

SOCIALIZATION OF THE APPLICATION OF GEOMEMBRANE TECHNOLOGY IN PEOPLE'S SALT PRODUCTION AND MARKETING STRATEGY IN KUALA CANGKOY VILLAGE FIELD DISTRICT NORTH ACEH REGENCY

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ABSTRACT

Socialization of service is aimed at salt farmers in developing geomembrane technology for smallholder salt businesses in accordance with local resource conditions and capacities, potential and capacity for salt development and marketing, and the availability of technology to increase sales of salt based on information technology, as well as technical management capabilities in one management. The problem with salt farmers is mostly coastal communities which are identical with helplessness, poverty and backwardness, especially from the socio-economic aspect. Traditional production technology, small production scale, and limited marketing and promotion strategies cause the products they produce are still far from prosperous due to low income. The low income of salt farmers makes it difficult for salt farmers to implement innovations and increase the productivity of salt farmers in various regions. The objectives of implementing science and technology activities for the community (PKM) are, firstly, geomembrane technology to increase the resource capacity of salt farmers in an effective and efficient manner, secondly to increase sales marketing results of salt production, thirdly to increase sales significantly through information technology promotion media, fourthly to create shelters. Ergonomically salt in Kuala Cangkoy, Lapang District. The specifications of the socialization results from community service produced can achieve economies of scale and be able to have salt carried out in an integrated manner in the marketing management system. Have a strong bargaining position in the market, both the primary product market and its derivative products based on information technology technology. The last is being able to increase the income of partner members collectively from the results of storing salt because the place is built according to ergonomic principles and from a marketing perspective.

Keywords: *Marketing Management, Information Technology*

1. INTRODUCTION

The potential of the people's salt business in North Aceh Regency has been quite developed even though it is not supported by adequate infrastructure. In other words, the people's salt business carried out by coastal communities today is still traditional and hereditary. Most of the people's salt production process only depends on nature (sea water and weather) and has little technological content. Meanwhile, the area of land used is still very limited compared to the amount of potential land available.

Salt farmers in Matang Tunong Village and Kuala Cangkoy, Lapang District, North Aceh Regency, usually produce salt by boiling this has been done since hereditary by the local community, the production process is also still very traditional using wood fuel, the amount of production is very low, only 25 kg/day and the income earned is not appropriate, while the capital spent is greater by salt farmers. Socialization of people's salt business groups using geomembrane technology or the post-production stage of salt which is expected to increase the results and establish a marketing network based on information technology.

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From direct observation to the location based on the problems that exist today, among others, first, increasing the production and quality of people's salt, there needs to be a touch of technology for smallholder salt cultivators, because so far salt farmers have been processing salt boiling in the traditional way with very low production yields that affect people's economic income, and salt-added farmers are very difficult to add to the value of their production. Health hazards for salt farmers are very worrying because of the vulnerability of salt farmers to respiratory diseases that affect lung symptoms because salt farmers breathe dirty air into their lungs every day due to processed salt using firewood.

This community service socialization activity aims to empower the community and how to develop business in developing the people's salt business in accordance with regional potential. This activity is directed at growing the capacity and capability of community groups to improve their bargaining power so that they have access and the ability to take reciprocal benefits in the people's salt business.

2. METHOD OF IMPLEMENTATION

2.1 Approach Method for Resolving Partner Problems

The first approach uses an approach method to solve the problem of the geomembrane technology partner of the people's salt business adopting Corporate Farming. Geomembrane technology is a form of economic cooperation from a group of salt farmers/community salt partners with an orientation to ensure through consolidation of land management while guaranteeing land ownership for each farmer, so that business efficiency, quality standardization, and effectiveness and efficiency of resource utilization management can be improved. achieved. The use of this method is also able to increase the quantity and quality of salt production (Nugroho (2015) and Putra (2015)).

Both marketing methods are a total system of business activities designed to plan, price, promote and distribute goods that satisfy current and potential consumers (William J. Staton, 1996). A marketing plan is part of a business strategy to sell and market a product/or service.

Not by using the concept method Ergonomics is a systematic branch of science to utilize information about the nature, abilities and limitations of humans to design a work system so that people can live and work on the system well, namely achieving the desired goals through the work with effective, safe, and comfortable in warehouse construction (Palgunadi, 2007).

The three methods of utilizing information technology are the results of salt production in the villages of Matang tunong and Kuala Cangkoy, Lapang District, marketing using information technology-based media, marketing promotions carried out online without any time and place constraints. To make marketing activities more effective in targeting certain consumers. Like the consumer community who are very familiar with the activities of the online world.

2.2 Activity Plan

2.3. Geomembrane Technology

According to Sulistyarningsih (Wiwin puspita Hadi et al, 2017). Salt is an ionic compound consisting of positive ions (cations) and negative ions (anions), thus forming neutral compounds (without charge). Physically, salt is a white solid in the form of crystals which is a collection of compounds with the largest proportion of NaCl (> 80%) as well as other compounds such as CaSO₄, MgSO₄, MgCl₂, and others (Marihati and Muryati, 2008).

The application of geomembrane technology development for the planned area of ponds owned by group partner farmers to be integrated can be adapted to local conditions. The land is a stretch of salt ponds. The pond land has the suitability/technical carrying capacity for salt and economic carrying capacity. The land layout for the salt production business unit is directed at making production ponds and storage warehouses.

