

## Partnership-based business mentoring: Dairy UMKM's collaboration with online couriers

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### ABSTRACT

By analyzing the growth of dairy cattle farming enterprises during the COVID-19 pandemic with online courier partnerships, this service activity seeks to provide business aid through partnerships. The study was carried out at the Bogor district's kp. Bojong sempu using a qualitative methodology. A straightforward strategy for gathering data was used to interview and observe dairy milk MSME firm owners. Business actors, particularly dairy milk enterprises in kp. Bojong sempu, must be ready to face marketing challenges given the current state of the COVID-19 epidemic. Collaboration with dairy milk MSMEs through alliances with online couriers is one approach that might be taken. assistance in establishing dairy farming enterprises Using the available resources, dairy MSMEs in Bojong Sempu Village must increase production capacity while preserving and improving the quality of fresh milk. This includes marketing and distribution of products that must be sent more quickly without compromising the advantages and quality of products made from fresh cow's milk that consumers receive.

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### INTRODUCTION

The covid-19 epidemic is now affecting Indonesia's cattle industry. The role of the government is significant in the development of cattle and the growth of the milk management industry. Kp. Bojong Sempu is in the business of dairy farming because a portion of its population work with dairy cows.

In the community of Bojong Sempu, there are significant problems with milk production. This is a result of the pandemic that has affected the nation and caused a drop in the sale of cow's milk relative to other times.

In Bojong Sempu, dairy farming is a hereditary family business and a small-scale enterprise. In contrast to the time before the pandemic, when milk income was above 10 liters per day, as a result of the covid-19 pandemic, milk output has reduced by an average of 10 liters per day from each cow, which has led to low income for farmers.

Farmers' inability to innovate their fresh milk products is another issue, which causes a decline in sales and financial loss for these farmers during the COVID-19 epidemic. Reduced prevalence of A strategy needs to be devised for the dairy farming industry in Bojong Sempu in order to enhance income for farmers because the drop in customer numbers is a result of social distance being created to stop the spread of Covid-19.

Lack of knowledge in the area of technology is another factor affecting sales, and this has an effect on dwindling customer numbers. During this pandemic, it is crucial for people to anticipate the spread of COVID-

19 by adhering to the distance protocol, and this impact should be felt in the cow's milk industry, where a delivery system via courier or motorcycle taxi is also required to f (Barokah, 2009).

In order to address the issues that farmers face, this research aims to assist in adapting to changes in both the internal and external environment. In order to do this, it is necessary to examine both internally and externally, identify the business's strengths and weaknesses, as well as threat factors and opportunities in the face of market competition, particularly in the face of the global market.

The firm must have been investigated utilizing a SWOT analysis as a foundation for raising a product's competitive worth. The earliest business success methods depend on both internal and external elements. In order to determine the business's marketing strategy, the SWOT analysis approach can determine the internal and external elements that have an impact on the company.

The purpose of this study is to improve the dairy cattle business processes based on knowledge and skills by working with online couriers in conjunction with dairy cattle MSMEs in the community of Bojong Sempu. Farmers must create current technology and management in order to compete with farmers from outside the area. This can be done by combining farming knowledge and experience accumulated over many generations.

## **METHOD**

The approach utilized in this analysis is a qualitative approach, which means it doesn't involve any kind of computation. With the help of surveys and interviews with dairy milk MSME business owners, the method will be used to gather data. It is necessary to implement development strategies, namely through applying the SWOT analysis technique. Information about the current state of the business, how it started, initial funding, how to raise dairy cows, and milk output were gathered through interviews with business owners. (Agustina, 2015).

The data is then examined using SWOT analysis after looking at the issues, strengths, weaknesses, and business prospects associated to the growth of the dairy cow firm Kp. Bojong sempu.

Then, 10 questions in the form of a questionnaire on the selected issue and views on the business owner's predicament during this pandemic followed.

## **RESULTS AND DISCUSSION**

The first step was to request authorization from the business owner. Ask the owner alone a number of questionnaire questions once you get the required consent in order to gather the necessary information. Interviewing the dairy farm's owner is the second step before performing a SWOT analysis on the information. Questionnaires, observations, and interviews were utilized as the strategy for gathering data for this study. The majority of the locals here herd cattle, which is a reasonably typical lifestyle, therefore the beginning of the development of this farm is essentially already usual. This farming enterprise began with just two dairy cows, a male and female, which were kept and later bred. Additionally, the first investment made in starting this business was about Rp. 25,000,000, which was used to purchase 2 pairs of calves but did not include cow feed or cages. A lot of the milk that is currently available is stale or unfit for eating because of the co-19 pandemic's effects on daily income as well as losses from a decline in consumers brought on by the procedures that force individuals to socially distance themselves. due to a lack of interest from buyers, causing losses. An essential component of the program is maintaining the cleanliness of the barn and the caliber of the milk produced. Dairy farmers need to take extra care because they are expected to produce milk of a high caliber. To ensure that milk is of this caliber, it is necessary to feed cows with the right feed, which includes soybean pulp, fresh grass, and vitamins every month. It is also important to avoid putting cows under stress because this can cause the milk they produce to be of a lower caliber.

