From 150 to 300 kilograms of eucalyptus leaves, about 3 to 4 kilograms of eucalyptus oil can be produced.

The oil produced is then sold for around Rp 250,000 per kilogram. In one harvest season, each eucalyptus oil distillation business unit or kettle can produce around 60 to 70 kilograms of oil. With this selling price, the kettle owner's income can reach around Rp 16 million to Rp 17 million per harvest season. Meanwhile, the income of farmers involved in the distillation process can reach around Rp 1.5 million to Rp 3 million per season. The potential for product diversification from eucalyptus oil is one of the main opportunities that can be explored further. Eucalyptus oil derivative products, such as soap, lotion and massage oil, have a high demand in the national and international markets. By developing

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various derivative products, Waimiting Village can increase the added value and competitiveness of its products in the market. The development of derivative products can also create additional jobs and improve the skills of the local community.

One of the challenges faced by the eucalyptus oil industry in Waimiting Village is limited access to wider markets. Products are currently more often marketed locally with simple packaging, which can reduce the product's appeal in a more competitive market. However, this also opens up opportunities for improvement through more effective marketing strategies. By improving product packaging and branding, eucalyptus oil from Waimiting Village can attract a wider range of consumers. Increased access to regional and national markets can be done through participation in trade shows and cooperation with large distributors. In addition, exploration of international markets could open up significant export opportunities.

Eucalyptus oil products from Waimiting Village are currently marketed with simple packaging, namely glass bottles without attractive labels. This unattractive packaging limits the product's competitiveness in more competitive markets, both at the national and international levels. Improvements in packaging and marketing management are important steps to increase the attractiveness and selling value of the product. The development of more attractive and professional packaging, complete with labels that explain the benefits and advantages of the product, can increase consumer interest. In addition, more effective marketing strategies, such as the use of social media, e-commerce, and participation in trade shows, can open access to a wider market. Cooperation with large distributors and retailers can also improve product distribution to various regions.

One potential solution to the problems faced by the Waimiting Village eucalyptus oil farmer organization is to improve marketing knowledge and offer training on how to use social media for product marketing. To help farmer groups meet global production demands and efficiently market products to the general public more quickly, training was provided in multimedia content creation and management, agricultural product photography techniques, and social media marketing (Rizky and Setiawati, 2020).

Promotion using social media, internet-based media, is one way that is easy, fast, affordable, and has a wide marketing reach. Because almost everyone already knows about it, promotion becomes easy. Fast because the information sent can reach its destination at any time. Cheap because the use of social media is usually free. The reach is very wide because social media can spread messages globally (Hendri & Yulinda, 2019).

Cyber media or online media is another term for social media. Cyber media is a type of mass media whose messages are disseminated through internet networks and are presented in a broad, current, interactive and reciprocal manner. Social media encourages the participation of anyone who is interested by allowing contributions and open feedback, comments, and the rapid and unlimited dissemination of information. For example, websites, blogs, YouTube, Instagram, Facebook, Twitter, Whatsapp, and so on (Puspitarini and Nuraeni). Social media has emerged as a major information delivery platform that can be utilized for community learning, socialization of programs and policies, exposure of products and their potential, and improvement and enhancement of the reputation of the tourism industry (Silajadja et al., 2023). Thanks to social media, fast communication and information delivery make customers more interested in information that is available at any time (Prasetyo et al., 2023). Since social media came into existence, people have become easier to connect and communicate with each other. They act, think, communicate, and operate like a digital society (Diniati et al., 2023).

The Kosabangsa program uses community empowerment as a means to encourage economic development in rural areas. Based on the analysis of the situation and problems identified by the partners, we would like to implement the Kosabangsa program on Assisting Eucalyptus Coconut Farmers through Education on the Use of Social Media for Product Marketing in Waimiting Village, Buru Regency. It is expected that by providing training in multimedia content creation and management, agricultural product photography techniques, and social media marketing for the benefit of agricultural businesses, farmer groups will be better prepared to meet the global demand for eucalyptus oil production and market products efficiently by reaching consumers and the general public faster.

## Method

The Social Collaboration Building Communities (Kosabangsa) program trained 12 members of the Waimiting Village eucalyptus farmer organization "Kayu Putih Lestari" on how to utilize social media to market eucalyptus oil products. Three instructors from Iqra University Buru and two instructors from Halu Uleo University Kendari Mentoring Team became the program implementation team. Techniques used include community fairs, training, and counseling. It is expected that the counseling will result in behavioral adjustments, allowing program partners to improve their welfare and achieve improvements (Bahua, 2015; Charina, 2018). In addition, hands-on mentoring in the

form of technology demonstrations is an effective and efficient way to transfer knowledge and technology to participants. It is expected that participants can easily replicate the technology in a sustainable manner (Sutariati, 2018).

By offering solutions in the form of (1) basic ideas in monitoring social media-based marketing, (2) improving social media as a medium for marketing crops, and (3) marketable product packaging techniques, this program is the first step in educating and empowering farmer groups to overcome the socio-economic challenges they face. The following is a description of the implementation stages of the Kosabangsa Program.