2.4. Marketing Strategy

According to Kotler and Armstrong (2004: 354) "product quality is the ability of a product to carry out its functions and performance that can meet customer needs and desires". Product quality is an important thing that must be owned by a product, so producers are required to produce quality products in order to attract consumer attention and win the market further in providing socialization of the implementation of marketing strategies for selling salt production with an effective salt marketing program and combining all marketing elements. into an integrated marketing program designed to achieve the marketing objectives of the salt sales strategy, the following salt sales materials are provided:

1. Market Segmentation.
2. Salt product with geomembrane technology.
3. Price (price).
4. Place (Place).
5. Promotional media (promotion).

2.5. Media Promotion Through Information Technology

Provide information dissemination on how to implement a salt sales information system using information technology, procedures for running it and process online ordering transactions with consumers. From the side of salt farmers, it will increase sales results for salt farmers compared to conventional sales and increase sales transactions. In addition, customers can place orders without having to come to the salt production point of sale.

2.6. Contribution of Partner Participation in Program Implementation

Some of the partners' roles in assisting the smooth implementation of the Geomembrane Technology program are:

- a. Partners provide explanations and introduce the results of geomembrane technology to salt farmers the benefits of using geomembrane technology.
- b. Partners participate in conducting economic management marketing analysis in running the geomembrane technology business.
- c. Partners participate in providing marketing strategy materials and salt farmers provide a place for giving these materials
- d. Partners participate in socialization about information technology-based salt production sales information systems about what inputs are included in the system then partners provide material on how to apply sales of salt production by the salt people and salt farming communities are very enthusiastic in the promotional program so that they provide a place for presentations.

3. RESULTS AND DISCUSSION

3.1 General Condition of Salt Farmer Group

Geomembrane technology functions in increasing the production and quality of salt for the actors in the production of salt raw materials, this socialization has an impact on the mindset of salt farmer groups in increasing sales through marketing and can increase market share in helping the salt self-sufficiency program. Therefore, it is important to apply appropriate technology in terms of increasing salt production and quality. The results of community service regarding the use of geomembrane technology into high-quality salt and Marketing Strategy in Kuala Cangko Village, Lapang District, North Aceh Regency. The place for community service is 20 KM from the malikusslaeh university campus which will start from July-October 2020 with 2 groups of partners. Partner education for groups of salt farmers who have an average high school graduate. The problem with partners so far regarding the salt production business in Kuala Cangko Village, Lapang District, North Aceh Regency is that traditional salt farmers produce by boiling and to produce raw materials (draining water) and traditional cauldrons made from wood to produce salt. For more details can be seen as follows:

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Figure 1. Location of salt production by traditional method/boiling

3.2 Role and Contribution of the Service Team

Malikussaleh University through its experts in the Faculty of Economics and Business Lecturers who concentrate on the field of marketing and can also be in the field of information technology in information technology promotion media. Each chairperson and member provide socialization and application of knowledge to provide solutions related to marketing management, then members of the accounting lecturer explain in detail how to manage finances and good management, while agricultural lecturers concentrate on explaining to the Management of Coastal and Ocean Resources for geomembrane technology and engaged in agribusiness. The implementing team from the Agricultural Community of the Department of Aquaculture which has surveyed, researched, designed,

3.3 Steps of the Geomembrane System and Salt Harvesting Process

The results of the Socialization Outcome Plan of the Salt Production Process in land preparation are as follows:

1. The provision of material on the preparation of drainage channels consists of intake channels, young water channels, old water channels, intake and exhaust channels to drain sea water to salt-making fields and preparation of galleys. For galengan located around the seaside, Galengan around the sewer and transportation channel by taking soil from the bottom of the channel
2. Provision of material on the procedures for galengan for peminihan galengan higher than the thickness of the water specified in the peminihan.
3. Providing material on the procedures for preparing good pond bottom and table mining land in accordance with applicable standards and preparing threaded land for making
4. Giving material about making filtering with composition, fibers, zeolite and shell charcoal then covered with waring.
5. Providing material on the procedures for using the geomembrane system and the Harvesting Process
6. Provision of material on drying or crushing salt in a crystal table for easier drying for use in Salt with Tuff Geomembrane.

3.4 Socialization of Teams and Partner Groups in the Socialization of Geomembrane Technology

Initial socialization activities in providing material on procedures for using geomembrane systems and the Salt Harvesting Process with Geomembrane Tuff and advantages in using Geomembrane Tuff media. As for the socialization of Photos of Socialization Activities with the Service and Team in Thread Filter Technology

3.5 Results of the Final Stage of Training and Socialization

The Socialization Activities for Training on the Application of Geomembrane Technology in People's Salt Production and Marketing Strategies in Kuala Cangko Village, Lapang District, North Aceh Regency are as follows:



Figure 3. Results of Marketing Strategy Socialization and Application of Geomembrane Technology in People's Salt Production

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4.CONCLUSION

With the Socialization of Training on the Application of Geomembrane Technology in People's Salt Production and Marketing Strategies in Kuala Cangkoey Village, Lapang District, North Aceh Regency, salt farmers know how to produce salt with new technology with geomembrane and can utilize salt pond land into geomembrane technology and produce salt-based production. tarpaulin and geomembrane filter threads. Furthermore, the existence of geomembrane technology for the people's salt business will increase the production of salt more than traditional salt processing. Finally, with the marketing management of the results of the people's salt business, there is a significant increase in terms of the economic income of the salt farming community and the level of orders and sales.

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