
The Role of Digital Marketing in Enhancing the Goat Farming Economy: A Case Study of CV. Prima Mandiri Abadi

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Abstract:

Sales through social media, supported by digital marketing, enable entrepreneurs to introduce their products more effectively. CV. Prima Mandiri Abadi, a company engaged in goat farming, has adopted digital marketing strategies to enhance its sales performance. This study employs a descriptive method, with data collected through surveys and in-depth interviews, utilizing a qualitative research approach. The sales of Ettawa (PE) goats from 2021 to 2023 showed fluctuations. In 2022, PE goat sales peaked at 96 heads, while the lowest sales were recorded in 2023 with 67 heads. In contrast, sales of local goats demonstrated significant growth in 2023, reaching 396 heads. Digital marketing has proven to be a key driver for CV. Prima Mandiri Abadi in increasing goat sales by leveraging various digital platforms, including WhatsApp, Facebook, Instagram, TikTok, and E-Catalogs. These findings highlight the potential of digital marketing in supporting economic growth within the livestock sector.

Keywords: Goat Farming, Digital Marketing, Economy

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1. Introduction

Trading activities are one of the drivers of economic growth so that they become a benchmark for the level of community welfare. Indonesia is a developing country that has a population and purchasing interest that continues to grow, resulting in a very high market potential and attracting entrepreneurs from various countries to enter and develop the market (Rombe & Hadi, 2022) . Entrepreneurs need to realize the sustainability of their business in a mature manner through business planning and strategy (Zahara et al., 2022) , knowing the market, where the products or services produced will be marketed and also satisfied consumers have a positive perception of a company (Adam et al., 2023) . Indonesia is a densely populated country and has problems, one of which is food availability. Food ingredients derived from livestock have not been designated as staple foods for the Indonesian people, but in fact food ingredients derived from livestock have a very high level of preference among the Indonesian people, so this food ingredient has the potential to have a wide market (Afandi, 2021).

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Currently, goat meat is one of the foodstuffs whose consumption is increasing. The animal product that is most closely related to human life is goat meat, a food for some Indonesian people. Goat meat not only has a delicious taste, but is also rich in vitamins. Goats are one of the livestock that can produce healthy and nutritious meat. Goat meat is relatively low in fat compared to beef. Goat meat is known as a healthy source of protein when consumed in moderate amounts (Rika Setiana et al., 2023). One of the problems faced by goat farmers is marketing which still uses a traditional system. Goat livestock marketing is mostly controlled by marketing institutions that have a large business scale. The lack of awareness of current technological developments makes it difficult for farmers to market their livestock products.

Table 1. Goat meat production in Indonesia

38 Provinces	Goat Meat Production by Province (Tons)		
	Year 2021	Year 2022	Year 2023
Aceh	9th of 2001 900.98 million	2119.2	2120.5
North Sumatra	402.63	885	861.8
West Sumatra	741.4	497.1	495.4
Riau	702.51	1232.9	1257.6
Jambi	1763.06	543.9	571.1
South Sumatra	1763.06 Number	1721.2	1298.1
Bengkulu	111.11	133.7	123.5
Lampung	4270.07	4406.9	4635.5
Bangka Belitung Islands	170.33	162.5	170.6
Riau islands	291.58	243.8	273.3
Jakarta	705.98	854.6	791.5
West Java	2499.98	6078.2	6287.8
Central Java	12359.32	11519.8	11331.3
In Yogyakarta	1398.33	1412.4	1337.6
East Java	Date 8.11 2014	19257.5	19738.9
Banten	2292.46	2333.8	2349.5
Bali	1954.1	582.3	584.1
West Nusa Tenggara	392.82	356.7	360.2
East Nusa Tenggara	876.62	922.4	1014.6
West Kalimantan	364.12	334.6	341.6
Central Kalimantan	231.62	237.2	231.7
South Kalimantan	351.09	518.2	622.1
East Kalimantan	757.49	year 808	812.1
North Kalimantan	175.32	136.4	144.7
North Sulawesi	89.5	11.9	11.9
Central Sulawesi	1721.07	1382.1	1389.1
South Sulawesi	874.84	769.8	809.5
Southeast Sulawesi	205.08	224.5	234
Gorontalo	276.88	283	283
West Sulawesi	149.86	154.5	155

