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Socialization of Management practices for Sustainable Goat Farming Business: Community Service

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Abstract: This community service activity was held on August 15, 2025, in Kampar Regency with 109 participants. The main objective of the activity was to provide outreach to increase public knowledge regarding business procedures in the livestock sector, thereby encouraging the emergence of new entrepreneurs while strengthening the local economic sector. This activity was carried out on agricultural land using a participatory approach through material presentation methods, question and answer discussions, and direct visits to livestock locations. The material provided included the basics of livestock business management, livestock product marketing strategies, and challenges and opportunities in the modern livestock industry. Participants were seen enthusiastically participating in the entire series of activities, as evidenced by the many questions and discussions that developed during the interactive session. Through direct visits to livestock locations, participants gained a real picture of the livestock cultivation process and business management that can be applied in their respective regions. The results of this activity showed an increase in participants' understanding of the technical and business aspects of the livestock sector. Thus, this outreach program is expected to be a stimulus for the Kampar Regency community in developing productive, sustainable, and high-economic value livestock businesses.

Keywords: Socialization, Agricultural Sector, Business, Economic Development

INTRODUCTION

Livestock is one of the important pillars in the food and economic system of Indonesian society [1] Especially in rural areas that still rely heavily on the agricultural sector. Of the many livestock species, goats occupy a strategic position because they can survive in a variety of environmental conditions, are easy to raise with relatively little capital, and can be grown on limited land that would otherwise be impossible to raise cattle or buffalo [2]. Furthermore, public demand for goat meat tends to be stable and even increases year after year, both for daily consumption and to fulfill traditional and religious needs, such as the sacrifice of Eid al-Adha or various traditional events involving livestock as social symbols. This consistent demand demonstrates that goats are a commodity with significant business potential and opportunities for community economic empowerment. However, the reality on the ground shows that most

goat farmers still adhere to traditional farming practices with limited knowledge of modern business management [3]. This results in low livestock productivity, high kid mortality rates, and suboptimal profits. Furthermore, some farmers still view this activity as merely a side job, rather than a business that needs to be managed seriously. As a result, financial record-keeping is rare, business planning is almost non-existent, and access to a wider market is difficult.

In terms of marketing, most farmers rely solely on direct sales to middlemen or traditional markets at low prices, without understanding how to increase added value through branding, digital marketing, or processing derivative products [4]. On the other hand, today's business world demands livestock farming practices that are not only economically profitable but also consider environmental sustainability and animal welfare. Global issues such as climate change, limited resources, and consumer demand for environmentally friendly products present unique challenges that require a response. Unfortunately, this sustainability aspect is still rarely addressed by small-scale farmers, even though simple practices such as waste management into organic fertilizer, feed efficiency, or biosecurity implementation to prevent disease can provide significant benefits for both the environment and the business itself. This situation highlights the gap between the enormous potential of goats and the community's ability to manage them. Therefore, efforts to socialize sustainable goat farming business management practices are crucial [5].

This socialization is not only aimed at providing new knowledge, but also at instilling the perspective that goat farming can be a professional business managed with the right strategy so that it produces multiple profits [6]. Through this activity, the community is encouraged to understand the technical aspects of maintenance such as feed management, health, cages, and reproduction, as well as non-technical aspects such as financial planning, business records, and modern marketing strategies. [7]. Through presentations, interactive discussions, and field visits, participants gained a comprehensive overview that was not only theoretical but also practical, reflecting real-world conditions. Kampar Regency was chosen as the location for the activity because it holds significant potential for livestock business development, given that many residents rely on the agriculture and livestock sectors for their livelihoods. However, limited access to information and technology has prevented local communities from maximizing this potential. This outreach program is expected to broaden the perspectives of livestock farmers, enabling them to shift their mindset from simply raising goats for daily needs to managing a business-oriented and sustainable goat farm [8].

The expected benefits of this activity include increased understanding of proper maintenance techniques, business management skills through record-keeping and planning, product marketing skills to a wider market, and awareness of environmentally friendly practices. In this way, the community not only benefits economically but also maintains social and ecological balance [9]. The success of this activity is believed to be a catalyst for the growth of new entrepreneurs in the goat farming sector, ultimately strengthening the local economy, creating jobs, and supporting national food security. In the long term, the implementation of sustainable management practices will make goat farming businesses in Kampar Regency more productive, competitive, and resilient to evolving global challenges.

Implementing community service through socialization of sustainable goat farming business management practices is crucial, especially for rural communities whose livelihoods still largely depend on the agricultural sector. Goats are a promising livestock commodity, as demand for meat and its derivatives continues to increase over time. In addition to daily consumption, goats also hold socio-cultural value closely linked to religious traditions and customs. However, this significant opportunity has not been optimally utilized due to limited knowledge and skills among farmers, resulting in goat farming businesses still being managed traditionally and lacking a business orientation.

