

**EMPOWERMENT OF GOAT BREEDER BUSINESS GROUP THROUGH
ECONOMIC DIGITALIZATION TO INCREASE FOOD CONSUMPTION IN
SUPPORTING FOOD SECURITY IN VILLAGES
BLANG MIDOK, TANAH LUAS DISTRICT
NORTH ACEH**

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Abstract

The main problems faced today are first, limited capital in developing a goat fattening business. Such high demand for goats is not accompanied by the provision of additional cages to place ready-made goat seeds to be fattened. Second, the lack of knowledge and understanding of good goat farming. Including the cleanliness and maintenance of the cage and even maintenance. Third, the lack of understanding of digitalization technology in running a goat fattening business. such as, making financial reports, and online marketing through existing applications. The purpose of this activity to partners is to increase the quantity of goat sales with good quality. Increased sales result in increased revenue that partners will get. Business expansion brings good changes in creating job opportunities to help this business. The method used to solve the problem is assistance such as helping to find business capital, as well as providing the latest digitalization trainings starting from the time this activity is carried out until after this activity is carried out on an ongoing basis.

Keywords: *Capital, cultivation knowledge, digitalization technology.*

1. INTRODUCTION

Business data shows that starting from 2019 until now, there have been ups and downs. It was felt once that in 2020 UD Sijahtera's business income decreased from the previous year due to the outbreak of the COVID-19 pandemic. The decline occurred during the Qurban feast in July 2020. In October 2020, UD Sijahtera's business began to rise again until April 2021. The large demand for goats in the last 2 months, namely May and June 2021, resulted in increased fattening of goats that had to be done.

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Figure 1. Fattening Cage

On Figure 1 shows that the condition of the goat cage is still simple and less than feasible. For every income from the sale of goats, UD Sijahtera must set aside its income for daily household needs and renovate the damaged goat cages. Renovation of goat cages is only done modestly according to the existing budget. The maintenance of beef cattle with the traditional system causes a lack of the role of breeders in regulating the breeding of their livestock (Novarista, 2020).



Figure 2. Goat Feeding

There are 2 (two) types of goat feed provided by UD Sijahtera, namely grass and concentrate (Figure 2). Grass is given 3 times in 1 (one) day while concentrate is given 2 times.



Figure 3. Fattening Cage

On Figure 3 saw the renovated goat fattening pen and additional space for goats to be fattened. The work has stopped for the last 1 (one) month.



Figure 4. Special Cages for Mating, Childbirth, and Breastfeeding

The condition of the livestock cages that are not feasible causes maintenance and productivity that is not optimal. The maintenance of beef cattle with the traditional system causes a lack of the role of breeders in regulating the breeding of their livestock (Novarista, 2020). On Figure 4 it can be seen that the goat cages for mating, giving birth, and breastfeeding have soil floors so that during the rainy season the goats get sick and die.

1.1 Production side

The development of livestock areas launched by the government is a reference for the community to increase their income and at the same time become the main driver of regional economic development. (Jamilah, 2017). Gampong or Blang Midok village is an ideal area for goat farming to be developed. Because in this area, researchers see that there are still many large areas of land that have not been used properly to be used as productive land.

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Information obtained by researchers in the field, that some people lack the knowledge, and understanding to make their land productive. Mr. Nasruddin said that the goat fattening business that had been carried out for 3 (three) years was relatively easy and not risky. The proof is their own land, with sufficient capital then the land is converted into a goat pen. Next, buy ready-made goat seeds aged 1.5 - 2 years, then fatten for 3 to 5 months with grass and concentrate feed intake. Finally, within 3 or 5 months the goat is sold at a higher price according to the market price. In terms of production, it can be seen that it does not take long to produce goats with good quality.

Purchase of finished goats at a price of Rp. 1,500,000 per head and in time can be sold at a price of Rp. 2,000,000 to Rp. 2,500,000. Mr. Nasruddin said that at the time of purchase until the goats were about to be sold, there were 2 (two) injections performed by local animal spells. The goal is to maintain the body's resistance to disease. Even then, if the cage conditions are healthy for goats, if the cage conditions are not good then the risks faced by farmers are great.

1.2 Management

The management of the partner's business has been carried out independently for these 3 years.

1.3 Business Issues

The main problems faced today are first, limited capital in developing a goat fattening business. The demand for goats is so high that it is not accompanied by the provision of additional cages to place ready-made goat seeds to be fattened. Second, the lack of knowledge and understanding of good goat farming. Including the cleanliness and maintenance of the cage and even maintenance. Third, the lack of understanding of digitalization technology in running a goat fattening business. such as, making financial reports, and online marketing through existing applications.

2. IMPLEMENTATION METHOD

The method used in this service activity is the method of counseling, training and mentoring. The use of these methods is closely related to goat farming development activities. such as production activities, financial reporting management and marketing through the use of digitization.

