

Conference Paper

Social Marketing Program for Online Chili Market: 'Buy Fresh Chili Directly From Farmers' to Improve the Welfare of Chili Farmers in Ciawi District

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Abstract

Chili is a vegetable that is most widely grown by farmers in Indonesia. The amount of land planted with chili in 2010 was 237 520 hectares, or more than 20% of the total land used for growing vegetables (Investor, 2013). Chili farmers in the Ciawi District are a part of the Pondok Menteng farmers group that is led by Mr. Haji Misbah. The Pondok Menteng farmers group is located in the village of Pondok Menteng, District of Ciawi, Bogor. The average Ciawi farmers only finish Junior High School. Their educational background affects their decision-making in the process of selling their goods. The farmers want their harvest to sell as quickly and easily as possible, so many farmers rely on middlemen to sell their goods. The middlemen offer ease of transaction to the farmers, on some occasion farmers can even get the money before the farmers finish harvesting, educational background influences the process of counting expenses during the planting, consequently farmers are only counting the biggest expenditure such as fertilizer, water and pest management to determine the selling price. Based on this, it can be concluded that a social marketing program is needed to educate farmers. One of the social marketing program that can be done is to teach the farmers how to sell their goods online.

Keywords: social marketing, social marketing program, chili farmer, educate farmer, selling goods online

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1. Introduction

1.1. Profile of the department of agriculture

1.1.1. History

Department of Agriculture and Forestry was founded following the Bogor District Regulation no. 11 year 2008 on the Establishment of the Regional Office, which acts as

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the regional government administration in agriculture and forestry is responsible to Regent.

Department of Agriculture and Forestry main duty is to assist the Regent in conducting local government affairs based on the principle of autonomy in the field of food crops, plantations and forestry, as well as the co-administration.

In performing these duties Department of Agriculture and Forestry has the functions:

1. Formulation of technical policy in the field of food crops, plantations and forestry;
2. Implementation of government affairs and public services in the field of food crops, plantations and forestry;
3. Development and implementation of tasks in the field of food crops, plantations and forestry;
4. Implementation of other tasks given by the Regent in accordance with its duties and functions.

(source: Tugas dan Fungsi Pokok Dinas Pertanian dan Kehutanan Kabupaten Bogor <http://distanhut.bogorkab.go.id/>, official website of Bogor's Department of Agriculture and Forestry, accessed March 27, 2016, 11.51 a.m.)

1.1.2. Human resource

Currently the number of Civil Servants working in the Department of Agriculture and Forestry in Bogor Regency are as many as 123 people.

Department of Agriculture and Forestry is divided into seven areas of work that took place at the Department of Agriculture and Forestry office and 21 Technical Implementation Unit that are located in various areas in accordance with the grouping of the District.

The main field under the Head of Bogor and the leadership ranks is the field of Food Crops, Horticulture Division, Field Plantation and Forestry Sector. (source: Struktur instansi Dinas Pertanian dan Kehutanan Kabupaten Bogor <http://distanhut.bogorkab.go.id/> official website of Bogor's Department of Agriculture and Forestry, accessed March 27, 2016, 11.51 a.m.).

Currently the Department of Agriculture and Forestry of Bogor has programs aimed at improving the welfare of farmers in Bogor implemented by the Horticultural Division, but the various programs that have been implemented have not unravel the main problems causing lack of farmers' welfare.

The main problem faced by farmers is the supply chain is too long, especially in the supply chain of food commodities for chili. (Interview with Uus, Technical Implementation Unit of Agricultural Bogor, Ciawi the District Field Coordinator, March 22, 2016, at 08.00 pm, at the Office of UPT, District Ciawi, Bogor).

1.1.3. Agricultural conditions in Bogor

Bogor regency consists of 40 sub-district, namely, Nanggung, Leuwiliang, Leuwisadeng, Pamijahan, Cibungbulang, Ciampea, Tenjolaya, Dramaga, Ciomas, Castle, Cijeruk, Cigombong, Caringingin, Ciawi, Cisarua, Megamendung, Talbot, Babakan Madang, Sukamakmur, Cariu, Tanjungsari, Jonggol, Cilungsi, Coconut Nunggal, Gunung Putri, Citereup, Cibinong, Bojong Gede, Tajurhalang, Kemang, Ranca Bungur, Parung, Ciseeng, Gunung Sindur, Rumpin, Cigudeg, Sukajaya, Jasinga, Tenjo, and Parungpanjang (Data Department of Agriculture and Forestry Bogor District, Division of Horticulture, 2016).

