

Counseling on processing and marketing strategies for agricultural, livestock and fishery products to increase household income

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Abstrak

Strategi pengolahan dan pemasaran hasil pertanian, peternakan, dan perikanan merupakan upaya penting dalam meningkatkan pendapatan rumah tangga, terutama di komunitas pedesaan. Penyuluhan ini mengidentifikasi berbagai metode pengolahan yang inovatif, seperti pengeringan, pengalengan, dan pengolahan nilai tambah, yang dapat meningkatkan kualitas dan daya jual produk. Selain itu, strategi pemasaran yang efektif, termasuk pemasaran langsung ke konsumen melalui platform digital, pameran produk, dan kerja sama dengan toko lokal, juga diuraikan. Kegiatan pengabdian kepada masyarakat ini bertujuan untuk memperbaiki penghasilan rumah tangga di Desa Bonda, Kabupaten Mamuju, Provinsi Sulawesi Barat. Pengabdian ini adalah untuk memberikan edukasi tentang metode pengolahan dan pemasaran hasil dari sektor pertanian, peternakan, dan perikanan untuk meningkatkan pendapatan keluarga. Dalam pengabdian ini, pendekatan yang digunakan meliputi survei dan studi kasus. Survei dilaksanakan untuk mengumpulkan informasi dasar mengenai pengetahuan dan praktik pengolahan serta pemasaran yang dilakukan oleh para petani, peternak, dan nelayan di lokasi penelitian. Selanjutnya, studi kasus dipakai untuk mengeksplorasi contoh-contoh keberhasilan penerapan strategi yang efisien di beberapa komunitas. Temuan dari pengabdian ini mengindikasikan bahwa penerapan metode pengolahan yang tepat dan teknik pemasaran yang efektif dapat meningkatkan daya jual produk serta pendapatan rumah tangga. Diharapkan, hasil ini bisa memberikan panduan bagi pelaku usaha dalam memaksimalkan potensi produk lokal dan meningkatkan kesejahteraan ekonomi masyarakat.

Abstract

The strategy for processing and marketing agricultural, livestock and fishery products is an important effort to increase household income, especially in rural communities. This outreach identifies various innovative processing methods, such as drying, canning, and value-added processing, that can improve product quality and marketability. In addition, effective marketing strategies, including direct marketing to consumers through digital platforms, product exhibitions, and cooperation with local stores, are also outlined. This community service activity aims to improve household income in Bonda Village, Mamuju Regency, West Sulawesi Province. This service is to provide education about methods of processing and marketing products from the agricultural, livestock and fisheries sectors to increase family income. In this service, the approach used includes surveys and case studies. The survey was carried out to collect basic information regarding the knowledge and processing and marketing practices carried out by farmers, livestock breeders and fishermen at the research location. Next, case studies are used to explore examples of successful implementation of efficient strategies in several communities. The findings from this service indicate that the application of

Kata Kunci:

Bonda;

Mamuju;

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appropriate processing methods and effective marketing techniques can increase product sales and household income. It is hoped that these results can provide guidance for business actors in maximizing the potential of local products and improving the economic welfare of the community.

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INTRODUCTION

Extension plays a very crucial role in improving the understanding of farmers, livestock breeders and fishermen regarding how to process and sell their products. Through appropriate outreach strategies, communities can gain increased skills and knowledge regarding the processing of agricultural, livestock and fishery products. By mastering effective processing techniques, product quality can be improved, which will have a positive impact on the product's ability to compete in the market. The agriculture, livestock and fisheries sectors play an important role in the Indonesian economy, providing food for the community and being the main source of income for families in rural areas. According to data from the Central Statistics Agency (BPS), more than 40% of Indonesia's population relies on these three sectors for their livelihood (BPS, 2020). However, farmers, livestock breeders and fishermen still face various challenges in increasing their income. Some of these include the low added value of the products produced and the lack of effective marketing strategies.

One method that can be implemented to add value and competitiveness to products is through processing agricultural, livestock and fishery products. Processing actions such as drying, fermentation and canning can not only extend the product's shelf life, but also increase its quality and price (Kadir et al., 2023). Innovation in processing allows the creation of new products that are more attractive to consumers and opens up wider market opportunities.

Apart from that, effective marketing greatly influences the success of product sales. With increasing consumer behavior who now prefer to shop online, the use of information technology and digital marketing is becoming increasingly relevant (Di et al., 2024). Through a good marketing strategy, processed products can be reached by more consumers, which in turn will increase sales volume and household income.

