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Community Empowerment Through Digital Literacy in Marketing Processed Pomelo Oranges in Attangsalo Village, Ma'rang District, Pangkep Regency

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ABSTRACT

As a pomelo agricultural center, the Attangsalo Village faces challenges in marketing processed oranges that have not reached their optimal potential. Therefore, it is essential to empower the community through digital literacy training for marketing processed pomelo oranges in Attangsalo Village, Ma'rang District, Pangkep Regency. The goal of this program is to promote the marketing of processed pomelo oranges within the pomelo citrus farming businesses. This initiative involved approximately 30 participants, representing groups of housewives, and was carried out through participatory surveys, observations, lectures, discussions, and hands-on practice. The results of the program implementation demonstrate the participants' dedication and enthusiasm during each training session. Several technical aspects, including the utilization of social media for marketing processed pomelo oranges, were comprehensively understood by the program partners. Furthermore, participants were able to apply the training during the practical learning sessions.

1. Introduction

In the era of globalization and the ongoing digital revolution, social, economic, and cultural changes have occurred and have become inevitable. One of the significant impacts of the development of digital technology is the transformation in the way people interact, communicate, and participate in various aspects of life. Amidst this dynamism, community empowerment through digital literacy has emerged as an essential strategy to address new challenges and leverage the opportunities presented by the digital era ([Ariastika, 2022](#)).

Pangkep Regency, located in South Sulawesi Province, possesses abundant natural resource potential, one of which is the pomelo orange. Pomelo oranges are renowned for their fresh and sweet taste and offer various health benefits. As a superior agricultural commodity, pomelo oranges hold great potential for development into value-added processed products. These processed products include syrup, sweets, and dodol. However, challenges arise in marketing and promoting processed pomelo orange products, particularly amidst the intensifying global competition ([Prayogi et al., 2021](#)).

Attangsalo Village, situated in Ma'rang District, is one of the areas in Pangkep Regency that boasts a relatively high production of pomelo oranges, indicating a significant potential for processed pomelo orange products. In the international market, pomelo, alongside grapefruit, mandarin, orange, and lemon, holds high trade value. However, the majority of people in this sub-district still lack sufficient digital literacy. The limited understanding of digital technology and online platforms has hindered efforts to effectively market and promote processed pomelo orange products ([Dinata, 2021](#)).

In this context, community empowerment through digital literacy is crucial to implement in Attangsalo Village. By enhancing understanding and skills in digital literacy, local residents will be better equipped to access information, communicate, and market processed pomelo oranges more effectively. Additionally, digital literacy will also provide access to a broader market through online platforms, enabling processed pomelo orange products to reach a larger audience, both locally and nationally.

Empowerment through digital literacy can also bring about a significant social impact. By imparting digital literacy skills to the community, an inclusive and highly competitive environment will be fostered. Communities will have the opportunity to engage in digital economic activities, create new jobs, and enhance their standard of living sustainably ([Lantowa et al., 2023](#)). Furthermore, digital literacy can raise awareness of the significance of data protection and privacy in online activities, enabling people to use technology more wisely, safely, and responsibly.

Pomelo oranges, also known as large oranges or grapefruits, are among the superior commodities in Pangkep Regency, offering economic value and significant health benefits. The potential of pomelo oranges as a source of income and for community economic improvement has been acknowledged. However, marketing challenges, primarily related to limited access to information and skills in utilizing digital platforms, continue to be the primary obstacles. Digital literacy, in this context, pertains to the ability of individuals and community groups to use, understand, and engage with digital technology and information conveyed through digital media ([Wiyatiningsih et al., 2019](#)).

Attangsalo Ward, as an integral part of the Pangkep Regency community, has the opportunity to enhance empowerment through a digital literacy approach. By introducing people to the concept of digital literacy, it is hoped that there will be an increase in their understanding of the use of digital devices, the internet, and social media. Acquiring knowledge of online marketing, brand management, the use of e-commerce platforms, and promotions through digital media will provide them with greater competitiveness in marketing their processed pomelo oranges to a wider market.