Field of Horticulture Department of Agriculture and Forestry of Bogor Regency, has a duty to supervise the production, plant protection and yield management and marketing in the district of Bogor. In this case the field of horticulture, assisted by a Technical Implementation Unit in each group of districts, focuses on vegetables and fruit crops in the district of Bogor. There are nine types of vegetables in Bogor, namely, leeks, potatoes, cabbage, cauliflower, Chinese cabbage/cabbage, carrots, red beans, long beans, chili. While the fruit trees has 25 types, avocado, star fruit, duku, durian, guava, guava, citrus, grapefruit, mango, mangosteen, jackfruit/jackfruit, pineapple, papaya, banana, rambutan, bark, sapodilla, passion fruit, soursop, breadfruit, apple, grape, betel nut, banana, and jengkol. (Data Vegetable and Fruit Bogor, Department of Agriculture and Forestry of Bogor Regency).

Based on data from the Department of Agriculture and Forestry, Bogor regency in 2012-2014, five sequence biggest production of vegetable crops Bogor Regency is (1) Long Beans, (2) Sawi, (3) Carrots, (4) Chili, (5) Onion leaves, While the fruit crop has five largest production order is (1) Pineapple (2) Bananas, and (3) Salak, (4) Rambutan, (5) Papaya. (Data Production of Vegetables Bogor, Department of Agriculture and Forestry of Bogor Regency, Year 2012-2014).

System of world food trade is increasingly open or free market is affecting the price of food products in the country by the circumstances of international prices. Indonesia as an agricultural country produces a wide range of strategic food products, even for a particular commodity is already surplus. (Source: <http://bkp.pertanian.go.id/berita->

198-kebijakan-stabilisasi-harga-pangan-20022012.html accessed on March 27, 2016 at 14:07 pm) Based on the statement can be concluded that the rice, soy, meat beef, chili, and onions is a strategic commodity in Indonesia.

The type of strategic commodities produced by the Bogor Regency is chili. The chili is the only strategic commodity owned by the District of Bogor, with the largest production in the districts of Ciawi.

Chili crop varieties developed and consumed by the people of Indonesia is a large chili (chili chili curls and big) and cayenne pepper. (Source: <http://www.agrotani.com/mengenal-macam-macam-jenis-cabe/> accessed on March 27, 2016 at 14:28 pm).

Most of the chili crops are on the island of Java (60%) and the rest scattered in other major islands. Total production in 2011 for each of the islands in a row are: Java (12 million tons), Sumatra (500,000 tons), Bali and NTT (200,000 tons), Sulawesi (150,000 tons) and Kalimantan (150,000 tons). ([11], p. 32).

In the commodity marketing chili many parties involved, including traders, merchants between regions, wholesalers, retailers and others. [11]. The involvement of business administration can also cause high cost of business administration that will ultimately affect the retail price (consumer price) and the price at the farm level (producer) (Soetiarso, 1997: [11]).

Chili crop production locations in Bogor Regency is in Kampung Pondok Menteng, Bojong Murni, District Ciawi, Bogor.

The target market is the entire production of pepper plants Ciawi subdistrict is the Market Master Kemang. Flow distribution trade system for the production of the farmer up to consumer households can be seen in diagram 1.2.

1.1.4. Target patronage

Department of Agriculture and Forestry target patronage in particular the field of horticulture, are all farmers registered in the district of Bogor. Farmers who became the target has the right to obtain information about government assistance and of agricultural and getting regular counseling on agriculture.

1.1.5. Routine program implemented

The program that has been implemented on a regular basis, organized by the Horticulture Division, Department of Agriculture and Forestry, Bogor, in order to improve the welfare of farmers and local food consumption are:

1. Development of marketing of agricultural products/forestry
2. Promotion of farm production area
3. Management information products market crops, horticulture and plantation
4. Procured post-harvest horticulture
5. Making shelters and processing of horticulture

Farmers can prosper if they can sell products directly to the farm industry (restaurants, hotels, and business processing products chili) and end consumers without intermediaries of various elements on the flow of trade system.