Therefore, it is important to implement innovative and sustainable strategies in processing and marketing to empower farmers, livestock breeders and fishermen. This research aims to explore and provide recommendations for concrete steps in optimizing results from the agriculture, livestock and fisheries sectors to increase household income (Awaliyah, 2018).

Community service is one way of implementing science and technology which aims to make a real contribution to the welfare of society. In Indonesia, the agricultural, livestock and fisheries sectors are the main pillars that support the community's economy, especially in rural areas. However, despite having abundant natural resources, many communities in rural areas still face challenges in optimizing the processing and marketing of their products (Windari, 2021).

Based on information, it shows that the majority of farmers, livestock businesses and fishermen in various regions face challenges in increasing their family income. This is due to several reasons, such as conventional processing methods, lack of insight into marketing management, and limited access to wider markets. Therefore, it is very important to formulate efficient processing and marketing strategies so that the products produced can have high selling value (Janah et al., 2023).

This community service program aims to provide training and workshops to communities that focus on agriculture, animal husbandry and fisheries. This activity includes the introduction of modern processing techniques that can improve product quality, as well as the development of marketing strategies that utilize information technology, such as online marketing. It is hoped that through this

training, the community will be able to increase the competitiveness of local products, which will ultimately have a positive impact on increasing household income. With a comprehensive approach, this program is expected to not only provide economic benefits, but also support the sustainability of these sectors in society (Products, n.d.).

Bonda Village, located in Mamuju Regency, West Sulawesi Province, is rich in natural resources, especially in the fields of agriculture, animal husbandry and fisheries. Village residents rely on agricultural products such as rice, vegetables and fruit, as well as the potential for cultivating fish and livestock to meet their daily needs. However, even though this potential is quite large, people's household income is still considered low. This situation is triggered by various factors, including limited knowledge about produce processing techniques, suboptimal marketing, and limited market access.

This community service activity aims to identify and implement efficient tactics in processing and selling agricultural, livestock and fishery products. By providing training and guidance to local residents, it is hoped that they can improve their skills in processing products into goods with added value, as well as introducing various marketing strategies that can maximize the potential of local products. Apart from that, this program will also encourage people to utilize information technology in marketing, which can open up wider market opportunities (Rahayua et al., 2021).

Counseling regarding processing and marketing methods for products from the agricultural, livestock and fisheries sectors is now very important to increase family income. The main challenge faced by farmers and fishermen is obstacles in market access. Many of them do not have adequate marketing networks, making it difficult for the products they produce to be sold at fair prices. In addition, the lack of information and knowledge regarding effective marketing strategies is also a significant barrier, which results in suboptimal revenue potential.

Insufficient implementation of efficient marketing strategies has a major impact on family incomes, making them more vulnerable to price changes and reducing the competitiveness of products in the market. Previous research has shown that farmers and fishermen who do not use appropriate marketing strategies tend to earn lower profits compared to those who have access to information and training regarding product processing and utilization. However, the literature review of existing research is still limited, and there is a lack of research that emphasizes the importance of more in-depth evaluation of the impact of implementing these strategies on increasing household income.

It is hoped that the implementation of this processing and marketing method will have a positive impact on increasing family income in Bonda Village. Apart from that, this business is also expected to be able to create sustainable prosperity, strengthen regional economic resilience, and empower communities to be actively involved in the local economic development process. Thus, this program is not only a temporary solution, but also opens up opportunities to develop the village economy in the long term. Thus, the aim of this research is to investigate in depth efficient processing methods and marketing strategies and their impact on community welfare. This is intended to provide practical advice to increase the income of farmers, livestock breeders and fishermen.

METHOD

This service adopts descriptive quantitative methods with the aim of evaluating teaching regarding processing and marketing methods for products from the agricultural, livestock and fisheries sectors. This research aims to gain deeper insight into the impact of this strategy on increasing family income. This service is classified as field research which utilizes survey methods and case studies. The survey aims to collect data from respondents who include farmers, livestock breeders and fishermen in the area that is the object of research. Meanwhile, case studies will be used to assess several communities that have succeeded in implementing processing and marketing strategies in an efficient manner.

The data collection method using primary data is carried out by distributing questionnaires to respondents to collect information about knowledge, attitudes and practices related to product processing and marketing. In addition, interviews will be conducted with a number of farmers, livestock breeders and fishermen to gain a deeper understanding of the challenges and strategies they use. Observations will also be carried out in the field to obtain a real picture of ongoing processing and marketing practices.

