

MARKETING TRAINING USING INSTAGRAM SOCIAL MEDIA FOR BUFFALO FARMERS

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Received: 25/09/2025

Revised: 12/02/2026

Accepted: 15/02/2026

Abstract. Tandung village has the largest buffalo population in the Tinambung sub-district and in the entire Polewali Mandar district. The 39% increase in buffalo population over the past ten years to 320 buffalo has made the Tinambung sub-district the sub-district with the largest buffalo population in the Polewali Mandar district. The problems farmers face is related to the uncertainty of selling their livestock. When farmers need money, they will first bring some of their livestock to the animal market in North Tana Toraja Regency, which is 94 km from Tandung Village. The farmer will return the sheep to Tandung Village if the livestock is not sold. Farmers also must rent a pick-up truck to transport buffalo cattle or use a car if they are carrying a larger number. Therefore, community service activities were carried out to enable partners to maximise the use of Instagram as a digital marketing medium to help buffalo farmers in Tandung Village market with their livestock. The service activity consists of 4 stages: assessment, training, monitoring and evaluation, and publication. This service activity was carried out on 7 September 2024 in Tandung Village, Tinambung District, Polewali Mandar Regency. This service activity was attended by 32 participants, consisting of service partners, namely members of the Simemangan Livestock Farmer Group, and Field Agricultural Extension Officers (PPL) and village officials. The method used in the training stage is the participatory extension approach, accompanied by demonstrations and practices related to digital marketing. Community service activities at the Simemangan Livestock Farmer Group, Tandung Village, Tinambung District, and Polewali Mandar Regency increased general knowledge about digital marketing, especially using Instagram as a promotional medium. Based on the pre-test and post-test evaluation, it can improve understanding from 44% to 77%.

Keywords: buffalo farmer, digital marketing, instagram

Abstrak. Desa Tandung merupakan desa yang mempunyai populasi ternak kerbau terbesar di Kecamatan Tinambung bahkan Kabupaten Polewali Mandar. Adanya peningkatan populasi ternak kerbau sebesar 39% dalam kurun waktu sepuluh tahun belakangan hingga mencapai sebanyak 320 ekor menjadikan Kecamatan Tinambung sebagai kecamatan dengan populasi ternak kerbau terbesar di Kabupaten Polewali Mandar. Permasalahan yang dihadapi oleh peternak adalah terkait peternak yang tidak menentu saat menjual ternaknya. Saat peternak membutuhkan uang, peternak akan membawa beberapa ternaknya terlebih dahulu ke pasar hewan yang berada di Kabupaten Tana Toraja Utara yang berjarak 94 km dari Desa Tandung. Saat ternaknya tidak laku, maka peternak akan kembali membawa pulang ternak kerbaunya ke Desa Tandung. Padahal peternak juga harus menyewa mobil pikap untuk mengangkut ternak kerbau ataupun menggunakan truk apabila yang dibawa dalam jumlah yang lebih besar. Oleh karena itu, dilakukan kegiatan pengabdian kepada masyarakat yang bertujuan agar mitra dapat memaksimalkan penggunaan media sosial Instagram sebagai media digital marketing yang dapat membantu peternak kerbau di Desa Tandung memasarkan ternaknya. Kegiatan pengabdian terdiri atas beberapa tahap, yaitu tahap asesmen; pelatihan; monitoring dan evaluasi; dan publikasi. Kegiatan pengabdian kepada masyarakat ini dilaksanakan pada 7 September 2023 dan melibatkan 32 peserta, yang melibatkan mitra sasaran, yaitu Kelompok Tani Ternak Simemangan, Badan Pelaksana Penyuluhan (BPP) Kecamatan Tinambung, dan juga aparat Desa Tandung. Metode yang dilakukan pada tahap pelatihan yaitu metode penyuluhan partisipatif disertai dengan demonstrasi dan praktik terkait digital marketing. Kegiatan pengabdian masyarakat kepada Kelompok Tani Ternak Simemangan, Desa Tandung, Kecamatan Tinambung, Kabupaten Polewali Mandar mampu meningkatkan pengetahuan dan pemahaman secara umum mengenai Digital Marketing, khususnya menggunakan Instagram sebagai media promosi. Berdasarkan evaluasi menggunakan pretest dan posttest yang diberikan, pemahaman dapat meningkat dari 44% menjadi 77%.