The steps that must be overcome in overcoming the above problems in the production sector are:

1. Build additional male goat fattening cages, and female goat cages for proper and healthy mating, calving and breastfeeding for goats.
2. Cultivating grass feed in partners' land area of 800 m², as a feed provider during the rainy season.
3. Train partners to master high-quality cage maintenance and maintenance techniques and goat cultivation.

In the field of management, the step that must be taken is how partners can make financial reports properly so that business financial management is realized in an accountable and transparent manner through the application of digitalization.

The steps taken to overcome the above problems are to provide training on the use of social media applications in order to strengthen the mastery of online marketing digitalization technology (e-commerce).

The important problem experienced by partners in running a super goat farming business is the absence of assistance carried out by related parties such as the government, private sector, skilled workers/academics, and so on. So many businesses from the newly growing community are not able to survive in the face of business problems. Therefore, the proponents feel moved to provide solutions in overcoming business problems through mentoring methods. The proposer will continue to strive to provide assistance as long as the business activities are still being carried out and developed. With the mentoring program, the proposer is sure that he will always help partners overcome problems that arise when the business is run.

This activity has a positive impact on livestock farming business actors. In fact, there are some people who have not wanted to be involved in goat farming, after they saw and heard about the service program activities carried out in their village. It can be seen from their faces that they are enthusiastic and enthusiastic in participating in this activity program. Some of them even want to quickly build a super goat cultivation business.

3. RESULTS AND DISCUSSION

3.1 Implementation of Activities and Results

The plan for community service activities is carried out from June to December 2021. It turns out that this activity was realized in October 2021 including training and counseling activities. Meanwhile, new mentoring activities can be carried out in November 2021 when the funds for service activities are disbursed. Assistance activities are expected to continue as long as the goat farming business continues. The proposer seeks to assist partners until this business is able to be independent and no longer requires assistance.

The implementation of service activities is carried out with UD partners. Sijahtera in Blang Midok Village, Tanah Luas District, North Aceh Regency. Why did the proposer cooperate with UD. Sijahtera because UD. Sijahtera is a partner who is still holding on to the goat farming business.

The community service activity carried out by the proposer is a village service scheme funded from the 2021 Malikussaleh University PNPB funds. The hope of the proposer after the implementation of this service activity is to set an example of a foster village that is able to develop a super goat business.

The perceived benefit of this activity is that the increased knowledge and understanding of partners is able to foster interest in goat farming business in a sustainable and sustainable manner to partners inside or outside the Blang Midok village area. The impact of the real changes that were immediately implemented by partners were (1) being able to build, renovate, and add healthy and clean goat breeding cages. (2) the cost savings of feed, vitamins and vaccines, (3) the recording of financial reports and the purchase of seeds and marketing using digital applications.

The community service activities are carried out using training, counseling and mentoring methods. The team that proposes or implements service activities is filled by all Malikussaleh University lecturers including Umaruddin Usman, M.Si (Chairman), Erlangga, M.Si (Member), and Likdanawati, M.Sc. The three lecturers have expertise from a variety of different disciplines so that the delivery of knowledge to partners is adjusted to their respective expertise. In Table 4.3 it can be seen, Umaruddin Usman, M.Si contributed to making business partners able to implement business financial recording or reporting using digital applications. Erlangga, M.Si contributed to the cultivation process by means of partners being able to build healthy and clean cages as well as providing cost-effective feed, and vitamins/vaccines. While Likdanawati,

Communication and cooperation that is built with partners is transparent and accountable as long as this business is carried out. The partner's desire to participate in this activity is to gain knowledge, understanding, and skills in goat farming. Not only that, the collaboration between Malikussaleh University and partners continues to provide assistance until the partner's business becomes independent and can be imitated by others. Therefore, the forms of these activities are as follows:

1. Stage of Training and Counseling

At this stage, partners are taught how to care for and maintain livestock, starting from feeding techniques and vitamins/vaccines, making clean and healthy cage sanitation and being taught how to use digital applications for business financial reporting and marketing. The material on feed includes how to process and provide feed to livestock so that they can gain weight according to the desired target.

Feed processing can take advantage of the large area of land by planting main crops or substitutes for animal feed, the goal is to anticipate animal feed during the rainy season. Utilization

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of existing waste in nearby markets and household waste. It is necessary to explain to partners that there is a certain right time to provide feed to goats.

According to Samputri (2020) in Dahri (2021) explains that feed or food for goats is divided into three categories, namely; energy source, protein source and mineral source. For energy sources, it can be grouped as grain plants. In this case corn, rice bran, cassava corn bran and others. As for protein sources, namely turi, lamtoro, and agricultural waste such as peanut leaves, cassava leaves, cotton seeds, tofu dregs and others. All of these are classified as gliricidia legumes. Finally, for mineral sources, namely drinks given to livestock such as water, salt or mineral mix can be added. The most important thing to remember is that in each cage there must always be drinking water available for livestock.