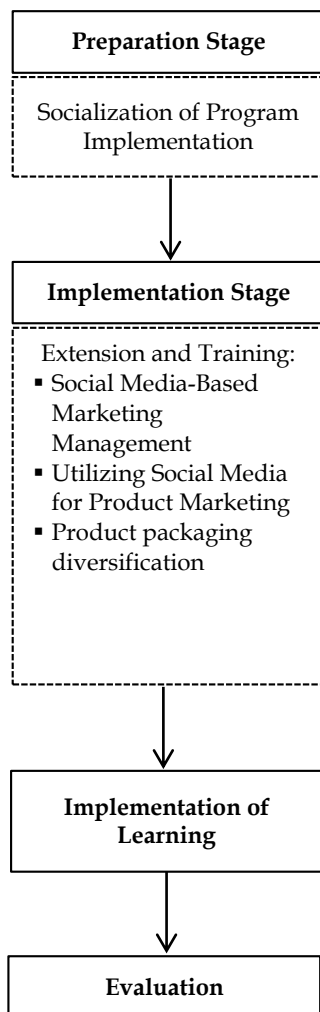


Figure 1. Stages of Program Implementation

Based on the picture above, the stages of program implementation can be described as follows:

#### 1. Preparation Stage

This segment involves a number of steps, such as conducting an evaluation to obtain baseline data on the problems faced by partners, creating training modules, collecting instructional materials, and

organizing program socialization to attract training participants.

#### 2. Conduct community empowerment training by teaching the basics of social media-based marketing management. As the success of the program largely depends on its performance at this level, this is the most important step. The following is a list of training implementations:

- Social entrepreneurship management training for farmers;
- instruction in social media marketing and sentiment analysis for social media markets;
- instruction in product packaging methods and social media content.

#### 3. It is expected that the results of the learning process can be put into practice through the realization of the program.

#### 4. Evaluation Stage

To measure the success of the participants' activities during the training program, an evaluation is conducted. Before the training starts, participants will be given a baseline test to measure their understanding of the topic. Participants must take a final test to measure their learning level after completing the three training modules.

## Result and Discussion

Through training on marketing post-harvest citrus products through social media, the main goal of this program is to empower the community. During October and November 2024, this activity was carried out in Waimiting Village, Liliyal District, Buru Regency, Maluku Province. Eleven members of the Kayu Putih Lestari farmer group in Waimiting Village participated in this activity. Overall, there were four parts to the activity, namely: assessment and program socialization, training implementation, implementation of learning outcomes, and evaluation.

#### *Assessment and socialization phase*

Starting with field observations and exploration of village issues and potential solutions to the problems of the partners-particularly eucalyptus farmers in Waimiting village-Panda was introduced in October 2024 as part of the assessment and socialization phase of the program. In addition to conducting a situation analysis and direct observation at the eucalyptus oil refinery production building, the assessment also involved interviews with partners.

During this evaluation phase, the team of professors also worked closely with the village head of Waimiting to obtain permission to implement the program and met with farmers to brainstorm solutions to the partners' problems. During these conversations,

the time to interact with the program partners-the farmers representing each of the current farmer groups-was also decided.

The lecturer team created a program implementation plan and worked with the university to support the Kosabangsa program after the Ksabangsa

program activities were approved by both parties. Next, the lecturers traveled to Waimiting Village to deliver the Kosabangsa program planning to the local eucalyptus oil farmer group. Based on the information that will be delivered during the training, the lecturer team then created a module as shown in Figure 2.



**Figure 2.** Evaluation and Integration of Kosabangsa Initiative

### *Activity Implementation Phase*

The implementation of the activity was held on November 17, 2024. After the Head of Waimiting Village made the opening, the first session was filled by a group of lecturers who provided material with a focus on social media-based marketing management. This session discussed the importance of building adequate economic infrastructure from upstream to downstream as needed so that the eucalyptus oil agribusiness actors of Waimiting Village can carry out their duties and responsibilities as well as possible. Figure 3 below shows the activities carried out in the first session.



**Figure 3.** Training material presentation session

In general, the objective of marketing management training is to improve (better) the ability of eucalyptus oil producers to address their own marketing management issues. In other words, the objective of marketing management training is to help eucalyptus oil producers overcome their own marketing management problems by maximizing (improving) their marketing management knowledge, skills, and abilities.

Social media marketing techniques encourage people to advertise their websites, goods or services online and search for something based on predefined criteria that are influenced by a number of variables that can affect purchases. Online marketing is the fastest growing type of direct marketing, according to Kotler and Gary (2008). The use of the internet to market goods

and services and develop clients is another aspect of online marketing. The digital age is the result of recent technological advances. Customers and the marketers who serve them have undergone significant changes as a result of the widespread use of the internet and other powerful new technologies.