1.1.6. Vision and mission

a. **Vision**

To achieve advanced and sustainable Agriculture and Forestry.

b. **Mission**

- (a) Improving the production, quality and value-added agricultural and forestry products;
- (b) Develop a leading commodity agribusiness centers;
- (c) Optimizing the ability of conservation of forest resources.

1.2. Analysis

1.2.1. Internal analysis

a. **Department of Agriculture and Forestry of Bogor Regency**

Department of Agriculture and Forestry of Bogor Regency maintain a fairly good relationship with farmers through the Technical Services Unit which were divided into groups of districts. Technical Services Unit which is under the control of the fields of horticulture, Department of Agriculture and Forestry Bogor, fostering good relationships with the farmers through various forms, namely, went to the field to see the condition of farmers and the market, ask directly to farmers, and offering solutions to the farmers.

Department of Agriculture and Forestry has been running several programs to improve the welfare of farmers in Bogor, one of them is making a Farmers Market

every month at the office of the Department of Agriculture and Forestry Bogor, farmers' market program made to introduce agricultural produce coming from Bogor.

Based on the analysis, there is no program to streamline the flow of business administration in vegetable crops, especially chili.

b. Analysis of Chili Farmers in the District of Ciawi

Chili farmers in the District of Ciawi incorporated in the Pondok Menteng farmers guild, chaired by Mr. Haji Misbah. The farmer guild Pondok Menteng located in Pondok Menteng village RT 02/03, Bojong Murni, District Ciawi, Bogor. Chili production land area in the region is of 80 hectares with a production of 33 kilograms per day consisting of chili and cayenne pepper. Target market in this case is the Kemang wholesale market, Jl. Kyai Haji Soleh Iskandar, Cibadak, Tanah Sereal, City of Bogor, West Java and some markets in Jakarta which is being sent every three times each week.

There are 104 chili farmers in the farmers' guild. There are three types of chili farmers, the sharecroppers, the farm owner, and farm owners and sharecroppers. Most of the land managed by the chili farmers in the districts of Ciawi is owned by someone else but was released to be managed without sharing the results to the owners. Every day the plant belongs to the farmers' guild can produce chili at 33 kilograms per day which would then be distributed directly to the Kemang wholesale market every 2 days.

The average educational background of Pondok Menteng guild members is uneducated and up to junior high school graduation. Their educational background affect their decision-making in the process of selling produced chili. The farmers want to sell their harvest quickly and easily so that many farmers rely on middlemen to sell it for them. Middlemen offer ease of transaction to the farmer and the farmer can get money even before the chili is harvested.

Based on a study Identification of Food Security and Consumer Preferences on Consumption Staple Food Material prepared by (Rahayu, Sri et al., 2014), there are two things related to marketing treatments chili namely, storage and packaging. In terms of storage, the chili is a commodity that is highly vulnerable to rot if not stored properly, therefore after being picked, chili must quickly get into the hands of the industry (restaurants, hotels, and business processing products chili) and end consumers, because farmers cannot save chili, storage is only done by a wholesaler who capitalized by using cold storage.

TABLE 1: Chili packaging types based on volume.

Jenis Kemasan	Volume Per Kemasan (Kg)	Tujuan Pemasaran
Karung Jala	70-80	Pulau Jawa
Kernajang Pandan	50-60	Pulau Jawa
Keranjang Bambu	35-40	Pulau Jawa dan Luar Pulau Jawa
Kotak Karton	20-25	Luar Pulau Jawa dan Ekspor

Source: Studi Identifikasi Ketahanan Pangan Preferensi Konsumen Terhadap Konsumsi Bahan Pangan Pokok Jagung, Daging Sapi, Gula, dan Cabai, BAPPENAS 2015.

Based on this, chili farmers who sell their farm to a middleman does not make the process of storage and packaging.

1.2.2. External analysis

a. Analysis of Chili in Bogor

TABLE 2: The average price of pepper from January to March 2016 in Bogor.