Kata Kunci: digital marketing, instagram, peternak kerbau

How to Cite: Indah, A. S., Yuniati, D., Ermanda, A. P., Darhyati, A. T., Arif A, L., Triadi, M. Y., Ramli, I. F. & Juita, R. (2026). MARKETING TRAINING USING INSTAGRAM SOCIAL MEDIA FOR BUFFALO FARMERS. *Mitra Mahajana: Jurnal Pengabdian Masyarakat*, 7(1) 1-12. doi: <https://doi.org/10.37478/mahajana.v7i1.6786>



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INTRODUCTION

Tandung Village has the largest buffalo population in Tinambung Subdistrict and even in Polewali Mandar Regency. A 39% increase in the buffalo population over the past ten years, reaching a total of 320 head, has made Tinambung Subdistrict the subdistrict with the largest buffalo population in Polewali Mandar Regency (BPS, 2023; BPS, 2013). This presents an opportunity for buffalo farmers in Tandung Village despite a 58% decline in the national buffalo population (BPS, 2024a). Tandung Village is located north of Galung Lombok Village and Lekopadis Village, east of Tinambung Village and Lekopadis Village, south of Mandar Bay, and west of Majene Regency. Tandung Village is the second largest village with an area of 5.5 km² and an altitude ranging from 20 m to 50 m above sea level (BPS, 2024b), dominated by swampy land that supports the growth and development of buffalo livestock.

Based on interviews conducted with buffalo farmers who are members of the Maju Bersama Farmer Group, the problem faced by farmers is related to the uncertainty of selling their livestock. When farmers need money, they will first take some of their livestock to the animal market in North Tana Toraja Regency, which is 94 km from Tandung Village. When their livestock does not sell, farmers will bring their buffalo back to Tandung Village. In fact, farmers also have to rent a pickup truck to transport buffalo or use a truck if they are transporting a larger number. Similarly, if there is livestock that must be returned to Tandung Village.

Technological advances have encouraged people to keep up with the times with the emergence of various applications, devices, and platforms to develop businesses and improve services (Yuniar et al., 2024). Rapid economic and digital financial developments have given rise to various digital platforms that offer innovations in production, consumption, and collaboration (Utami et al., 2023). These developments have not only transformed urban business sectors but have also begun to influence rural economies, including the agricultural and livestock sectors. The integration of digital technology into business processes allows actors to access broader markets, streamline transactions, and improve operational efficiency through data-driven decision-making.

Digital marketing has many advantages, one of which is reaching a wider range of consumers and increasing consumer awareness of a product brand (Sya'idah et al., 2019). Through social media, e-commerce platforms, and digital advertising, businesses can promote their products more interactively and measurably compared to conventional marketing methods (Ahmad, 2025). In addition, digital marketing enables real-time communication between sellers and buyers, allowing faster responses to consumer needs and market trends (Theodorakopoulos & Theodoropoulou, 2024). This interactive communication strengthens customer engagement and enhances trust in a brand.

In addition, digital marketing can create branding, establish, and maintain good long-term relationships with consumers (Fatimah et al., 2024). By consistently delivering relevant content and personalized promotions, businesses can build a strong brand identity and emotional connection with customers (Solberg Söilen, 2024). Sellers can also learn about buyer characteristics, such as their favourite products, perceptions of a brand, and purchasing behaviour, which contribute to increased consumer loyalty (Mansouri et al., 2022). Furthermore, digital platforms serve as cost-effective promotional media and valuable sources of information about competitors' products and market positioning (Bollweg et al., 2020).

In the agricultural sector, particularly in livestock farming, the adoption of digital technology opens new opportunities for farmers to expand market access and improve productivity. Farmers have a strong desire to improve their knowledge about their livestock (Pratiwi et al., 2023). Digital platforms can facilitate access to information related to animal health, feed management, breeding techniques, and market prices. By utilizing digital tools and marketing strategies, farmers can not only enhance the quality of their products but also directly connect with consumers, reducing dependency on intermediaries (Morepje et al., 2024). This transformation supports sustainable agricultural development and improves farmers' competitiveness in the increasingly digitalized economy.

