

HYDROPONIC WEBSITE AND APP TO HELP COMMUNITIES IN THE PANDEMIC TIME

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Abstract

Hydroponic marketing app, is one of the solutions to accelerate employment problems for the community. Management of marketing information systems requires advanced technology, because information is one of the things that is very important for a company or institution time by time. Using a website media and its derivative media, namely social media app, that are well managed, delivered by thoughts and concepts of the lecturers from a university can help a community by social working. The problems of Neighbourhood Association (RT07) and Citizens Association (RW02) community members in Sarijadi Urban Village in Bandung can be overcome by increasing the interest of members of Empowerment and Family Welfare (PKK) and supported by Youth Organization (Karang Taruna) to cultivate Hydroponic plants.

Keywords: Hydroponic Marketing, Social Working for Community

Introduction

Pandemic times make people's lives change. Some residents have to work at home and are laid off with a deduction from their wages, and some others get terminated. When school children have to be at home they will feel bored and many will be tempted to play games and watch TV or YouTube. Likewise, in this time, what happened in the city of Bandung, many communities need material and moral support to be able to generate additional income.

Hydroponics is a planting medium that does not require land. Hydroponics system is activity to cultivate plants using water without using soil, with an emphasis on meeting the nutritional needs of plants. The need for water in hydroponics is less than the need for water in cultivation with soil.

The community of residents of RT 07 RW 02 in Sarijadi village in the city of Bandung is a partner working who will be assisted in developing hydroponic cultivation.

With the existence of hydroponic cultivation activities starting from the RT Office in collaboration with the PkM of Bina Nusantara University, it is hoped that there will be positive activities that provide added value to the family, both for parents and children. Apart from that, if Hydroponic

Cultivation is successful and has a valuable source that can be marketed through online media - professionally, residents will get new jobs that are no less important to increase their income. The PkM Team of Bina Nusantara University with a background in Marketing and IT and Chinese Literature is expected to unite in providing valuable input to these assisted communities.

Analysis of Partner Profiles

The residents of 07 RW 02 Sarijadi once were trained in hydroponic cultivation for a month by another source with several weekly meetings held at the end of 2019. Even though many residents have participated at that event, none of the practical steps in the field was given. Beside it a lot of residents

have not yet invested their time and spent their money for it. They also do not have confidence whether this hydroponic cultivation will be successful, profitable for themselves and can also be marketed later to support their income. They do not have the knowledge of utilizing social media technology and websites or any software application that can support hydroponic cultivation activities.

Partner Problems

Based on this background and analysis, the following problems can be identified:

1. Even though there has been socialization about the potential for hydroponic cultivation, the residents have not dared to do hydroponic cultivation.
2. In general, residents do not have knowledge in the packaging and marketing of hydroponic products.
3. They do not have the introduction and creation of online applications to support the marketing of hydroponic products.

Planning of Problem-Solving Efforts

1. Conducted data collection, interviews, group discussions with the Chef of Neighborhood (RT), Elders of the Community (RW), Youth leader (Karang Taruna Representative) and Ladies Community head (PKK) about their needs.
2. Providing a Pilot Project of Hydroponics that can be cultivated by the Community Partner
3. Discussing potential future marketing targets for selling the resulting hydroponic products to other potential markets in Bandung.
4. Creating websites and mobile applications to support this implementation.

The marketing target for hydroponic vegetables is restaurants, traditional markets, supermarkets, hotels, hospitals, door to door to the surrounding community.

Our plan is to build a website and continue with mobile apps based on Android or IOS that can be utilized by the RT-RW Sarijadi community. In the coming years there is potential for expansion of cooperation throughout the Sarijadi Village in the city of Bandung, so that this website will inspire other urban villages in the city of Bandung.

Our target is to get hydroponic E-commerce outcomes that can support positive activities of citizens who are able to provide additional education on farming in formal as well as provide support to improve the economy of the community.

Implementation Method

Firstly, we conducted face-to-face group discussions with the management of RT, RW, PKK and Karang Taruna to present our purpose and discuss with them that we will do as a partner. Secondly, we provided them with one, as a prototype, with a 24 holes Hydroponic system that will be cultivated at the RT Office. Thirdly, we created a Whatsapp Discussion Group since we have to maintain the social distance discussion during the pandemic time. Lastly, we developed a special website namely <http://bandung.work/hidroponik> and put all the activities of this social work inside it.



Figure 1: First Discussion with RT, RW, PKK and Karang Taruna



Figure 2: Presentation Hidroponic to Leaders RT 07 Rw 02
Keluarahan Sarijadi Kecamatan Sukasari Kota Bandung



Figure 3: Donation a packet of 24 holes Hydroponic System



Figure 4: Team Discussion with Member of Binus University and RT 07 Rw 02 Sarijadi



Figure 5: Give Training by YouTube video



Figure 6: Homepage of Bandung.work/hydroponic



Figure7: Kale Plant on Hydroponic Prototype at RT Office

Conclusion

After conducting discussions with all the Stakeholders of RT 07 RW 02, we found that they were very enthusiastic and gave a positive response to work with Bina Nusantara University so that this Hydroponic Cultivation activity can be successful in the RT and can be followed by all residents. We also are able to create a good partnership between a community leader and university that will continue to future work to monitor, train through Whatsapp Group Discussion.

It is very helpful to them in the midst of the Covid-19. Pandemic. Website namely, Bandung.work/hydroponic has been prepared to be used when the products will have finished.

We suggest this project can be continued with the DIKTI project and if possible there will be additional sponsors for the procurement of hydroponic packages which can be working capital for poor people or those who need additional income.

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