Vitamins and vaccines are needed by goats to anticipate various animal diseases and can also function to increase goat body weight. The material presented was how to use vitamins according to the procedure so that the goat's weight was reached on time. As for the vaccine, it empowers the animal nurse whose domicile is closest to the location of the livestock.

Materials for recording business and marketing financial reports are provided with the use of digital applications. For finance, you can use the excel application which is available through computers, laptops, and cellphones. Business marketing using social media applications such as facebook marketplace, whatsapp, instagram, twitter and youtube.

2. Assistance Stage

Mentoring is the last stage used in the implementation of this activity. The proposing or implementing team seeks to assist partners since the completion of service activities. At this stage, assistance in the care and maintenance of goats is carried out. The goat care process is carried out by (1) bathing, bathing should be done regularly when the weather is sunny once a week (2) shearing, shearing is done once a year. The length of the remaining feathers is about 0.5 – 1 cm. and (3) clipping nails. The long nails of goats need to be trimmed regularly.



Figure 5. Treatment Process

The maintenance process is carried out by (1) providing feed, vitamins and vaccines. The amount and quality of feed must be considered. Goat feed is in the form of forage and concentrates. The amount of daily feeding is about 10% of body weight. In addition, it is necessary to give reinforcement feed as much as 1% of body weight. (2) cage. A good cage must be made of strong material so that livestock can be kept safe (Month, 2019). A good cage system is a stage system where goat dung is much easier to clean (Suherman, 2017).



Figure 6. Maintenance

Meanwhile, the process of strengthening the application of digitalization technology is carried out by:

1. Recording of business financial reporting through mastery of Microsoft Excel applications available on computers, laptops, and cellphones. The purpose of applying mastery of the use of applications to record business financial statements is to write down all events of business transaction activities so as to create transparency and accountability of each financial reporting. The business financial recording materials presented include:

- a. Balance Sheet

The first financial report made by all business activities is the balance sheet report. This balance sheet is able to prove how much assets actually owned by the company. And how much debt is being borne. In the balance sheet the total number of transactions included in the assets, capital, and debt categories must be the same. An example of a balance sheet can be seen in Figure 7.

Akun	Saldo	
	Debit	Kredit
Kas	Rp 53.000.000	
Peralatan	Rp 10.000.000	
Modal disetor		Rp 50.000.000
Utang Usaha		Rp 5.000.000
Beban gaji	Rp 2.000.000	
Pendapatan		Rp 10.000.000
	Rp 65.000.000	Rp 65.000.000

Figure 7. Example of Balance Sheet Form

- b. Profit and Loss Financial Statements

After the balance sheet report has been successfully created, then proceed with compiling an income statement. This report will show how much profit will be obtained by the company. In addition, information can be seen about the amount of loss that must be borne by the business owner. An example of an income statement financial statement can be seen in Figure 8.

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MITRA MART			
LAPORAN RUGI LABA			
Februari 2020			
NO AKUN	PERKIRAAN		
	PENJUALAN		673,640,000
	BEBAN GAJI KARYAWAN	25,750,000	
	BEBAN LISTRIK	4,150,000	
	BEBAN AIR	570,000	
	BEBAN BUNGA BANK	3,600,000	
	BEBAN AKUM. PENY. INVENTARIS TOKO	300,000	
	BEBAN AKUM. PENY. INVENTARIS KANTOR	1,000,000	
	BEBAN AKUM. PENY. GEDUNG	500,000	
	BEBAN ANGKUT PENJUALAN	6,750,000	
	HARGA POKOK PENJUALAN (HPP)	494,550,000	
	BEBAN LAIN-LAIN	-	+
	TOTAL BEBAN		537,170,000 -
	RUGI LABA BULAN BERJALAN		136,470,000

Figure 8. Profit and Loss Financial Statements

c. Cash flow statement

After making a financial statement of income, then you can start by compiling a cash flow statement. The purpose of this report is to find out how much cash flows are coming in and going out. An example of a cash flow statement can be seen in Figure 9.