Maluku	254.3	318.2	357
North Maluku	82.51	110.9	82.4
West Papua	35.12	7.4	7.6
Southwest Papua	-	0.9	1
Papua	178.85	87.3	93.4
South Papua	-	32.3	39
Central Papua	-	56.4	64
Papua Mountains	-	31.3	33.2
Indonesia	59730.15	60768.7	61315.4

Source: Central Statistics Agency (BPS) October 2024

From the data, it can be seen that there is a slight increase in the need for goat meat in several provinces, the largest need for goat meat is in East Java province in 2021 reaching 20,148.11 tons, but in 2022 the need for goat meat decreased by 891.6 tons, and increased again in 2023 by 481.5 tons. In Central Sulawesi province, the need for goat meat in 2021 was 1,721.7 tons, and experienced a decrease in the need for goat meat by 339 tons in 2022, and experienced a not too significant increase in 2023 by 7 tons.

In the digital era, all human conveniences are present in every line of life through technological developments. This can be seen from the development of digital-based information and communication technology, which means that information can be managed in *real time* without human assistance using an automatic and sophisticated system (Rombe et al., 2021), (Ponirin et al., 2015). Many aspects of life are highly dependent on technology, *digital marketing* can make it easier for people to buy a product and can attract the attention of potential buyers to *participate*. and also in making purchases through advertising programs currently run by the company (Ryan et al., 2024). The sales stage that begins with a face-to-face meeting can now be done using digital technology (Muzakir et al., 2021).

Sales that already use the help of social media such as *Facebook and WhatsApp*, where with the help of *digital marketing* it helps entrepreneurs to more easily introduce their products. The quality of *digital marketing* plays an important role in creating positive assessments from social media users (Zahara et al., 2021). Along with the development of technology in the field of livestock sales that already use the help of social media such as *Facebook and WhatsApp*, where with the help of *digital marketing* it helps entrepreneurs to more easily introduce their products.

Central Sulawesi Province is famous for its abundant natural resources from various fields ranging from agriculture, plantations, fisheries, livestock to mining. One sector that has the potential to be developed better is the livestock sector. (Fahrurahman et al., 2023). Central Sulawesi Province currently consists of 13 districts/cities that are very competitive in goat sales. Especially in Palu City as the provincial capital, many livestock companies from small to large scale compete in marketing their products. The needs and desires of the community are so great on certain days such as Eid al-Adha, Eid al-Fitr, making companies engaged in the livestock sector in Palu City compete to control market share in Palu City.

One of the companies engaged in the livestock sector, especially goat farming, is CV. Prima Mandiri Abadi, which is located in Tondo Village, Mantikulore District, Palu City, Central Sulawesi. CV . Prima Mandiri Abadi was established in 2017, but this company was only registered as a legal entity on February 27, 2021. CV . Prima Mandiri Abadi sells live goats for akikah purposes, party needs, and is marketed to partners spread across several areas in Central Sulawesi. CV . Prima Mandiri Abadi sells and promotes on several *digital platforms* such as *WhatsApp* , *Facebook* and *E-Catalog* . Seeing the very tight competition, CV. Prima Mandiri Abadi utilizes *digital platforms* to face the competition that occurs, especially in digital marketing competition. The purpose of this study is to determine how important *digital marketing* is in goat sales at CV . Prima Mandiri Abadi in Palu City. This study is expected to determine the role of *digital marketing* in goat sales at CV . Prima Mandiri Abadi in Palu City .

2. Theoretical Background

Digital Marketing

Digital marketing is the use of the internet and other interactive technologies to create and facilitate dialogue between companies and their targeted consumers. It is also considered a part of e-commerce, as it involves utilizing digital platforms for business transactions. Digital marketing provides various conveniences, particularly in sales promotion, by leveraging social media and e-commerce platforms. Social media and e-commerce serve as effective tools for companies to disseminate information about their products or services in various formats, including text, images, audio, or video, to consumers or other businesses (Sastrawan et al., 2023).

According to Bachri (2023), digital marketing refers to marketers' use of electronic media to promote products or services, attract customers, and enable interactions between the company and its audience through digital channels.

Sutomo et al. (2024) define digital marketing as the process of planning and implementing concepts related to ideas, pricing, promotion, and distribution of a company's products. The primary goal of digital marketing is to establish, develop, and maintain mutually beneficial relationships between consumers and producers.