However, it is necessary to acknowledge that digital literacy is not merely a technical skill but also encompasses critical, ethical, and creative aspects in using digital technology. Therefore, the community

empowerment approach must involve holistic and continuous learning. In this case, collaboration between local governments, educational institutions, local business actors, and communities will be the key to success. Furthermore, considerations of economic and social sustainability must also be factored into the planning and implementation of this digital literacy program (Djata, 2022).

The importance of digital literacy in the context of marketing processed pomelo oranges in Attangsalo Village will not only have a positive impact on increasing sales and community economic income but also on introducing local products to a wider audience. With strong digital literacy, people can be more proactive in marketing their products, interacting with potential consumers, and leveraging digital opportunities to innovate and develop value-added products (Oktaviyani et al., 2021).

2. Methods

Empowering the public through comprehensive digital literacy for marketing processed pomelo oranges involves a group of 30 participants, representing women from Attangsalo Village in Ma'rang District, Pangkep Regency. This activity is scheduled to take place on July 29, 2023. The approach used in this community service initiative includes participatory counseling, followed by training and practical exercises for the participants. The tools and materials utilized for this activity encompass notebooks, pens, laptops, microphones, projectors, speakers, and training materials.

This program comprises several stages, including preparation, training, implementation of learning, and evaluation. The preparatory phase will involve identifying the community's digital literacy needs, analyzing the marketing potential of processed pomelo oranges, and setting up the materials and technology required for training. During this stage, primary and secondary data will be collected through surveys, interviews, and literature studies.

Furthermore, the training phase will entail the development of a digital literacy training program tailored to the local community's characteristics. Training materials will cover the use of digital devices, internet navigation, and promoting and marketing processed pomelo oranges. The training will be conducted using an interactive and participatory approach to ensure a good understanding.

Following the training phase, the learning implementation stage will commence. The public will have the opportunity to apply the digital literacy skills they have acquired in marketing processed pomelo oranges. This involves creating digital content such as product photos, product descriptions, and promotion strategies through social media or e-commerce platforms. The service team will provide support and guidance during this stage.

The final stage is evaluation, during which the effectiveness of the empowerment program will be assessed. This evaluation will involve collecting data on the increase in digital literacy knowledge, participation in digital marketing of processed pomelo oranges, and its impact on increasing people's income. Data will be analyzed qualitatively and quantitatively to measure the program's success.

3. Results and Discussions

The primary activity in this program is the empowerment of the public through digital literacy for marketing processed pomelo oranges. This event took place on July 29, 2023, in Attangsalo Village, Ma'rang District, Pangkep Regency, with 30 participants from the group of housewives in Attangsalo Village. Community empowerment is an effort to enhance the knowledge, skills, and abilities of the community, enabling them to take an active role in various aspects of life, including marketing processed pomelo oranges such as syrup, sweets, and dodol. In the context of marketing processed pomelo oranges in Attangsalo Village, Ma'rang District, Pangkep Regency, community empowerment through digital literacy plays a vital role in optimizing the potential of processed pomelo orange products.

Empowering digital literacy can also help in preserving local culture. Pomelo oranges, which are a superior regional product, will become increasingly known to people outside the region so that they can become a form of culinary tourism promotion. In addition, through the use of digital technology, people

can participate in virtual training and knowledge exchange programs, which can enrich their insight and strengthen their sense of ownership of local products and culture (Hasanah & Setiaji, 2019). With digital literacy, people can adopt industry innovations and best practices in their businesses, leading to increased product quality and competitiveness (Murtadho et al., 2022).

In the context of marketing processed pomelo oranges in Attangsalo Village, Ma'rang District, Pangkep Regency, community empowerment through digital literacy has an important role in optimizing the potential of local products. The empowerment process includes several main stages, namely preparation, training, learning implementation, and evaluation.

3.1 Preparation Stage

The preparation stage is a crucial first step in implementing a community empowerment program. In this case, an in-depth survey and analysis were carried out regarding the condition of the community, potential processed orange Pamelos, as well as level of digital literacy in Kelurahan Attangsalo. From the analysis of the results from this, community needs can be identified in terms of digital literacy and product marketing processed orange Pamelos. In addition, there is the involvement of various relevant stakeholders such as citrus farmers, processed business actors, and related agencies at the district level to ensure maximum synergy and support.