The importance of using social media marketing was discussed in the second session of training materials. The benefits of using social media to promote digital-based eucalyptus oil production were discussed in this session. The difference between internet marketing and conventional marketing was also discussed in this content. During this time, they also received training on creating Facebook and Instagram accounts and using their marketplace functions (S. P. Pranata, 2022). At the end of the session, a conversation was held about the trainees' reactions to the content delivered, followed by a group photo. Documentation of the activity is shown in Figure 4.



**Figure 4.** Training material presentation session

Social media refers to online platforms that facilitate interpersonal communication. Social media has evolved into a key component of information delivery, serving as a platform for community learning, showcasing products and their potential, socializing policies and programs, and improving and enhancing the reputation of the tourism industry (Suryani, 2017). Thanks to social media's ability to communicate and share information quickly, people have become increasingly interested in information that is available

and accessible at all times. Since social media came into existence, people have become more easily able to connect and communicate with each other. They act, think, interact and work like members of a digital society (Supratman, 2018).

According to research findings (Wicaksono, 2013), to aid marketing initiatives, social media should be used in addition to traditional or outdated approaches in order to better reach all target customers. Furthermore, social media has changed user behavior when using the Internet. From the point of view of social media users, the changes that focus more on user interaction are now more social in nature, and they aim to utilize more social marketing techniques to reach customers. However,

according to research (Cakranegara & Susilowati, 2017), social media is a very effective tool for SMEs in marketing to develop and advertise their business. Many posts on social media include photos, videos, or other content that supports business goals. Of course, this will have a positive impact on users and followers.

The importance of processing eucalyptus oil derivatives to increase added value and the importance of product labeling, as well as the elements required for labeling, were discussed in the third training session. The speaker continued the discussion on labeling standards and computer-assisted labeling. The program used was Canva, which is free and easy to use. Figure 5 shows the documentation of the activity.



Figure 5. Training material presentation session

The benefits of product packaging as a digital marketing tool are discussed in this presentation. In addition, the difference between marketing with marketable packaging and traditional marketing without packaging is also explained in this paper. One of the main factors that drive the sales of a product is its packaging. In the beginning, packaging only served as a container or wrapper to protect, cover, or facilitate the transportation of a product. However, along with the changing times, packaging has become important to increase consumer interest in buying. Not only design is needed to create packaging; it also involves concepts that can effectively communicate the benefits of a product or brand so that the design can "sell". In addition, packaging must be visually appealing and enticing to consumers in order to win their hearts.

#### *Implementation of Learning*

After the conversation and presentation of the material, it was continued with the practice of learning skills by utilizing the features of the social media marketplace. Facebook Marketplace, a tool directly incorporated into the Facebook program for Android mobile devices, is one way to implement learning by providing examples of social media-based marketing. This makes it easier for users and more practical. The Kosabangsa team utilized one unit of Android mobile phone under the guidance of students as a social media marketing tool to promote eucalyptus oil production to

accelerate operations and facilitate the application of learning practices.



Figure 6. Learning implementation session

#### *Evaluation of Program Achievement*

The participants participated in the training with great enthusiasm. The overall participant learning evaluation also showed very positive results. Simply put, to improve the participants' social media marketing skills, more implementation practice time is needed. The following table displays the results of the participants' activities. Compared to before the training, the final evaluation results showed an increase in knowledge by 14 points (80%). The purpose of this assessment was to measure knowledge of social entrepreneurship management, product photography techniques, utilization of social media marketplace features, and sales content creation.

However, some of the challenges encountered during the implementation of the program usually stem from variations in participants' understanding of the training materials, due to variations in their age and

educational background. The short practice period for participants in the training sessions was another determining element. Table 1 below presents the program evaluation findings.

**Table 1.** Results of Evaluation of Activity Implementation

Name	Evaluation of Activity Implementation	
	Pre-Test	Post-Test
Novita	65	85
Saulu	55	70
Ferawati s	50	65
Amiyan	65	80
Anisa	65	70
Rahma	65	85
Nurhaya	50	70
Fitria	45	65
Farida	55	70
Mirnawati	65	80
Rusna	60	70
Ragaia	55	65
Average	58	72
Achievement Level Presentation 14 (80%)		

Thanks to this instruction, the participants were able to use social media more effectively than before for simple social interactions. Although the program is new, the feedback from the participants was very encouraging. They felt that participating in this exercise had helped them learn the training materials. However, more thorough training is still deemed necessary to improve the quality of the participants' social media marketing skills and help them become familiar with the market elements of social media.

## Conclusion

The results of the program implementation showed how much commitment and involvement of participants in each training session. Among the technical issues that can be understood by program partners are agreements on business brand creation in the development of a social media-based eucalyptus oil refinery business in Waimiting Village, social media-based marketing management, and the use of social media marketing. Participants were also able to apply the training during practical sessions for implementation learning. The assessment results showed that participants' understanding of social media-based marketing management, use of social media marketplace features, sales content creation, and product packaging techniques increased by 14 points (80%) compared to before the training. In an effort to make Waimiting Village the center of the eucalyptus oil industry in Buru Regency, according to the achievements of the activity,

it is suggested that there is a need for great support to accelerate the increase in sales results through social media.

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