This activity will be carried out in Bonda village, which is an area dominated by the agricultural, livestock and fisheries sectors. This activity involves local farmers, local livestock breeders, local fishermen and a research team consisting of academics, students and agricultural practitioners. The implementation methods for community service are as follows:

a. Preparation

Initial identification and review: Carrying out a survey to evaluate the potential of natural resources in Bonda Village and study the needs of residents regarding processing and marketing. Determine and select target groups for activities (farmers, livestock breeders and fishermen). Designing training programs related to processing methods and marketing strategies. Formation of Implementation Team: Forming a community service group involving academics, practitioners and volunteers from related institutions.

b. Implementation of Activities

Socialization and Extension: Holding interactions with residents to socialize the importance of processing agricultural, livestock and fishery products. Providing counseling regarding processing techniques for agricultural, livestock and fishery products as well as sharing information about nutritional value and market opportunities.

c. Training and Workshops

Product Processing Training: Organizing training on agricultural product processing techniques (for example, making chips, jam), animal husbandry (milk processing, processed meat), and fisheries (fish processing). Marketing Training: Hold workshops on marketing strategies, including the use of social media and online platforms to market products, market sales techniques, and attractive product packaging.

d. Assistance in Preparing Business Plans

Assist residents in designing business plans for processing and marketing products, including cost calculations, market analysis and marketing strategies. The analysis process for the collected data will be carried out using two methods, namely quantitative and qualitative descriptive analysis. For quantitative analysis, data obtained from the questionnaire will be processed using descriptive statistics, which aims to provide an overview of the characteristics of the respondents and to explain the relationship between marketing strategies and the income generated. Meanwhile, qualitative analysis will be carried out through interviews and observations, applying a thematic analysis approach. In this approach, researchers will observe and determine the main themes that emerge from respondents' stories, and relate them to the strategy being implemented.

RESULTS AND DISCUSSION

The processing of agricultural, fisheries and livestock products can be carried out with simple innovations by utilizing appropriate and efficient technology. For example, changing paddy into rice, and processing tubers into flour, and so on. This tactic not only contributes to increasing product value but also opens up new jobs (Elizabeth, 2011). With counseling, farmers can learn how to choose quality crops and proper storage techniques so that the product remains fresh and maintains its quality.

On August 4 2024, a community service group consisting of lecturers and students from Mamuju Muhammadiyah University carried out a service program with the title "Strategy for Management and Marketing of Agricultural, Livestock and Fishery Products to Increase Family Income in Bonda Village, Mamuju Regency, West Sulawesi Province." This program aims to empower local residents to improve economic welfare through optimizing the potential of available natural resources. Counseling has been carried out to instruct methods of processing agricultural products such as making cassava chips, candied fruit, and also processing livestock products such as making sausages and smoked meat.

Regarding fishery products, training was held on processing fresh fish into salted fish and how to preserve fish using the correct techniques. This activity was attended by 25 people from various groups such as fishermen, farmers and livestock breeders. Results and Discussion of Community Service: Counseling on Processing and Marketing Strategies for Agricultural, Livestock and Fishery Products to Increase Household Income.

a. Increased Knowledge and Skills

Participants in the extension program experienced significant progress in their understanding of processing methods for products from the agricultural, livestock and fisheries sectors. They learn various innovative methods for processing products, including ways to produce food from agricultural

products and the use of simple technology in animal husbandry.

b. Implementation of Marketing Strategy

So that participants can realize the significance of efficient marketing strategies, the workshops held offer an understanding of digital marketing strategies, the use of social media, and local marketing. This can all contribute to helping them penetrate a wider market.

c. Business Group Formation

Formation of business groups among members who support each other in the production and distribution of products. It is hoped that this group will be able to increase collaboration and share resources which will strengthen their bargaining power in the market.

d. Increased Income

A number of participants expressed that they would experience an increase in income after utilizing the knowledge and skills they had learned. They succeeded in marketing products that had been processed with added value, thereby increasing profits from their business. Photos of the activities can be seen in Figure 1.



Figure 1. Activity Documentation

Pameteri provides knowledge to the public regarding the creation of several product marketing approaches that are effective in attracting public interest, including building joint business groups (KUB) to improve the products produced. Open a social media account to introduce products and reach a larger market. Holding local bazaars and exhibitions to introduce products to the general public. This activity not only focuses on product processing, but also on forming joint business groups (KUB) to increase collaboration between community members. The participants were very enthusiastic about participating in dialogue sessions, exchanging experiences, and supporting each other in building KUB (Putra et al., 2017).