RATA-RATA	DI TINGKAT PETANI			DI TINGKAT PEDAGANG		
	CABE KERITING	CABE RAWIT	CABE BESAR	CABE KERITING	CABE RAWIT	CABE BESAR
	19.495	17.988	19.486	44.333	49.276	45.801

Source: Data from Department of Agriculture for pepper prices from January to March 2016 in Bogor.

It can be concluded from the aforementioned data the price of curly chili at the farm level has the distinction of 227% at a price at the merchant level, cayenne prices at farm level has the distinction of 274% at a price at the merchant level, and cayenne prices at farm level has the distinction of 235% with prices at the merchant level. This is a major problem affecting the low welfare of farmers (Author interview with the Head of Technical Implementation Unit District of Ciawi, Teguh, on March 22, 2016, at 08.00 pm in the District Office Ciawi UPT).

Pepper prices at farm level does not fluctuate, the price remained stable at Rp 17,000-20,000/kg, stable prices is influenced by the price of seeds, fertilizers, and chili are also stable treatment. However, when the chili had come into the hands of the industry (restaurants, hotels, and business processing products chili) and

the final consumer, prices become more expensive. This is caused by the flow of business administration long chili.

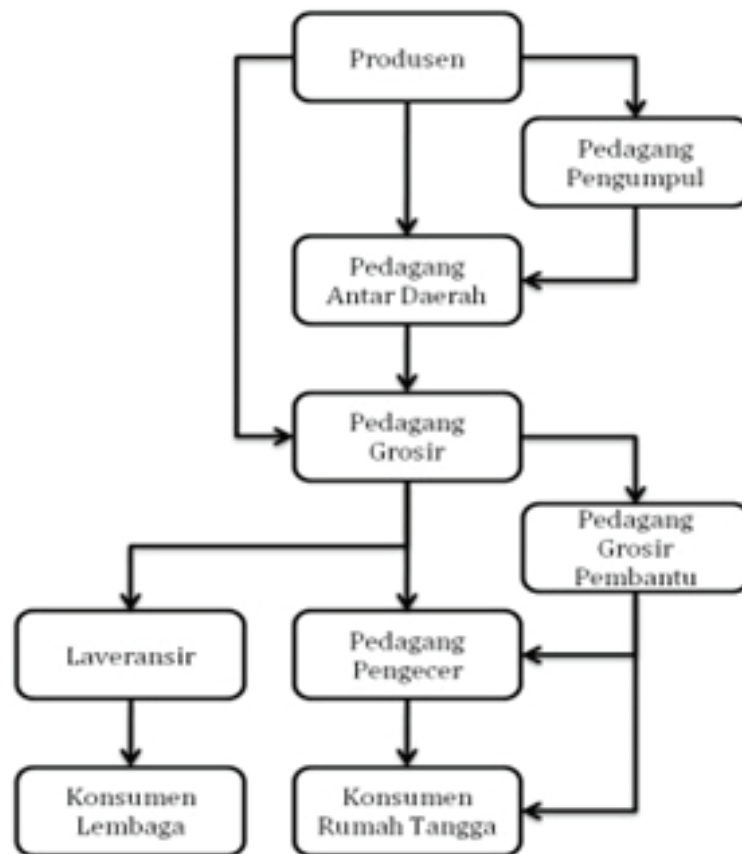


Figure 1: Flow diagram of chili trade system. Source: Food Security Identification Study on Consumption Consumer Preferences Staple Food Ingredients Corn, Beef, sugar, and chili, BAPPENAS 2015.

1. Analysis of Product Marketing and Online Sales

In 2017, e-Marketer estimates that the number of Indonesian netters will reach 112 million people, beating Japan at number 5, the growth in the number of Internet users is more sluggish. Overall, the number of Internet users worldwide is projected to reach 3 billion people in 2015. Three years later, in 2018, estimated at 3.6 billion people on earth will be accessing the Internet, at least once every month. (source: <http://tekno.kompas.com/read/2014/11/24/07430087/pengguna.internet.indonesia.nomor.enam.dunia>, accessed on 7 April 2016 at 13:14 pm).

