



## **The Enhancement of Production and Marketing of Cricket Farming Quality Business During Covid-19 Pandemic in Sudimara Village, Bali**

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### **ABSTRACT**

This study carried out in the cricket farming business in Sudimara Village, Tabanan, Bali. The purpose of this study is to help mitra in preventing Covid-19, to manage the production and marketing processes of cricket business in order to generate increased sales turnover during the Covid-19 pandemic. The method of this study was carried out by making prior observations about partner activity units. After that, mapping the problem in order to find the solution. After the activities were carried out, there was an increase in the quality of production and promotion, additional cages were available that could increase the yield of crickets, and business owners had understood how to use and maintain social media Facebook and Instagram and were able to operate them.

**Keywords:** Crickets, Marketing, Production, Sales

### **INTRODUCTION**

Crickets are one of the animals categorized as pest, due to the fact that these insects bring losses to farmers, especially at approaching the harvest. However, crickets also have benefits for bird breeders, where crickets are the most nutritious bird feed compared to other bird feed (Jagad.id). The demand for crickets is increased along with the increase of raising birds community's interest. This increase in demand causes continuous arrest in nature and has an impact on decreasing the natural cricket population so that crickets are increasingly difficult to obtain. In addition, the decline in the cricket population is also caused by predators. Therefore it is necessary to have intensive cricket cultivation, so that the demand for crickets can be fulfilled in a sustainable manner and the sustainability of the cricket population can be maintained.

In Banjar Sudimara Kaja, Sudimara Village, Tabanan district, there is cricket farm owned by young entrepreneur named I Made Jimi Merta Adnyana. This business is engaged in bird feed. Adnyana worked as kitchen crew in one of the big restaurants in Beraban. Due to the pandemic Covid 19, he was lay-off from the restaurant. Then, he set up the cricket farm business which is currently very flourishing. This business was founded in 2020, Adnyana started his business with limited fund. The cricket farming business that has been occupied for 1 year is currently growing rapidly. Initially, Adyana only had 2 boxes for crickets, now he has 20 boxes of crickets which can produce 50 kg of crickets per month. This cricket business still has minimal health

protocol (hand sanitizer and mask). Besides, there are no pamphlet of the danger of Covid 19 pandemic, which is certainly necessary to avoid Covid 19 transmission. Covid-19 pandemic has caused all business entities to adjust their equipment to meet health protocols to avoid the spread of this disease (Yuliasuti, et. al, 2020).

Regarding the production and operational processes of these business partners, the existing conditions can be explained as follows:

1. The Jimi crickets owned by Adyana was founded in 2020 independently. Currently, it employs two people, working hours started from 09.00-17.00
2. The process of crickets livestock is divided into a few stages, starting from the process of mating the crickets to producing eggs, after which the eggs are stored in jars. After the eggs hatched out, the baby crickets are transferred to boxes which then grow into adult crickets which are ready to be sold.

**Figure 1. Cricket Eggs That Have Hatched**



3. Every three days, this business produces 5kg of crickets and producing 50kg of crickets in a month. The price for 1 kg of crickets is IDR 50,000.
4. The sales of crickets in the last of 2 months have decreased due to the pandemic and there is also a lot of competition. The following is a graph of the sales of the Jimi Cricket Farm for the last 6 months.

**Figure 2. Crickets That Are Ready for Sale**



5. Marketing of crickets is only carried out by via WhatsApp and mouth-from-mouth promotion, so this business is still rarely known by people.

Based on the results of observations and discussions, the following problems can be identified as:

1. Lack of health protocols (hand sanitizer and masks) and lack of knowledge about the dangers of Covid 19 transmission
2. The decreased sales as a result of Covid-19 and there is a lot of competition
3. In terms of production, Jimi Crickets business still has small number of boxes, so the number of crickets produced are still small
4. In marketing, Jimi Crickets do not have a wide promotional media. They only use Whatsapp, which has a small reach. During a pandemic, online media marketing was very effective in increasing business sales, especially for micro, small and medium enterprises (Kimuli, Sendawula, & Nagujja, 2021).

An effective, careful and cost-efficient business management can help business units to maintain business stability. Cost efficiency strategies and the effective use of online marketing can increase business sales turnover (Putra et al, 2020). The targets to be achieved with this program are the availability of handsanitizers and masks as a procedure for preventing Covid, there is an appeal about covid 19 so the employees and customers understand better the danger of Covid 19 transmission, providing more boxes for crickets, expanding marketing media by using Facebook and Instagram optimally and improving market share in order to increase turnover.

## RESEARCH METHOD

The stages or steps that will be followed in the implementation of this activity program are as follows:

1. The discussion method is carried out to find out existing problems and try to solve

- or find solutions to problems experienced by partners.
2. Methods of training or counseling for this method are carried out to provide educational directions about the covid outbreak and educate entrepreneurs in the importance of awareness of the use of masks and hand sanitizers, besides this training is carried out to help entrepreneurs in making social media Instagram and Facebook and how to maintain them (Lestari et al, 2019).
  3. The mentoring method is carried out to provide more direction to entrepreneurs in marketing activities and in more optimal production activities.
  4. The evaluation program aims to see whether the activities carried out have met expectations or not so that if they do not meet expectations, they can be corrected and refined again.
  5. The sustainability program aims to monitor the activities that have been carried out so that it can be continued by the crickets' livestock business partners

## RESULTS AND DISCUSSION

This activity began with the counseling about the dangers of the covid 19 and how to avoid the Covid 19 transmission, the next activity was the distribution of masks and hand sanitizer to the employees, and the last was the installation of pamphlets about Covid 19 at the crickets' business. The team donated 5 liters of hand sanitizer, 10 liters of disinfectant and 2 boxes of masks.