Additionally, Rombe and Fitrisam (2024) emphasize that digital marketing leverages the power of the internet to create demand. The internet has become a new and unique platform for marketing, offering consumers more choices and greater satisfaction. As a relatively novel communication tool, the internet plays a crucial role in shaping modern marketing strategies.

State of the Art

Novianty et al. (2022): *Digital Marketing Opportunities for Etawa Crossbred Goat Livestock Products in Small-Scale Livestock Businesses*

This study used a descriptive method to achieve the following objectives: (1) Analyze the readiness of small-scale PE goat farmers in facing digital marketing competition; (2) Provide an overview of goat milk products and their processed products marketed on Shopee and Tokopedia platforms; and (3) Evaluate digital marketing opportunities for small-scale PE goat businesses on Shopee and Tokopedia. The results showed that the diversity of products produced by small-scale farmers was not supported by adequate technology. Most of the products were perishable, had simple packaging, and were not consistently produced. Improving product quality was found to provide better opportunities for farmers to compete in the digital marketing landscape.

Refinda & Fitriani (2023): *Digital Marketing Application Increases Goat Livestock Sales in the Qurban Pen in Ganggang Panjang Village, Sidoarjo Based on Android*

This study aimed to develop an Android-based digital marketing application to boost livestock sales at the Qurban pen in Ganggang Panjang Village, Sidoarjo. The application was designed to facilitate livestock transactions, provide necessary information to customers, and enhance efficiency in livestock ordering and marketing processes. The results indicated that the application successfully simplified the process of buying and selling livestock at the Qurban pen. It allowed pen owners to receive orders, manage transaction data, and provide up-to-date information efficiently.

Wahyuni et al. (2022): *Website-Based Goat Sales Innovation with Agile Serumban Method*

This study aimed to develop a web-based livestock sales application that enables easy and efficient buying and selling transactions between farmers and buyers. The results showed that the web-based livestock sales application successfully increased efficiency in livestock transactions and data management.

Barus et al. (2022): *Digitalization of the Goat Livestock Marketing Process by Implementing Integrated Marketing Communication at 786 NS Farm*

The study aimed to digitize the livestock marketing process through the implementation of Integrated Marketing Communication (IMC) at 786 NS Farm to improve marketing effectiveness and expand market reach. The findings revealed that the implementation of IMC successfully enhanced marketing effectiveness and market reach. It also improved the partners' understanding of digital marketing and received positive feedback from visitors regarding marketing activities. The use of IMC tools such as websites and social media had a positive impact on livestock product sales.

Waluyo et al. (2018): *Design of an Android-Based M-Commerce Application as a Medium for Goat Information and Sales*

This study focused on developing an Android-based M-Commerce application to

serve as a medium for goat information and sales, connecting buyers with goat breeders. The application allowed buyers to obtain affordable prices, avoid middlemen, and purchase quality goats. The results indicated that the application successfully passed *blackbox testing*, with all systems functioning optimally. A survey distributed to 30 respondents resulted in a score of 71.5%, categorized as good. The application simplified the process of accessing goat price and sales information and eliminated middlemen.

3. Methodology

This research was conducted in Palu City from September 2024 to November 2024. The location was intentionally selected due to the presence of goat farms, specifically focusing on CV. Prima Mandiri Abadi. The study employed a descriptive method, with data collected through surveys and in-depth interviews. The research was qualitative in nature. According to Algifari et al. (2024), qualitative research is "a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior."

The interviews conducted in this study were unstructured, allowing for free-flowing discussions. This approach enabled the researchers to gather comprehensive data without relying on rigid and systematic interview guidelines. The interviews were carried out at CV. Prima Mandiri Abadi in Palu City.

Additionally, observations were made to gain direct insights into the research subject. Observation involves carefully examining specific objects or activities at the research location. The purpose of these observations was to collect detailed information and data from a scientific perspective. Observations were conducted over a three-month period in 2024, with the researchers actively participating in the activities of the subjects. This approach was chosen because the research focused on a case study examining CV. Prima Mandiri Abadi's utilization of digital marketing for goat sales.

Data collection combined information from interviews with selected informants and observations made at the research location. These methods ensured a comprehensive understanding of the company's digital marketing practices and their impact on goat sales.