Mitra Mart		
LAPORAN ARUS KAS		
Januari 2020		
Aktivitas Operasional		
Laba Bersih	124,550,000	-
Penyusutan	15,430,000	
Piutang Usaha	45,000,000	
Utang Usaha	(45,750,000)	
Persediaan	75,450,000	
Kas untuk Aktivitas Operasional	214,680,000	
Aktivitas Investasi		
Pembelian Aktiva	(35,450,000)	
Penjualan Aktiva	41,650,000	
Akusisi	(15,350,000)	
Kas Untuk Aktivitas Invesatasi	(9,150,000)	
Aktivitas Pendanaan		
Deviden yang dibayarkan	(61,350,000)	
Pembelian Kembali Saham Biasa	(35,000,000)	
Kas untuk Aktivitas Pendanaa	(96,350,000)	
Kenaikan Kas	320,180,000	
Kas dan setara Kas 1/1/2013	221,543,000	
Kas dan setara Kas 31/1/2013	541,723,000	

Figure 9. Cash flow statement

d. Statement of changes in capital

The statement of changes in capital is made to describe changes in the company's capital. In addition, the report on changes in capital can show where the source of changes in capital in the company is. An example of a capital change report can be seen in Figure 10.

Mitra Mart Laporan Perubahan Modal 31 Desember 2019	
Modal Awal	Rp200.000.000
Laba Bersih	Rp85.000.000
Prive	<u>-Rp10.000.000</u>
Penambahan Modal	Rp75.000.000
Modal Akhir 31 Desember 2019	<u>Rp275.000.000</u>

Figure 10. Statement of changes in capital

- Business marketing using digitalization applications such as Facebook, Instagram, WhatsApp, Twitter, and YouTube. The application makes it easier for partners to get the information needed to develop their business. Not only getting information, partners can also provide information on products to be marketed. With the use of social media applications, partners are expected to be able to expand their business more broadly. Online Marketing According to David and George (2001) in Waidah (2021) Internet marketing or online marketing is the use of networks to reach customers. Unifying a network of users and their resources has resulted in new activities with more capabilities. The segregation of each activity and very rapid changes occur, linking users with a computer that has been transformed into a communication tool leads to a new business opportunity, and generates a new industry. Waidah (2021), the internet is not only used to communicate through social media, but the large number of internet users, especially in Indonesia, provides a great opportunity or opportunity for business people to create online shopping. Idah (2020) said that business people are currently starting to use information and telecommunications technology to run and support their business activities. The movement and changes in the way of doing business that are increasingly fast towards digitalization are forcing business people to adapt to follow these changes. The ability to master digital applications or devices and the internet is a tangible form that must be applied and controlled by the business world / industrial world if you want to survive in the competition. Digital applications that are currently the most widely used in informing new things are social media such as Facebook, Instagram, Telegram, WhatsApp, YouTube, and so on. The app has transformed all economic actors to be smarter and well-informed. The strategy of using digitalization in the business and industrial world is a strategy to face competitive challenges. According to Quayle and Christiansen (2004) in Sudirman (2020) the strategy of adopting web-based technology reduces operational costs, improves service to customers, increases response speed between producers and customers,

3.2 Effect and Impact of Activities

The influence and impact of this activity on partners and the community will be helped to build and develop businesses optimally. The existence of self-confidence that arises after they gain knowledge and skills from the implementation of this activity. The current application of digitalization mastery will provide creativity and innovation for anyone, especially partners in finding and conveying information related to the business being run. Digitization will give birth to a more transparent and accountable business management, as well as faster decisions are made when problems occur. Through the application of digitalization, knowledge of how to raise goats is stated to be more intensive and make goat livestock management better managed. Among them, the

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management of goat cages, goat seed management, goat feed management,

The implementation of this activity can be a solution to the problems faced by partners. They make it easy to manage their livestock. In addition, with the application of food production that has been provided in the training, livestock management becomes effective and efficient.

Training on how to raise/cultivate (quality feed composition, administration of vitamins and vaccines, cage sanitation) so that the goat fattening process can be more effective and efficient because if the nutrition and health of sheep are always maintained, the achievement of standard goat weights can be immediately achieved within a longer period of livestock rearing, short (on target).

Business management training (business analysis) and marketing management (goat livestock marketing strategy) so that partners can manage their livestock business better, partners can also analyze the feasibility of their livestock business, and can calculate net profits through financial reporting that is applied and can expand their livestock marketing area when the number of partner goats increases.

3.3 Out of Devotion

Outcomes of service that have been produced at this time are drafts of scientific publications in service journals, collaboration documents with partners, publications in on-line media. For publication in on-line media itself, the implementing/proposal team has published in 3 (three) on-line media, including: (1)<https://pwpnews.com/2021/11/25/dosen- Provide-training-dan-Penuluhan-kepada-Rumah/>, (2) <https://jornalinakor.com/dosen- Provide-training-dan-Penuluhan-kepada-Rumah/>, (3) <https://www.lensaaceh.com/2021/11/dosen- Provide-training-dan-Penuluhan.html?m=1>

4. CONCLUSION

The conclusions obtained from the results of this community service activity are:

1. Partners have received enlightenment and explanations about the techniques for maintaining and maintaining super goats properly.
2. Partners have also gained knowledge about implementing the use of digitalization applications for business financial reporting and marketing.

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