Referring to data from the World Economic Outlook prepared by the Association of Internet Service Providers, e-commerce market in Indonesia reached Rp 18 trillion (US \$ 1.3 billion) in 2015, with 37 million consumers out of a total population of 255 million. Those figures rose from Rp 12 trillion and 27 million customers

recorded in 2014. As for 2016, the association estimates that e-commerce market will reach Rp 25 trillion, with 49 million consumers. (source:<http://finance.detik.com/read/2016/03/18/124239/3167975/4/program-ini-dorong-pelaku-ukm-goes-digital>, accessed on March 27, 2016 at 20:06 pm).

Consumption of products through online sales are increasingly popular with the public. SMEs rightly utilize any online based business support so that their products more widely known. But, now there are many entrepreneurs who need inspiration and guidance in order to compete and satisfy the interests of consumers. (Source: <http://finance.detik.com/read/2016/03/18/124239/3167975/4/program-ini-dorong-pelaku-ukm-goes-digital>, accessed on March 27, 2016 at 20:06 pm).

1.2.3. SWOT analysis

1. Strengths

- (a) Department of Agriculture and Forestry of Bogor Regency has been fostering good relations with farmers
- (b) The Department of Agriculture and Forestry Bogor regency have good coordination with farmers
- (c) Farmers have been incorporated into farmer groups so that the collection of agricultural produce centralized production

2. Weaknesses

- (a) There has been no program of the Department of Agriculture and Forestry of Bogor Regency in overcoming groove trade system long chili
- (b) Background Low farmer education affect the selling price of production and sales decisions are not appropriate
- (c) Farmers do not have cold storage to store the harvest of chili in a long time

3. Opportunities

- (a) Consumption of chili in Indonesia by industry (restaurants, hotels, and business chilis processing products) and household consumer/end consumers is increasing every year so that the pepper plants become a strategic commodity in Indonesia

- (b) The development of marketing and selling products online so that farmers can adapt marketing and sales of production of pepper plants in a way online.
- (c) The growing interest of consumers to purchase products online so that farmers have an opportunity to sell products online

4. Threats

- (a) The price of chili on the market which cannot be predicted
- (b) Middlemen are willing to pay agricultural produce before harvesting
- (c) The chili is a commodity that must be quickly sold because it is very perishable

1.3. List of potential problems

1. There has been no program of the Department of Agriculture and Forestry of Bogor Regency in overcoming groove trade system long chili.
2. Farmer's Low educational background affect the selling price of production and sales decisions are not appropriate
3. Traders gatherers who are willing to pay agricultural produce before harvesting

1.4. Communication issues statement

Interest in the development of packaging and marketing of chili production is to give farmers the opportunity to sell farm produce directly to the industry (restaurants, hotels, and business processing products chili) and the final consumer. The easiest way to sell agricultural produce directly to the industry (restaurants, hotels, and business processing products chili) and end customers are doing it online, because this way offers ease and without the cost burden of farmers. Thus, if farmers can take advantage of this situation, it is expected that farmers can meet directly with the industry (restaurants, hotels, and business processing products chili) and end customers and gain higher margins than selling through middlemen.

1.5. Justification

The chili is a strategic commodity Indonesia which means low-high chili prices affect the stability of food in Indonesia. Ciawi subdistrict, Bogor regency, had chili production is quite high, so if the local government and chili farmers can work together in controlling the process of production to the distribution process is completed, then the pepper plants will be profitable and can automatically improve the welfare of farmers chili.

Online Chili Market program will be packed with social marketing strategies. Social Marketing is a process that applies the principles and techniques of marketing in creating, communicating, and delivering value to influence the behavior of the target audience and beneficial to society (public health, safety, environmental, and community) and also the target audience (Phillip Kotler, Nancy Lee, and Michael Rothschild, 2006). The main benefit of social marketing program is intended to change the behavior of the target audience.

1.6. Problem-solving strategies

Based on the analysis and statement of the problem that has been presented, the strategies to overcome this problem is to do a series of programs of Social Marketing in the form of training, and ending with the inauguration of the Market Chili Online 'Buy Chili Fresh, Jump Into Farmers' foisted on occasion of World Food Day, 16 October 2017 organized by the Department of Agriculture and Forestry Bogor regency in the Office of Agriculture and Forestry Bogor.