4. Empirical Findings/Results

Product

CV. Prima Mandiri Abadi produces several types of goat products, including Peranakan Etawa (PE) goats, local goats, and goat manure, which can be used as plant fertilizer. Consumers who require PE or local goats can visit the CV. Prima Mandiri Abadi goat pen, located on Jl. Jaksa Agung R. Soeprapto. Additionally, PE and local goat products are accessible through various social media platforms, such as Facebook, WhatsApp, and an E-Catalog. CV. Prima Mandiri Abadi distributes its products across all regions of Central Sulawesi. To maintain customer trust, the

company offers a guarantee or compensation if a goat delivered to a consumer is found to be sick or dies upon arrival.

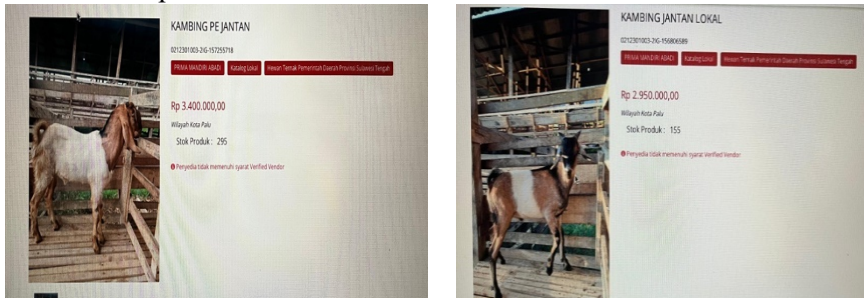


Figure 1. Local goat products and PE

Place

CV. Prima Mandiri Abadi is located on Jl. Jaksa Agung R. Soeprapto, Palu City, Mantikulore District, Tondo Village. Although it is situated far from residential areas, access to the location is convenient due to the presence of wide roads. The location of CV. Prima Mandiri Abadi can also be easily found on Google Maps. Its position on the outskirts of the city means that consumers rarely visit the goat pen in person. Instead, they prefer to interact with the company through social media platforms such as Facebook and WhatsApp.

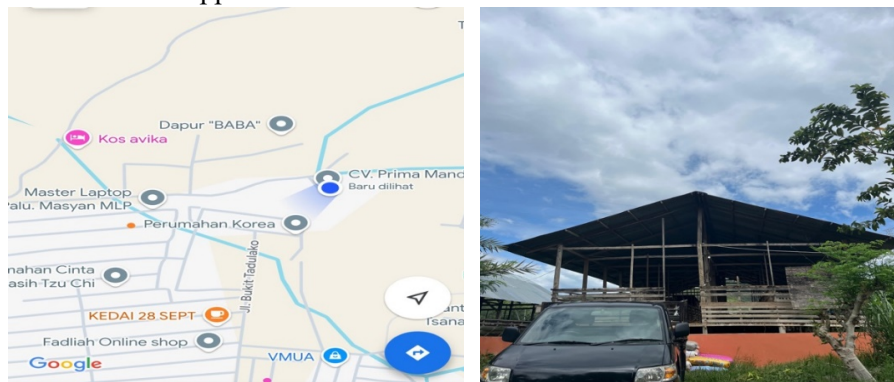


Figure 2. Location of CV Prima Mandiri Abadi

People

CV. Prima Mandiri Abadi employs four staff members who specialize in goat maintenance and care. The division of tasks is assigned based on each employee's individual skills and abilities. While the company does not yet have experts in the field of animal husbandry, the existing employees possess basic skills and knowledge in this area.



Figure 3. Employees of CV . Prima Mandiri Abadi

Physical Evidence

CV. Prima Mandiri Abadi employs four staff members who specialize in goat maintenance and care. The division of tasks is assigned based on each employee's individual skills and abilities. While the company does not yet have experts in the field of animal husbandry, the existing employees possess basic skills and knowledge in this area.



Figure 4. Goat pen and feed warehouse

Price

The prices set by CV. Prima Mandiri Abadi are adjusted according to the prevailing market rates. Due to frequent fluctuations in market prices, the company is unable to establish fixed prices for its products. However, PE goats are sold at prices ranging from Rp. 1,000,000 to Rp. 3,500,000, depending on the size and gender of the goat. Local goats are more affordable, with prices starting from Rp. 900,000 to Rp. 3,000,000, also depending on their size and gender.