The Cooperative is another associate of the company. The cooperative serves as a collection station for cow milk from West Java dairy farmers. The cooperative does not receive milk every day and has a cap on the amount of milk it would accept; it only accepts milk if it is of high enough quality to be worth sending to milk factories like Indomilk and Ultra. The situation of how underdeveloped the dairy milk industry is owing to a lack of capital, the notion of developing a marketing strategy, and product distribution in this COVID-19 pandemic all have an impact on the idea of innovation used in this study. Making milk into a novel product will draw people and boost sales.

Because this business is still small-scale and may still be managed directly by the owner in all production and marketing activities, the existence of workers is not necessarily necessary. Without using personnel, every production and marketing activity is owned. Dairy milk business actors intend to expand this animal industry in the future by producing a variety of milk-based items, including cakes, drinks, and other consumer goods that are more geared toward souvenirs than dairy milk itself.

Whey milk owing to their lack of knowledge regarding how to use internet technology, MSME players continue to not offer their services online, which has the unintended consequence of reducing their customer base owing to social exclusion. (Sulistiyati, 2013). Promote customers with a delivery system that makes it simpler for customers to transact, including effective and efficient delivery, in order to persuade customers to keep purchasing products made from cow's milk during this COVID-19 pandemic.

SWOT evaluation In business management, a SWOT analysis is a type of analysis that can help with the creation of a solid plan. to accomplish objectives, whether they are short-term or long-term. A mature strategy can be developed using a SWOT analysis to accomplish a goal, whether it be a short-term or long-term one. Strengths, Weaknesses, Opportunities, and Threats make up SWOT.

**Table 1. SWOT**

| <i>Strength</i>   | <i>Weaknesses</i>   | <i>Opportunities</i>  | <i>Threats</i>  |
|---|---|---|---|
| <p>Healthy The vitamin content contained in real pure cow's milk is 7.9 fat with 149 calories, 7.7 grams of protein, 11.7 grams of carbohydrates and free fiber. Calcium in whole milk is 276 milligrams and 8 percent vitamin A.</p> | <p>The amount of production is not fixed The amount of production per day is sometimes not fixed depending on the condition of the cow and the surrounding environment, if the cow feels stressed or sick it affects the milk income.</p> | <p>Easy to process Processed milk is indeed very easy to process such as it can be made into drinks, puddings, milk cakes and other foods depending on our creativity that makes milk the main ingredient. processed.</p>   | <p>The number of competitors Because in kp.bojong sempu, most of the residents work as farmers so the competition for cow's milk production business is very rapid here. here is very fast.</p> |
| <p><b>Clean/hygienic</b> After I saw the condition of the cowshed in bojong sempu, it looked well- maintained because the owner really applies cleanliness in terms of milk production, cow care and stalls.</p>                      | <p>No employees Because this business is small- scale, the owner does not have employees and works more with his family members.</p>  | <p>Can open up opportunities for the surrounding community This business can also open up business opportunities for local residents so that MSMEs are formed to make products such as drinks, foods based on milk and this business can also help alleviate the economy of the residents. during this covid-19 pandemic.</p> | <p>Lack of ideas in innovating products The lack of ideas in innovating cow's milk production in bojong sempu is also a factor in the decline in the number of customers.</p>                   |
| <p>Natural The quality of cow's milk produced by this Kp.Bojong sempu farmer is quite natural because the owner prioritizes authenticity for customers.</p>   |   |   |   |
| <p>Price directly from the seller The price given by the owner of the farm directly is cheaper.</p>   |   |   |   |

**CONCLUSION**

Since the cattle industry is the primary source of income for the people that run the village of Bojong Sempu, there is currently little demand for labor. Because this cattle business has been practiced for generations, rearing cattle also draws on what has been observed and learned from the surrounding environment. They began operating the livestock enterprise with Rp25,000,000 in startup cash. They used their own money as the capital. With this first funding, dairy cows, cages, and other production facilities were purchased. Approximately 10 heads of profitable cows are currently in farmer possession. The implementation of the social distancing protocol by the government has had a negative effect on farmers' incomes, which is

why there is no courier or motorcycle taxi delivery service in this industry. Instead, people are turning to online courier services as a delivery option because it eliminates the need for people to leave their homes while still adhering to established protocol. Customers are becoming less interested in purchasing products because there has been little innovation in how cow's milk is processed. The findings of this research. The findings of this study advise business owners to develop new cow's milk processed products and provide local residents with business opportunities for MSMEs that produce bottled milk drinks with a variety of flavors and inside flavors like strawberry, pandanus, chocolate, durian, and agar-agar. The flavors are derived from natural fruit flavors that are also secure and do not reduce the vitamins in the milk. Through their collaboration with online couriers in an online marketing plan, the dairy MSMEs of the bojong sempu village follow the government-established health norms while facilitating quick distribution. This innovation is complemented by business support.

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