2. Program Planning

2.1. List of potential programs

The programs with the potential to be done by the Department of Agriculture and Forestry in improving the welfare of farmers group Pondok Menteng:

1. Conducting a series of social marketing program in the form of training for Farmers cottage Menteng
2. Create platforms namely, website, Facebook, line @, and Instagram for media liaison between farmer groups and consumer Menteng cottage

3. Conducting the inauguration of a program inserted at the World Food Day by the Department of Agriculture and Forestry Bogor.
4. Hold special marketing programs such as training and ending with the inauguration of the program in the form of Special Event
5. Press Conference to convey information to the media about the program

2.2. Proposed program

1. Training for Farmers Guild Pondok Menteng 'Towards a Prosperous Farmer Chili'
The training activities is a social marketing program will be done to help the farmer guild Pondok Menteng, this activity is carried out in the halls and meeting rooms of Agriculture and Forestry Office of Bogor. The training will be done include:

(a) Training on Packaging

On the packaging farmer training activities will be given the knowledge by the facilitators, the experts recommended by the Department of Industry and SMEs Bogor, Dr. Dudy Wiyancoko, Lecturer in Industrial Design, Faculty of Art Design chili ITB on how to pack and interesting. That this training can take place effectively, the group of farmers cottage Menteng totaling 104 people will be split into four groups. Activity briefing will be conducted in the hall by collecting all members of farmer groups to be briefed and divided the training group, the next group of farmers who have been divided into 4 groups will be trained in separate rooms.

(b) Training on Chili Processing

After conducting training activities packaging, training activities will be continued with the processing of chili. Farmers will be given knowledge by the facilitators, namely the owners of SME products Abon Cabe Evia, Evi Afiah and business owners Bu Rudy sambal, IE Lani Siswadi, about how to cultivate chilis dry and wet.

That this training can take place effectively, the group of farmers cottage Menteng totaling 104 people will be split into four groups.

(c) Training on Online Marketing

After conducting training activities packaging and chili processing training, activities will be continued with Online marketing training.

The purpose of the program are:

- (a) To provide training to farmers' groups packaging in order to do the packaging chili with a good, true, and interesting.
- (b) To provide training to farmers' groups chili processing in order to process its own chili.
- (c) To provide Online marketing training to farmers' groups in order to have an overview sell products online and the strategies required.
- (d) **Making sales platform website, Facebook, Line @, and Instagram for Online Chili Market 'Buy Fresh Chili, Straight from Farmers'**

(a) **Website**

The website will be named pasarcabaiOnline.com and contains about the history, vision and mission, as well as the mechanism through Online ordering chili. In addition, it contains the contact (address, phone number, and email) to audiences who want to ask more questions or submit comments and suggestions. The website will be integrated with official accounts Market Online Chili namely, Facebook, line @, and Instagram.

(b) **Facebook Fan Page**

Facebook Fan Page will be named Chili Markets Online, in Chili Markets Facebook Fan Page Online will contain a link article about the world of agriculture, explained the mechanism of ordering chili, and chili promotion, in this case the chili that will connect directly to the website as a home base.

(c) **Line@**

Line @ will contain a link article about the world of agriculture, explained the mechanism of ordering chili, and chili promotion, in this case the chili that will connect directly to the website as a home base.

(d) **Instagram**

Instagram will be named @pasarcabaiOnline and contains explanations of reservation and promotion chili peppers, in this case the chili that will connect directly to the website as a home base.

Event creation of websites, Facebook, line @, and Instagram market chili Online 'Buy Chili Fresh, Ready to Farmer' was implemented after a series of programs peleatihan done, the manufacturing platform for Market Chili Online as a means of promotion, sales, and means peteani met with industry (restaurants, hotels, and business processing products chili) and the final consumer. The website will be integrated with all

social media owned by Chili Market Online that content is delivered to the audience has the same key messages.

The next activity after making the platform is elect a chili Markets Online, which is expected to close by the Online network, can manage Chili Online Market, and can communicate with the Chairman of Farmers Group Menteng cottage that distribution can be done evenly.