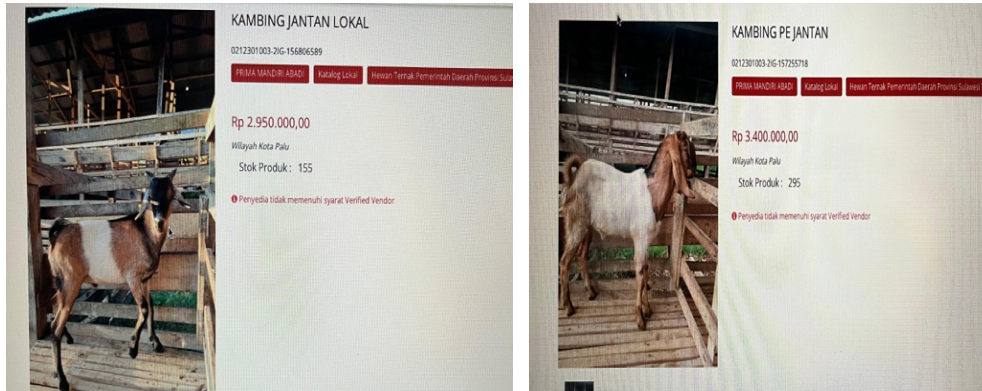


Figure 5 : Price of Local Goats and PE

Promotion

Promotions conducted by CV. Prima Mandiri Abadi are carried out through social media platforms, namely Facebook and WhatsApp. However, these promotions have been less effective as the company has not utilized other media platforms to expand their reach.

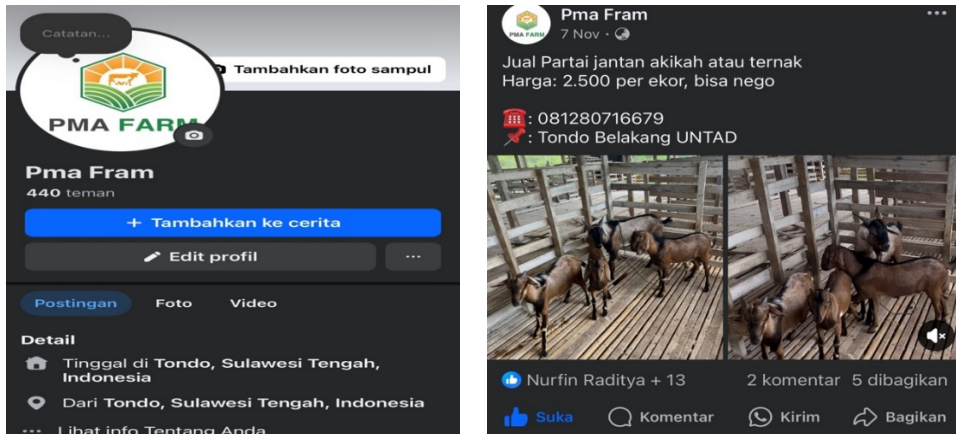


Figure 6. Promotion of CV . Prima Mandiri Abadi

Process

Prima Mandiri Abadi has been implemented well, thus creating a sustainable business ecosystem. The remaining goat manure waste is collected and resold to farmers in need. The product purchasing process is fast and easy, both direct purchases and via social media or telephone. The process strategy is also related to the layout of the production flow space and product sales flow.



Figure 7. Ecosystem of CV . Prima Mandiri Abadi

5. Discussion

Online business can generate profits in terms of material, time, and customer support. The world of sales today has utilized the help of internet technology as a new media for marketing (Rombe & Fitrism, 2024) . Seeing the increasingly sophisticated development of technology, CV. Prima Mandiri Abadi tried to expand sales which initially offered its products directly to the animal market in Palu City, with *digital marketing* helping CV. Prima Mandiri Abadi expand its market reach to several districts in Central Sulawesi.

Based on the results of observations and interviews of researchers with the management of CV. Prima Mandiri Abadi, goat sales by implementing *a digital marketing system on several digital applications* such as *Whatsapp , Facebook, and E-catalog* showed positive results in increasing goat sales. This proves that social media networking sites show a significant influence (Afiat et al., 2023) .

