



Solid Organic Fertilizer Packaging in Karang Ayu Cattle Group in Ayunan Village, Abiansema Sub-District, Badung

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ABSTRACT

Packaging has become increasingly essential. Packaging no longer serves only as a container for wrapping food or beverage products to protect them from dirt, dust, air, impact, and sunlight, but also as a promotional tool that attracts purchasers' attention. Increased income from the marketing of organic fertilizer products produced from cow manure will encourage breeders to increase their cattle population. Consumers will choose products with appealing packaging over those with plain or simple packaging that is unattractive. Cows produce manure that can be processed into organic fertilizer in addition to flesh. In the village of Ayunan, a substantial amount of processed organic fertilizers manufactured from cow manure are produced. The marketing management process for partner-produced organic fertilizer products is extremely constrained, particularly in terms of product packaging, which is crucial to product marketing. The primary issue that will be addressed is how to create attractive packaging that will encourage consumers to purchase products. Presentations, demonstration plots, and direct practice of packaging organic fertilizer products produced by partners are employed. This activity is anticipated to increase breeders' knowledge and their ability to market their products, increasing breeders' income and prosperity.

1. INTRODUCTION

1.1. Research Background

Ayunan Village, located in the Abiansema sub-district, Badung regency, Bali. This village is about 20 km to the north from the city of Denpasar to the tourist attraction village of Sangeh and Taman Ayun or about 3 kilometers from the center of Mengwi city. The population is predominantly a farmer and livestock breeder. The pattern of rearing Bali cattle is still traditional and as a sideline during farming [1,2,3,4].

1.2. Literature Review

Bali cattle are genetic material that must be protected and nurtured by the government. This is a golden opportunity for cattle breeders in Bali, as the island is believed to be the only place with pristine genetics for Bali cattle [5, 6, 7]. This increase in revenue will encourage them to increase their cow population. In addition, it will encourage breeders to perform greater maintenance [8, 9, 10]. Direct observation of the Karang Ayu

livestock herd in Ayunan village, Abiansema District, reveals that partner Bali cattle rearing activities are severely constrained by the processing of livestock manure and the packaging of processed products to increase farmer income from the Bali cattle rearing enterprise. Low productivity in transforming livestock manure into organic fertilizer, as well as low business efficiency and sustainability of organic fertilizer products derived from livestock manure, will be the primary issue and focal point of problem-solving. The anticipated outcomes of this endeavor are an increase in production and productivity, as well as the production of organic fertilizer from cow manure that can be sold to increase the income of Balinese cattle producers in Ayunan Village. For the sake of sustainability and existence, it is feasible to receive ongoing guidance and assistance from universities to increase the capacity, quality, and income of Balinese cattle breeders through processed superior Balinese cattle products in Ayunan Village, coaching and improvement management of Bali cattle rearing, processing of cow dung into organic fertilizer, and marketing of cattle products. By expanding farmer income, Bali's cattle breeders will prosper automatically. Concerning the administration of partner Bali cattle maintenance, the following



can be said about the condition of the partners: Bali livestock maintenance management at partners is not carried out in a professional manner because it is managed in a family-oriented and traditional manner and is not a primary source of income; breeding Bali cattle is a hobby. The majority of farmers at this time have employed labour for land preparation, sowing, and harvesting [10, 11, 12]. Similarly, bookkeeping tools such as

diaries, cash journals, production cost calculations, and profit-and-loss calculations are not yet accessible. Regarding human resource management, it is still unclear where the division of labour is obvious.



Figure 1. The environmental atmosphere of the village of Ayunan Abiansema Badung.

Due to the limited knowledge and skills possessed by breeders, partners do not yet have an effective cattle rearing system. The management of manure and cow manure channels has not been adequately managed, despite the fact that they should be managed as organic fertilizer and sold to farmers to boost the income of cattle breeders. The facilities owned by partners resemble improvised corrals [13,14]. Partner Problems Observations indicate that there are numerous issues with companions, including: 1) Equipment possessed, such as a scope for scooping cow dung, grass scythes, or baskets where the grass's economic life has expired. Partners could not afford to purchase such equipment, so scything often consumed a considerable amount of time. 2) Cow dung has not been processed into organic fertilizer, which can generate additional income for producers; therefore, cow dung processing equipment and packaging are required. 3) The partner-produced organic fertilizer products have not been packaged.