2.3. Justification program

Based on the analysis that has been done to the Department of Agriculture and Forestry Bogor and farmer groups in the District cottage Menteng Ciawi, the problems faced is the low welfare of farmers due to the flow of trade regulation long chili. Department of Agriculture and Forestry has the objective to improve the welfare of farmers, so that the Department of Agriculture and Forestry Bogor Regency not only have the duties and functions of the principal in improving the quality of agricultural produce, but also have a duty to teach farmers in marketing their farm production. Online Chili Market program will be packed with social marketing strategies. Social Marketing is a process that applies the principles and techniques of marketing in creating, communicating, and delivering value to influence the behavior of the target adopters and beneficial to society (public health, safety, environmental, and community) and also the target adopters (Phillip Kotler, Nancy Lee, and Michael Rothschild, 2006)

Social marketing is a process that applies the principles and marketing techniques. Social marketers must determine how to allocate the budget for some of the tools in the social marketing mix (the social marketing mix) to be used to achieve its objectives influence the behavior and the behavior of the target adopters (Phillip Kotler and Armstrong, 2008). Social marketing mix, known as 4P, consisting of:

1. **Product**

Product is everything that is offered on the market for attention, prompted, use, and consumption that will satisfy or meet the desires and needs of the social product (goods and services). Social product types offered in this program are:

(a) **Idea**

The idea includes beliefs, attitudes, or values of the target adopters. The idea is an intangible object, namely in the form of ideas about training and market platform of chili Online. Department of Agriculture and Forestry of

Bogor Regency will educate the target adopters about the way of packaging, processing, and marketing of chili via Online. Convincing the target adopters that the increasingly sophisticated technology and can be used to sell the production of agricultural produce, namely peppers. Thus, the target adopters may think that with training, they can improve their wellbeing and change their lives for the better.

(b) Practice

Starting a step change by following a series of training until the inauguration of the Market Online chili that can be used to market products of agricultural products and provide greater profits than before.

(c) Tangible Object

Real objects are used as training aids and marketing through market participants chili Online is a shirt, tote bag, and a fan-shaped brochures to be distributed as a promotional tool.

2. Price

Adjusted for a set fee for the implementation of the program. The fee for conducting social marketing program is provided by the Department of Agriculture and Forestry Bogor. At the time of training and dedication Online chili market, the target adopters issued in the form of non-cash charges, namely the mind, energy, and time.

3. Place

Is a social product distribution to the target adopters. In this case, the target adopters are invited to conduct training in the office of the Department of Agriculture and Forestry of Bogor Regency conducted over a full day. While the inauguration of chili Markets Online will be inserted at the annual celebration of World Food Day Se conducted in the field of Agriculture and Forestry Bogor.

4. Promotion

Promoting social product to the target adopters through a community, in this case the target adopters own association called Pondok Menteng farmer groups. Disseminate information through the invitation assisted by training farmer groups Pondok Menteng, farmer groups act as influencers farmer groups Pondok Menteng.

Of the 4P, social marketers have suggested adding 3P again, particularly in relation to delivery of services.

5. Personnel

Department of Agriculture and Forestry of Bogor Regency as change agents who hold social change by way of organizing social marketing program of training and dedication Online chili market. Department of Agriculture and Forestry of Bogor Regency in cooperation with the Department of Industry and SMEs in one packaging training. Working with the media to get a lot of publicity during the pre-event, event and post-event. Distributing invitations and information orally to the influencers who in this case is a cottage Menteng farmer groups to invite members of farmers following the social marketing program.

6. Presentation

The training is divided into three training will be delivered by facilitators who are experts in their respective fields. The training aims to educate the lodge Menteng farmer groups about how to pack a good chili, chili processing, and how to market your products online. Curiosity targets adopters of the material submitted, will be answered when the question and answer session.

7. Process

Through the process of learn-feel-do (learn-feel-do), the target adopters will first learn about the importance of studying the packaging, producing refined products chili, and how to market the product through online, not only to learn, but the target adopters are also encouraged to feel and do immediately packed chili, chili producing refined products, and market your products online. Social marketers will initiate activities that motivate the target for change and act now, not later.

According to Edward L. Berneys in his book Public Relations, PR defines as follows:

1. Providing information to the public
2. Persuasion is intended to change attitudes and behavior of society toward institutions, in the interest of both parties.
3. Attempts to integrate the attitudes and actions between the institution and community attitudes or actions and vice versa.