Table 2. Goat sales data before using social media in 2018-2020 at CV. Prima Mandiri Abadi.

No	Goat Sales at CV Prima Mandiri Abadi					
	Year	Type of Race		Gender		Total sales
		Local	English	Man	Woman	
1	Year 2018	61 tails	35 tails	57 tails	39 tails	96 tails
2	Year 2019	48 tails	66 tails	68 tails	46 tails	114 tails
3	Year 2020	52 tails	22 tails	31 tails	43 tails	74 tails

Source : Primary Data (2024)

Goat sales generally still use the traditional system, namely waiting for buyers to come to the pen to make a sale and purchase transaction. CV Prima Mandiri Abadi at the beginning of sales also used this method in 2018-2020, in that year the company had not utilized *digital marketing technology* to make sales or promotions. Based on Table 2 above, goat sales before using social media, in 2018 CV Prima Mandiri Abadi was

able to sell 96 goats, dominated by local and male goats. In the following year, this company experienced an increase in goat sales, but entering 2020 CV Prima Mandiri Abadi experienced a decline in goat sales due to the Covid-19 outbreak that hit Indonesia.

Table 3. Goat sales data after using social media in 2021-2023 at CV. Prima Mandiri Abadi.

No	Year	Goat Sales at CV Prima Mandiri Abadi								Total
		Type of Race		RPH		Farm		Sacrifice/aqiqah		
		Local	English	Man	Woman	Man	Woman	Man	Woman	
1	Year 2021	67 tails	70 tails		4 tails	9 tails	78 tails	46 tails	-	137 tails
2	Year 2022	62 tails	99 tails	-	2 tails	13 tails	121 tails	25 tails	-	161 tails
3	Year 2023	315 tails	82 tails	11 tails	14 tails	43 tails	276 tails	53 tails	-	397 tails

Source : Primary Data (2024)

CV Prima Mandiri Abadi transformed its goat sales in early 2021. The company utilized technological developments through social media platforms such as *WhatsApp*, *Facebook*, and *e-catalogs* to promote and sell goats. Based on Table 3 above, after utilizing social media assistance, the company was able to sell 137 goats in 2021, consumers bought more female goats to be bred again than males, for the needs of sacrifice and aqiqah, consumers preferred male goats to females. Entering 2022, there was an increase in sales of 161 goats sold this season, which were dominated by the PE (Etawa crossbreed) type and females, most of which had been used for breeding again. In 2023, there was a significant increase in goat sales through *digital marketing assistance*, CV Prima Mandiri Abadi was able to sell 397 goats. This year, local goats and females were more dominant because large purchases were made by the Central Sulawesi Provincial Government through *e-catalog media* to be distributed to underprivileged people to be bred again.

year there was also an increase in the need for male goats for sacrifice and aqiqah. Every month there is goat purchasing activity, but there was a significant increase from March to October. Purchases of male goats tend to be higher during the Eid al-Adha celebration. However, goat purchases also decreased during the month of Ramadan. Based on the comparison of Table 2. above which has not utilized *digital marketing* and Table 3. above which has utilized *digital marketing*, there was a significant increase in goat sales volume due to the assistance of *digital marketing*. CV Prima Mandiri Abadi can utilize technological developments well but still has some shortcomings.

6. Conclusion

Traditional goat sales offer limited profit margins, prompting companies to adopt technology to maximize their earnings. Goat sales at CV. Prima Mandiri Abadi increased from March to October; however, a decline in sales was observed during the month of Ramadan. With the support of digital marketing, CV. Prima Mandiri Abadi has significant potential to further boost goat sales. By utilizing various digital platforms, such as *WhatsApp*, *Facebook*, and *E-Catalog*, the company has

demonstrated that digital marketing has a considerable impact on increasing sales volume. Properly leveraging digital marketing strategies will allow CV. Prima Mandiri Abadi to expand its market reach and establish a more sustainable business model.

Based on the findings of this research on digital marketing in goat sales, one key recommendation is to diversify the marketing strategy by expanding the use of digital media. In addition to WhatsApp and Facebook, platforms such as TikTok and Instagram should be leveraged to broaden market reach and enhance sales potential. Future research could explore the effectiveness of these additional platforms in reaching different customer segments and driving higher sales for CV. Prima Mandiri Abadi.

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