3.2 Implementation Activity Stage

After the preparation stage, the next stage is the implementation of training. Implementation activities were carried out on July 29, 2023. The opening was carried out by the Environmental Secretary Attangsalo who was accompanied by the Head of the Family Hope Program (PKH). Then the next session was the presentation of material by the lecturer team regarding digital literacy in marketing processed pomelo oranges. In this session, the importance of this training was explained with the aim of increasing people's knowledge and skills in terms of digital literacy, pomelo processing, and effective marketing techniques. Training materials can include introducing the internet, using social media platforms, creating interesting digital content, branding techniques, and managing small-scale businesses. The implementation activities can be seen in the following figure 1.



Figure 1. Session exposure material

3.3 Practice/Training Stage

After presenting the material and discussion, learning implementation activities were then carried out by practicing using social media features such as facebook, instagram, and tiktok which are integrated directly with Android devices so that they are more practical. The implementation step is an important phase in community empowerment.

The stages of digital marketing outreach given to partners are as follows:

- a. Mapping initial understanding related to digital marketing with
 - Visit menti.com to carry out a limited survey simulation

- Measure the service participants' initial understanding by providing a list of questions
 - Do you already have a facebook, instagram, tiktok account?
 - How long to play facebook, instagram, tiktok
- b. Carry out the practice of creating a marketing account for processed pomelo orange products
 - Creation of an e-mail account for processed pomelo orange products
 - Creation of facebook, instagram, shoppe, and tiktok accounts
- c. Tips and tricks for uploading videos and captions to e-commerce accounts

As for the results, of the 30 participants, only around 10 people mastered and understood how to use social media, there were other participants who did not have an Android cellphone and there were those who had a cellphone but did not understand how to use social media. At the end of the activity we took a photo together with our partners.



Figure 2. Photo with the Service Team and training participants

Digital literacy has a significant role in advancing the marketing of processed Pomelo oranges. Digital literacy also plays a role in increasing knowledge about modern marketing techniques (Panorama & Muhajirin, 2017). With increased access and ability to use digital technology, business actors are able to access a wider market through online platforms such as social media, websites and mobile applications (Tahir et al., 2021). This opens up new opportunities for them to sell processed Pomelo orange products not only locally, but also regionally and even internationally. In this context, digital literacy helps overcome geographical barriers and increase the competitiveness of local products in the global market (Husna et al., 2021). Thus, digital literacy helps overcome traditional obstacles in marketing and opens up new opportunities in reaching a wider audience (Nugraheni & Rahmatullah, 2021).

3.4 Stage Evaluation

The evaluation carried out to determine the success of this activity involves assisting housewives in maximizing the digital marketing process for processed pomelo oranges that has been put into practice. Partners are encouraged to apply the knowledge and skills gained during the training in their daily activities. They can begin by creating digital content about processed pomelo oranges, using social media as a promotional tool, and engaging with potential consumers. During this stage, assistance is provided to partners to become more active in marketing their products, allowing their businesses to develop rapidly. By utilizing online media, it is hoped that housewives and business owners will be able to increase their sales volume and profits, thereby providing additional income for their families.

However, there are several challenges that need to be addressed in empowering society through digital literacy. Firstly, access to digital infrastructure is still not evenly distributed across all regions. Some parts of Attangsalo Subdistrict face limited internet access, which can hinder the full potential of

digital literacy. Additionally, there are barriers in terms of technology comprehension, especially among older individuals or those less familiar with digital devices. Therefore, collaborative efforts are needed between the government, private sector, and society to ensure that all citizens can reap the benefits of digital literacy."

4. Conclusions

Community empowerment through digital literacy is a highly relevant step in addressing the challenges of the current digital era. By enhancing digital literacy, the community in Attangsalo Village can undergo significant transformations. The residents will become more proficient in utilizing digital technology to promote processed pomelo orange products, thereby enhancing global product visibility through social media and other digital platforms. With increased sales, there is hope for an improved community economy, particularly for farmers and processing businesses.

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