There are many types of social media that can be used daily by millions or billions of people, ranging from Instagram, Facebook, Twitter, and others, where one of the most effective social media for promotion is Instagram (Oktarisa, 2023). Instagram has grown rapidly, from being just a social networking platform to a marketing platform (Izaak et al., 2022). Instagram social media can be used as a platform that needs to be considered in supporting product marketing (Santoso et al., 2019). Information about the development of animal husbandry, especially buffalo farming, is urgently needed (Indah et al., 2024), including information on where buffalo farmers in Tandung Village can sell their buffaloes. Therefore, the use of Instagram as a digital marketing medium can help buffalo farmers in Tandung Village market their livestock.

METHOD

This community service activity is part of an integrated community service activity with the theme "Improving the Economy of Buffalo Farmers in Tandung Village through the Implementation of Animal Feed Technology and Digital Marketing". The community service activity was held on September 7, 2024, in Tandung Village, Tinambung Sub-district, Polewali Mandar Regency. This community service activity was attended and participated in by 32 participants, consisting of community service partners, namely members of the Simemangan Livestock Farmer Group and Field Agricultural Extension Workers from the Agricultural Extension Centre (BPP) and Tandung Village officials. In addition, it was also attended by lecturers and students from the Animal Husbandry Study Program, West Sulawesi University.

The implementation of the community service activity consisted of several stages. The first stage was the assessment stage. This activity included observation, which involved determining the target community service partners based on the potential buffalo population in Tandung Village, where most of the buffalo are owned by members of the Simemangan Livestock Farmer Group in Tandung Village. Next, the problems faced by buffalo farmers who are members of the Simemangan Livestock Farmers Group were identified, namely that they still sell their livestock directly in traditional markets in different districts and provinces. Farmers sell their buffalo at the Tana Toraja District Animal Market, West Sulawesi Province, which is 94 km from Tandung Village. The sale of buffalo in Tana Toraja is carried out due to the high demand for buffalo, so buffalo farmers in Tandung Village have a very good opportunity to sell their buffalo (Suryaalim & Fausiah, 2023). However, farmers transport their livestock to the Animal Market by renting vehicles, and there is no guarantee that all the buffalo brought will be sold, so farmers often bring their buffalo back to Tandung Village.

The assessment results serve as the basis for the community service team to provide solutions agreed upon by both parties, namely the community service partners and the community service team. Furthermore, the solution became the theme for a community service activity. The second stage was the implementation of the training activity by confirming the time and place of implementation that could be attended by the community service team and community service partners. Preparations were made by inviting all members of the Simemangan Livestock Farmer Group and related parties, as well as providing tools, materials, and facilities, which were also accommodated by the community service team and partners. The method used in the training stage was a participatory extension method accompanied by demonstrations and practices related to digital marketing. The community service team delivered and presented material on digital marketing, accompanied by discussion and question-and-answer sessions. This was followed by digital marketing training, which involved creating an official Instagram account for the community service partner, the Simemangan Livestock Farmer Group, and creating content for it.

The next stage was monitoring and evaluation (M&E), which was carried out by visiting the community service activity participants regularly and periodically after the training was completed. Evaluation was conducted before the activity began, where participants were given a pre-test questionnaire, and after the activity was completed, they were given a post-test to fill out. The processed data from these tests served as material to evaluate the extent of change that occurred after the implementation of this activity. The final stage was publication. The report on

the results of the community service activity, from the observation stage to the implementation stage, was published in a scientific journal as the output of this community service activity.

RESULT AND DISCUSSION

This community service activity was carried out on September 7, 2023, involving 32 participants, including target partners, namely the Simemangan Livestock Farmer Group, the Tinambung Subdistrict Extension Agency (BPP), and Tandung Village officials. The first stage was observation. The observation was conducted by conducting direct interviews with the target partners of the community service, namely the Simemangan Livestock Farmers Group. The results of the observation based on the problems faced by the Simemangan Livestock Farmer Group were that the buffalo farmers who were members of the Simemangan Livestock Farmer Group sold their livestock only at animal markets located in different districts and provinces, and at uncertain times.

Buffalo farmers who want to sell their livestock first bring their buffalo to the animal market in North Tana Toraja Regency, which is 94 km from Tandung Village. Buffalo farmers transport their buffalo by truck, which is still quite expensive. This is not worth it, knowing from observations and interviews with the target group that there is no guarantee that the buffalo brought to the livestock market will be sold, and if they are not sold, the buffalo will be brought back to Tandung Village, which will certainly have an impact on the transportation costs incurred to bring the buffalo back. Therefore, it is important to conduct digital marketing training to improve the capacity of buffalo farmers in Tandung Village. It is hoped that through this community service activity, the Simemangan Livestock Farmer Group, which consists of buffalo farmers, can improve their capacity so that it can be beneficial to their buffalo farming business, especially in terms of marketing, which is not only done traditionally but also follows technological developments through the internet and social media.