1.3. Research Objective

The objective of this program is to assist "Karang Ayu" partners in resolving issues relating to the processing of livestock manure into organic fertilizer and its packaging and commercialization.

2. METHODS

Based on the identification of partner problems and the proposed solutions, the method for implementing activities is as follows:

1. Provide assistance and consultation regarding the proper and effective preservation of Bali cattle in order to boost Bali cattle production.
2. Advise and demonstrate how to create organic fertilizer utilising a fermenter
3. Counselling and assistance during the organic fertilizer production procedure.
4. The packaging of solid organic fertilizer products.
5. The marketing of solid organic fertilizers.

3. RESULT AND DISCUSSION

Based on the identification of partner problems and the proposed solutions, the method for implementing activities is: Provide assistance and consultation regarding the proper preservation of Bali cattle to boost Bali cattle production. Provide assistance and training on how to create organic fertilizer using a fermenter. Counseling and assistance during the organic fertilizer production procedure 5. The packaging of solid organic fertilizers 6. Advertising firm organic fertilizers IV. Results Following multiple meetings with partners, an activity timetable was agreed upon. Partners submit multiple schedules of activities that are tailored to their activities so that the training will not impede them. Implementation of Community Service activities for proper cattle care, as well as mentoring and demonstrations for producing organic fertilizer from bovine manure using an EM4 fermenter. This solid organic fertilizer is packaged to entice consumers to purchase it and make it convenient to transport..



Figure 2. How to Pack Good and Correct Solid Organic Fertilizer Products.

The stages of implementation of activities that have been planned can be described as follows. The team gave explanations about good and correct cattle maintenance and processing of cow dung into organic fertilizer using the EM4 fermenter so that the decomposition process proceeds quickly. In general, the form of science and technology given to partners of the Karang Ayu Livestock Group:

- Providing an understanding of the maintenance management of Bali cattle through intentional socialization of community service activities to equalize perceptions and strengthen partner group institutions.
- Providing training on cattle rearing management to the community, especially to partner groups.
- Provide training on making organic fertilizer in partner groups from cow dung.
- Accompanying partners in the process of making organic fertilizer using the EM4 fermenter until they are successful in producing manure.
- Assisting partners in packaging their solid organic fertilizer products and marketing them.

In general, fertilizers are divided into two categories: (1) Inorganic fertilizers, such as Urea, TSP, and ZA, are referred to as artificial fertilizers (factories). (2) Organic fertilizers, also referred to as natural fertilizers, may take the form of manure, green manure, or manure. Compost is the product of composting [15]. In the current era of globalization, competition among businesses for consumer acquisition is intense. Consequently, many businesses are beginning to consider strategies that will encourage consumers to purchase their products. Using enticing packaging is one method for companies to attract consumers [16]. In the past, packaging was not a significant concern; however, many food and beverage companies are now focusing on the beauty, uniqueness, convenience, and attractiveness of a product's packaging because it can influence consumer interest [17]. Presently, product packaging is significant. Packaging no longer serves only as a container for wrapping food or beverage products to protect them from dirt, pollen, air, impact, and sunlight, but also as a promotional tool that piques consumers' interest [18].

Attractive packaging will increase sales and market share while decreasing promotion costs. Packaging can attract consumers' attention to specific brands, enhance the product's image, and stimulate consumer perceptions. Additionally,

packaging conveys the unique value of a product. In addition to serving as a tool for differentiation and assisting consumers in selecting products from a variety of similar products, packaging also influences customer purchasing behavior. "Packaging attracts consumer attention to a particular brand, adds to its image, and influences consumer perceptions of the product" [19]. These advantages consist of product variety, product quality, design, characteristics, branding, packaging, service size, and guarantees. Therefore, many marketers assert that packaging is an element of the product strategy that plays a crucial role in both increasing sales and enhancing the image of the product itself [20].

4. CONCLUSION

The packaging of solid organic fertilizer products produced by the Karang Ayu cattle group in Ayunan Village, Abiansemal Badung plays a crucial role in their marketing. Breeders suggest that the implementation of this PKM can continue, particularly in the field of marketing, as breeders have not been able to sell their products and have only been able to process, manufacture, and package the fertilizer they produce

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