Through social marketing program Market Chili Online 'Buy Chili Fresh, Jump Into Farmers', the PR function as a transmitter of information with the aim of influencing the farmer groups lodge Menteng to change its stance in order to achieve a common goal, namely, to learn something new in this case the mechanism Market Chili online order to

improve the welfare of farm cottage kelompok Menteng. Social marketing is a process that applies the principles and techniques of marketing in creating, communicating, and delivering value to influence the behavior of the target adopters and beneficial to society (public health, safety, environmental, and community) and also the target adopters (Phillip Kotler, Nancy Lee, and Michael Rothschild, 2006).

In addition to providing information, PR functions to pack it with interesting information for the target perform in line with expectations and goals. According G.R. Miller (1980), persuasive communication is the delivery of a message intended to establish, strengthen, or change responses lain. Tugas of professional PR person is to communicate and build relationships with the public of the organization. (Anne Gregory, 2004).

Communication is a process of reciprocal (reciprocal) exchange of signals to inform, persuade, or give orders, based on the same meaning and the context of relationships conditioned by communicators and social context. In providing education to chili farmers in various stages, influencer in this case is the chili farmers who are successful will do four things included in the process of providing information, which was to draw the attention of the target of the communication, stimulate interest in the content of the message, try to get the message is interpreted as expected, and save messages for later use. Process instruction adds one more step, which is to stimulate learning and practice. While the persuasion process includes active learning and hence add to the sixth step as an acceptance of change that consists of reception sender desires or viewpoints. [5].

In every activity, PR create cooperation based on good relations with the public a continuously is grown. [1]. PR also instill understanding, motivation and participation of the public. Aiming to instill goodwill, trust, mutual understanding, and a good image of the public (Roberto Simoes, 1984)/Frank Jefkins. Department of Agriculture and Forestry of Bogor Regency chili seek to involve farmers in the following series of programs, until the inauguration of Chili Market Online.

These programs will make the target becomes active, because it involves the process of receiving messages of cognitive, affective, and conative. Cognitive an intellectual aspect, relates to human thinking. People who do not know, to knowing. Meanwhile, people who already know are better informed. Affective is the emotional aspect of factors related to habits and keamuan act. [1]. Small changes will be easily understood and accepted. Therefore, there should be an explanation and the right approach. [3].

Before the inauguration of chili Markets Online, pre-event will be held a series of activities, ranging from early socialization through technical training. From these activities, targets receiving training can be directly involved in the series of programs, which is expected to arouse the attention of the social marketing program targeted to Market Online Chili which will be implemented by the Department of Agriculture and Forestry Bogor. The activity becomes a strategy to influence the audience with your message. This is in accordance with the classic formula AIDDA (Attention, Interest, Desire, Decision, and Action). That is starting to arouse the attention (attention), then generate interest and interest (interest), so that the audience has the desire (desire) to receive messages dirangsangkan by the communicator and has finally taken a decision (decision) to practice it in action (action) (Ruslan, 2013: 39).

Social media is used as one of the supporters Market Online Chili 'Chili Buy Fresh, Ready to Farmers' in terms of publication. Social media is used because it can provide positive benefits, among others (Magdalena and Dawn, 2011: 175):

1. Faster message
2. Faster capture the outstanding issues
3. More provided feedback to many audiences at once recognize deeper public opinion
4. Establish contact more with audiences

2.4. Program objectives

1. Provide knowledge to farmers guild about marketing products online
2. Changing the behavior of the farmer guild that sell directly to the industry (restaurants, hotels, and business processing products chili) and end consumers
3. Enhance farmer guild creativity in processing chili into refined products
4. Improving the welfare of the farmer guild Pondok Menteng

2.5. Program strategy

Hold a social marketing program in some training to improve the welfare of farmers guild Pondok Menteng by utilizing online networks.

2.6. Target audience

The target audience that will be addressed through a public relations program is farmers with the following criteria:

- a. Demographic
 - (a) Gender: Male
 - (b) Age: 23–65 years
 - (c) SES: C–D
- b. Geographical
104 members of farmers in the district of Pondok Menteng Ciawi
- c. Psychographics
 - (a) The major profession as a farmer chili
 - (b) Members of Farmers Pondok Menteng

2.7. Key messages

Improving the welfare of farmers guild Pondok Menteng network using Internet.

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