Efficient processing of agricultural products can provide significant added value for farmers. Some approaches that can be applied include product diversification, namely farmers can process their agricultural products into processed products. For example, corn kernels can be turned into corn flour, cassava into chips, and fruit processed into sweets or jam. This diversification provides an opportunity for farmers to enter a wider market and reduce dependence on raw products. Application of Simple Technology by Using simpler processing technology, such as drying, fermentation and efficient cooking processes, can increase product shelf life and reduce losses. Training on how to use processing tools that are easily accessible will be very useful (Panurat, 2014).

Product processing in the livestock sector is also very crucial for increasing family income. Various methods include the production of processed meat and milk through training programs that can focus on processing meat into sausages, meatballs or other processed products, as well as processing milk into cheese, yogurt or ice cream. These products generally have a higher selling value than raw products. Production and Marketing Management by Introducing effective production management ideas, including the use of quality feed and vaccination, as well as a marketing approach that includes attractive packaging design and strong branding, will increase the marketability of livestock products.

The fishing sector offers great opportunities to increase family income. Some strategies that can

be implemented include fish preservation and processing techniques. Teaching fish preservation methods such as drying, salting and freezing will extend the shelf life of the product. Apart from that, processing fish into products such as anchovies or fish floss can create wider market opportunities. Marketing Fishery Products by Utilizing online platforms to sell fishery products, such as dried fish or processed seafood, can expand marketing reach. Training on the use of social media and marketplaces in marketing products will be very helpful. Examples of fishery products that have been made by Bonda village residents, namely Amplang fish, can be seen in Figure 2.



Figure 2. Results of Fishery Products

Effective marketing is the key to increasing income from processing products. A Comprehensive Marketing Approach by creating a strong brand identity for local products is a crucial factor. This can be achieved through logo design, packaging that attracts attention, and a narrative behind the product that can attract consumers. Utilizing Social Media Platforms Along with the rapid development of technology, utilizing social media has become an efficient strategy in marketing products. Setting up a business page on Facebook, Instagram, or TikTok to promote products and share recipes or how to use the product can boost sales. Collaboration with Other Market Players Building relationships with local retailers, traditional markets and communities can expand the distribution network. This strategy can also result in partnerships to share information and resources in running a business (Mariyah et al., 2023).

Continuous Assistance Program for the community: In order for the strategy implemented to be successful, there is a need for a sustainable assistance program for business actors. This can include regular training, direct mentoring, and regular evaluations. Access to Finance One of the challenges often faced by farming and fishing communities is the lack of access to funds (Kartika, 2013). Providing information regarding access to financing, both from government institutions and microfinance institutions, can be a solution to overcome this problem. Meanwhile, after delivering the material, taking a group photo with the community after holding a discussion can be seen in Figure 3.



Figure 3. Group photo

Referring to Susanto and Ratnawati (2021), processing agricultural products can add value, which contributes directly to income. Through the adoption of more advanced processing techniques, farmers and ranchers can not only sell at higher prices, but also increase the shelf life of the products they offer. Higher quality products play an important role in increasing competitiveness in the market. Research conducted (Kurniawati, 2017). supports this, showing that consumers tend to choose high-quality processed products, which in turn increases demand. In addition, improvements in quality also

allow for product diversification, which is a key factor in the agricultural and food industries (Pembuatan & Olahan, 2024).

An effective marketing plan plays a crucial role in increasing household income. Education regarding strategies for selling agricultural, livestock and fishery products to local and regional markets is very important. By providing knowledge about optimal distribution channels and effective marketing methods, farmers and producers can gain better market access (Agustina et al., 2015). For example, training on the use of social media and digital platforms to promote products can open up greater opportunities for consumers.

The good response from participants emphasizes the importance of appropriate and useful training. This review reflects the success of the program in conveying knowledge and increasing the self-confidence of farmers, livestock breeders and fishermen, and is in line with a study conducted by the Ministry of Agriculture which highlights the significance of capacity building in the progress of the agricultural sector (Elizabeth, 2022).