The second stage was training. The training began with opening remarks from Tandung Village officials, represented by the Village Secretary, the Head of the Extension Agency, and the Chair of the Simemangan Livestock Farmer Group, as shown in Figure 1. Additionally, the Head of the Community Service Team, Andi Sukma Indah, S.Pt., M.Si., explained the implementation of the Community Service activities and the objectives of these activities.



Figure 1. Documentation of the opening of the community service activity

Before the material was presented, the participants filled out a questionnaire (pre-test). Next, the material was presented by a member of the team, Adli Putra Ermanda, S.Pt., M.Si., as shown in Figure 2. The first material was an explanation of digital marketing, which was accompanied by a discussion, question and answer session with the participants. The digital marketing material covered current development opportunities, types of digital marketing,

advantages and disadvantages, platforms that can be used, and types of content and their creation.

During the training, the participants were very enthusiastic about the material presented by the community service team and actively discussed digital marketing, particularly the use of Instagram as a medium that can be used for marketing.



Figure 2. Documentation of the presentation of digital marketing material

The second material was training on digital marketing. The community service participants were trained to market their cattle digitally by utilizing social media, especially Instagram, and creating marketing content. Social media was chosen because it is a medium that can convey information directly to the target audience, is cheaper, and does not require special skills to use (Khasbulloh et al., 2024). The community service team also provided advice on creating digital content to be uploaded to the Simemangan Livestock Farmer Group's social media accounts that had been created. Instagram was chosen because it can increase sales while minimizing promotional costs (Untari & Fajariana, 2018). Digital marketing for product promotion and optimizing social media accounts for product promotion ensures that products are recognized and accessible to all segments of society worldwide, especially those in need, demonstrating that this community service activity is crucial and successfully implemented (Utami et al., 2023).

This training is adapted to the increasingly developing technological landscape, where information can be accessed through the internet, leading to many activities and tasks shifting to digital platforms. As stated by Aditya and Rusdianto (2023), various human activities and tasks have shifted to the use of digital technology. This requires the community to utilize the internet and social media to market their products, particularly through Instagram. There are numerous social media platforms that can be used for digital marketing, including Facebook, X (formerly Twitter), Blogger, and others. Marketing conducted through digital media or social media is not limited and can be used as a marketing medium as long as it is connected to the internet.

The social media platform chosen for use as a digital marketing medium in this training is Instagram. Instagram is one of the digital marketing platforms with great potential in Indonesia. This is because the number of Instagram users in Indonesia is very large. Instagram's potential as a digital marketing platform makes it a suitable platform because it is equipped with various features that can provide more business opportunities. The community service team maximized the use of Instagram to help buffalo farmers in Tandung Village who are members of the Simemangan Livestock Farmer Group to promote their buffalo. Therefore, the Instagram account *tani_simemangan* was created for the Simemangan Livestock Farmer Group to open a new media for Tandung buffalo farmers to introduce and market their buffalo. It is hoped that the Simemangan Livestock Farmers Group's Instagram account can serve as a marketing platform,

particularly for promoting their buffalo livestock. The profile of the Simemangan Livestock Farmers Group's Instagram account can be seen in Figure 3.

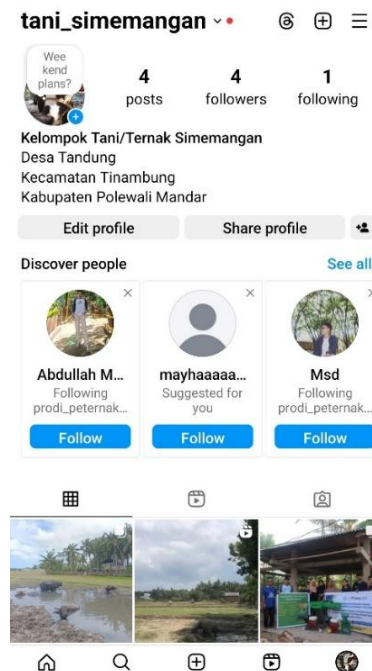


Figure 3. Screenshot of the Simemangan Livestock Farmers Group instagram account profile *tani_simemangan*. Source: https://www.instagram.com/tani_simemangan/