Then the team held a simulation of the correct disinfectant spraying. Disinfectant is a chemical material, so its use must be done correctly, if it is wrong it can cause health problems. The first step to do is making the right mixture, paying attention to the dosage of the mixture and making sure to wear gloves. Paying attention to the area which will be sprayed. An effective spraying should hit areas which are held frequently such as doorknobs, tables and chairs. Avoid spraying objects which are used for consumption (food, cooking utensils and cutlery) and avoid direct contact with human body.

The team made and installed hand washing sink in several places. With the existence of this sink, it is hoped that people will get used to always washing their hands after doing the activities or start the activities and require customers before entering the business area to wash their hands with soap.

**Figure 3. Distribution of Masks and Hand sanitizers**



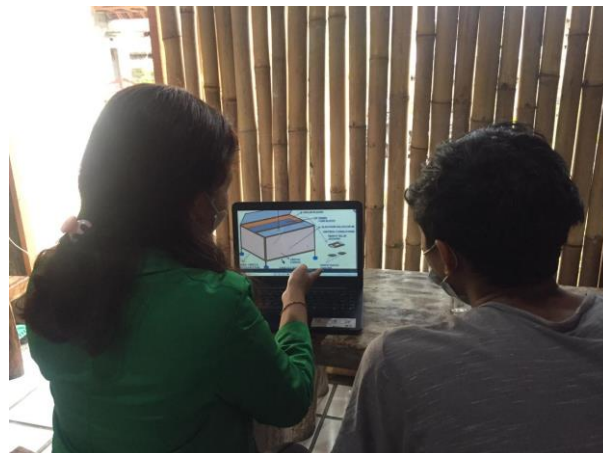


**Figure 4. Pamphlets on Covid-19 Prevention**



Planning the activities and helping to make cricket boxes. Plywood is a material used to make crickets cage.

**Figure 5. Cricket Cage Design**



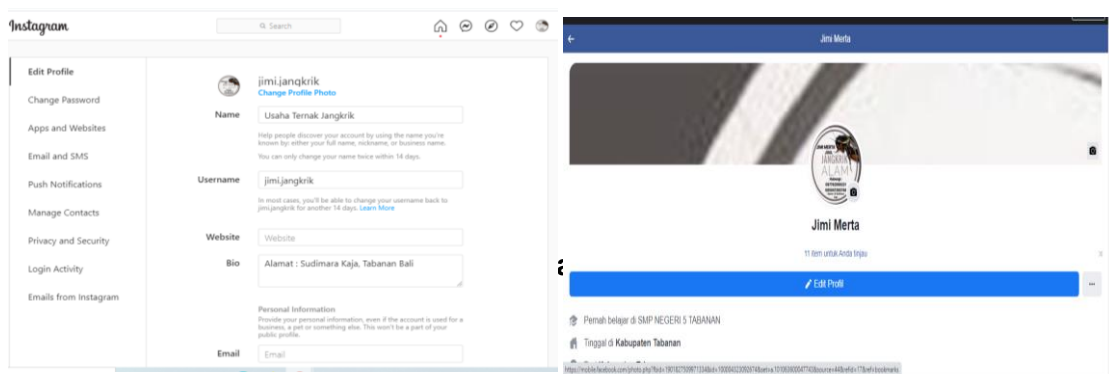
In developing the business in raising the crickets, the health of the cage must be considered so the crickets are protected from diseases and pests. Cage maintenance must always be preserved by paying attention to the following things:

- 1) Place the cage in a way that is not exposed to direct sunlight, or preferably in a dark room. Also, make sure the room where the crickets grow is a humid room and the air is well circulated.
- 2) Also avoid putting cricket cages in a densely populated place, because ideally the place for cultivating crickets is a quiet environment. This is because crickets are nocturnal insects, so they need a quiet place, especially during the day. Besides, crickets are also a noisy type of insect, you can imagine if they grow up to be as



- busy as what your farm will be. This kind of condition will certainly disturb many people.
- 3) Wash the plywood cage before painting them. The purpose is that the odor in cage is quickly lost. Crickets cannot stand the pungent smell can cause poisoning to crickets.
  - 4) Clean the cage every day, this aims to remove the dirt or leftover food that has the potential to grow fungi and become a nest of bacteria in the cage.

Helping to create Instagram and Facebook accounts for the cricket's business promotion media along with the guidance how to use them



The last activity that was carried out was mentoring and evaluation was carried out after the three activities were carried out. After counseling about health protocols, the partner has always followed the health protocol in his business, a new cricket box is available which can now be used to produce more crickets, Partners already have social media Instagram and Facebook for marketing so they can market widely.

## CONCLUSIONS

The purpose of this service is to increase sales of business partners with a focus on improving production and marketing online. After activities to improve the quality of production and promotion, counseling and training, as well as assistance and evaluation, business owners and employees already understand the importance of health protocols during a pandemic, in production there are additional boxes that can increase cricket production, and business owners already understand how to Use and maintenance of social media, Facebook and Istagram and are able to operate them.

Suggestions for Jimi Jangkrik's Livestock Business so that the work program carried out can be useful is a health protocol so that it is always required so that businesses are free from the covid virus, additional boxes that have been made to be properly cared for so they don't get damaged quickly and social media that has been owned so that it is well managed and always used for promotion in order to increase sales.

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