Community service activities that prioritize strategies in processing and marketing products from the agricultural, livestock and fisheries sectors have produced very satisfying results. Through effective training, improving product quality, and the use of digital marketing, there was a significant increase in participants' household income. This shows that targeted and planned interventions can have a real impact on the economic welfare of society (Nirmala SARI, EVY MAHARANI, 2015).

This counseling underlines the importance of a comprehensive approach between processing and marketing products from the agricultural, livestock and fisheries sectors in increasing family income. The knowledge gained by participants is the main key to innovation in products and processes. For example, in the context of agricultural products, processing food ingredients into ready-to-eat products or other types of processing can extend their shelf life and increase their selling value (Hulu & Jawa, 2009).

Apart from that, the marketing strategies taught have a very vital role. With a better understanding of the market and efficient marketing techniques, participants can more easily reach consumers and increase the competitiveness of the products they offer. The use of social media in marketing also opens up opportunities to reach wider markets, which previously may have been difficult to access (Dumasari, 2014).

The formation of farmer groups and cooperatives is a product of extension programs that are able to provide social and economic support to their members. These groups play a role in facilitating information sharing, joint procurement of raw materials, and access to capital, all of which play a role in increasing household output and income (D. Yuniarti, 2017). By becoming part of a farmer group, members can learn new techniques in processing and marketing more effectively.

Although initial results show a positive impact, the sustainability of this program is highly dependent on continued support and supervision from the organizers. Regular evaluation and additional training are very important so that participants can continue to adapt to market dynamics and technological developments (Pertanian, 2020).

Based on the research that has been conducted, it is clear that the implementation of extension strategies in processing and marketing has a positive effect on increasing household income. Those who are actively involved in extension, such as farmers, livestock breeders and fishermen, report that their income has increased by up to 30% (Wiyono & Yuwanti, 2015). These findings indicate that investment in extension programs can provide substantial benefits to communities in rural areas.

The study conducted revealed that extension programs that focus on processing and marketing of agricultural, livestock and fishery products have a positive impact on the household income of the participants. Before joining the training program, participants recorded an average income of IDR 1,500,000 per month. However, after training and implementing the strategies taught, their average income jumped to IDR 2,000,000 per month. This shows an increase of 50% in income which confirms the success of extension in improving the economic welfare of the community.

A deeper investigation shows that individuals who use more effective processing approaches, including the use of attractive packaging and improved product quality, experience a significant increase in income. In addition, marketing activities carried out on digital platforms also show a significant impact, contributing to expanding market reach and increasing opportunities to make sales.

However, during the implementation of the extension program, there were a number of challenges faced. One of them is limited access to capital for participants, who experience difficulty in obtaining capital to implement the strategies they have learned. As a result, they are unable to maximize

the results of the processing carried out. Apart from that, there is a lack of knowledge about technology. Some participants, especially fishermen and farmers, found it difficult to utilize digital technology for marketing purposes, because they were more familiar with traditional approaches. Additionally, despite progress, many participants still lack an effective marketing network to properly distribute their products.

Proposed Collaboration with Financial Institutions and the Government It is recommended to collaborate with financial institutions and government agencies in order to increase better access to capital for farmers, livestock breeders and fishermen. Offering microcredit programs or business capital subsidies will be very useful for strengthening their capacity to implement the strategies they have learned. Continuous Training Carrying out further training that specifically focuses on the use of technology in the field of marketing and product processing. This will help participants improve their skills and knowledge, so that they can be more responsive to market dynamics. Formation of Business Groups Encourage the formation of business groups or cooperatives among participants to overcome limitations in the marketing network. By joining hands, they can support each other in selling products collectively, thereby expanding opportunities to reach a larger market. By implementing these recommendations, it is hoped that the results of this extension program will be more optimal and sustainable, which in turn will increase participants' household income and realize community welfare in a more comprehensive manner.

CONCLUSION

Conclusion The management and distribution strategy for agricultural, livestock and fishery products has a significant capacity to increase family income in rural areas, including in Bonda Village. By implementing the best methods in management and distribution, plus effective training and support, communities can optimize the potential of available resources. This will not only increase family income, but also strengthen economic resilience and improve the overall standard of living of society.

Education regarding how to process and market agricultural, livestock and fishery products has proven successful in increasing family income. Appropriate processing processes, effective marketing, and support from farmer groups and cooperatives are key elements to achieve this. Therefore, it is very important to continue making efforts to improve the abilities and skills of the community through more in-depth outreach programs. It is recommended that research be carried out involving a number of diverse regions to obtain results that are more representative and can be applied generally.

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