One of the suggestions given by the community service team to the Simemangan Livestock Farmers Group, especially those who manage the *tani_simemangan* Instagram account, is to share videos of the daily life of buffalo livestock to attract viewers, followers, or even buyers. Both viewers and followers will not only come from the local area but also from areas far from the location, namely Tandung Village, thereby increasing opportunities for the Simemangan Livestock Farmers Group. Moreover, participants only know that Instagram can be used for entertainment, so this training can help them maximize the use of Instagram not only for entertainment but also as a marketing medium. Considering the potential of Indonesian society as social media users, ranking fourth in the world with an average duration of 8 hours and 51 minutes per day (Wahyuni et al., 2022).

Knowledge of Instagram is certainly very necessary for the community today, where they can not only sell directly but also earn additional income from selling online (Adhanisa & Fatchiya, 2017). Instagram, as a popular platform today, has many advantages over other similar social media platforms, including its massive and popular nature; more organized content; the ability to be used as an online store; guaranteed security and privacy; free access; features to share content on other social media platforms such as Facebook, Twitter, Amazon, and others; as a communication medium; and the ability to enhance artistic spirit and creativity (Indika & Jovita, 2017). Instagram provides opportunities for its users to develop their businesses because it can increase interaction between users through a wide variety of features (Sikumbang et al., 2024).

The results of the evaluation of this community service based on questionnaires filled out by 32 participants who attended this training activity can be seen in Figure 4. After the material was presented, the community service participants were given another questionnaire (post test) to evaluate the implementation of this community service activity. The questionnaire filled out by the participants contained questions related to the service material presented by the service team, namely digital marketing. The evaluation using pre-tests and post-tests was conducted with the aim of measuring the participants' knowledge of the material presented (Siagian et al., 2024).



Figure 4. Evaluation results of the participants' level of understanding of the material presented.

Based on the evaluation results, the level of knowledge and understanding of participants regarding digital marketing material, with an average pre-test score of 44%, increased to an average post-test score of 70%. This average increase in knowledge and understanding of 26% indicates that the community service material provided was in line with the needs of the participants and was well absorbed.

The purpose of the evaluation was to determine the extent of change experienced by participants before and after the training. The evaluation was conducted to measure the impact of this community service activity. The level of understanding of the material is very important to determine the participants' abilities and measure their level of success (Nurhasanah & Ahmad, 2018). The evaluation results show that this community service program has increased the participants' knowledge of digital marketing. This indicates that the implementation of this community service program is in line with the needs of the community and is delivered using the appropriate methods. A community service program can be considered successful if it receives a good response from its participants (Wijaya et al., 2021).

This community service activity is expected to provide knowledge to participants so that it can be applied both during the activity and in the future even after the community service activity has ended. Documentation of the team and training participants is presented in Figure 5.



Figure 5. Documentation of the community service team with community service participants.

CONCLUSION

Kegiatan pengabdian masyarakat yang dilaksanakan kepada Kelompok Tani Ternak The community service activities carried out for the Simemangan Livestock Farmer Group in Tandung Village, Tinambung District, Polewali Mandar Regency, have made a significant contribution to improving the knowledge and understanding of group members regarding the concept of digital marketing. This program specifically focused on the use of Instagram as a means of promoting and marketing the buffalo they raise. Instagram was chosen based on its high usage rate among the community and its ease of access and operation, making it suitable for the needs and capabilities of the target partners.

Based on the evaluation results using the pre-test and post-test methods, there was a significant increase in understanding. The average score of participants before the training (pre-test) was 44%, indicating that most members of the cattle farming group still had limited knowledge of digital marketing. However, after participating in a series of training and mentoring activities, the average post-test score increased to 77%. This increase shows that the community service activities carried out were effective in increasing participants' knowledge and skills related to the use of Instagram as a medium for promoting buffalo sales.

With this increased understanding, it is hoped that members of the Simemangan Livestock Farmer Group will be able to implement digital marketing strategies in a sustainable manner, thereby expanding their market reach, increasing product competitiveness, and boosting the group's overall income. This program also serves as a first step in supporting digital transformation in the group-scale livestock sector in rural areas.

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