These limitations are evident in weak husbandry practices, ranging from feed management and livestock health, pen sanitation, to reproductive management, which have not been implemented according to standards. This situation has implications for low productivity, a high risk of disease, and economic losses for livestock farmers. Furthermore, the business aspect has also been largely neglected. Most livestock farmers sell their livestock directly to middlemen at low prices, unable to access wider markets or develop value-added processed products. This situation hinders the development of livestock businesses and prevents them from maximizing profits.

In addition to technical and marketing issues, another challenge that must be faced is the demand for sustainability. Currently, the livestock industry is no longer solely focused on producing high-quality products; it must also be environmentally friendly and considerate of animal welfare. Lack of awareness regarding waste management, the use of alternative feeds, and biosecurity practices makes goat farming vulnerable to negative environmental impacts and makes it difficult to compete with increasingly high market standards. Therefore, this outreach activity presents an important solution, providing knowledge and practical skills so that the community can manage livestock businesses with a modern and sustainable approach.

The urgency of this community service lies not only in increasing the capacity of individual livestock farmers but also in its broader impact on society. By improving their understanding of business management, livestock farmers have the opportunity to earn better incomes, create new jobs, and encourage the emergence of entrepreneurs in the livestock sector. Ultimately, this activity will support government programs to strengthen food security, encourage rural economic growth, and strengthen sustainable development. In other words, this outreach is not merely an outreach activity, but a strategic step that can bring real change to community well-being and the sustainability of the livestock sector.

METHOD

The methods used in this community service activity were designed to ensure that participants not only received theoretical knowledge but also were able to understand and apply sustainable goat farming business management practices in practice. With 109 participants, the chosen approach prioritized active participation, direct interaction, and experiential learning. Therefore, the outreach method was implemented through several main stages: preparation, presentation of materials, interactive discussions, field visits, and activity evaluation.

During the preparation stage, the implementation team first coordinated with local partners and relevant parties in Kampar Regency to determine the location, participants, and technical requirements for the activity. The outreach materials were systematically compiled, covering feed management, goat health, pen sanitation, reproduction, marketing strategies, business financial records, and the concept of aspiration that emphasizes resource efficiency and waste management. This preparation aimed to ensure that the materials presented were relevant to the participants' needs and immediately applicable in their environments.

The next stage was presentations by speakers from academics, practitioners, and successful farmers. The presentations were delivered in simple and communicative language to ensure they were easily understood by participants from diverse backgrounds. The material was delivered visually using presentations, images, and real-life case study examples to reinforce understanding. In this stage, participants were given a comprehensive overview of how to manage a goat farm professionally, from technical aspects of husbandry to business strategy.

Next, a discussion and question-and-answer session took place. In this session, participants were given the opportunity to share their experiences, obstacles, and problems they encountered in managing goat farms. The resource person then provided responses and practical solutions based on theory and field practice. This discussion method is important

because it encourages active participant involvement, fosters a sense of ownership in the learning process, and enriches knowledge through the exchange of experiences between farmers.

The most effective method was a field visit to a goat farm, which provided participants with the opportunity to observe firsthand how management practices were implemented. Participants were invited to observe the condition of the pen, feeding system, livestock health management, and the processing of waste into organic fertilizer. Furthermore, participants were introduced to business aspects, such as how to select goats ready for sale, negotiation strategies with buyers, and marketing opportunities through digital media. This field activity was expected to strengthen participants' practical skills and provide inspiration for application in their respective businesses.

The final stage was an evaluation of the activity, which was conducted to assess the extent to which participants' knowledge and skills had improved after participating in the socialization. Evaluation was conducted through brief interviews, questionnaires, and observations of participant participation during the activity. The evaluation results were used to determine the effectiveness of the methods implemented and to inform future improvements to the community service program.

Overall, this outreach method combined theoretical, interactive, and practical approaches. Through a combination of presentations, discussions, and field visits, participants were expected to not only understand the concept of sustainable goat farming management but also be able to implement it effectively in their businesses. Thus, this activity was not simply a transfer of knowledge, but rather an empowerment process that could increase the community's capacity to develop productive, competitive, and sustainable goat farming businesses.



Figure 1 Community Service

RESULTS AND DISCUSSION

Result

A socialization activity on sustainable goat farming business management in Kampar Regency on August 15, 2025, was attended by 109 participants from diverse backgrounds, ranging from active farmers, communities interested in starting livestock businesses, and village youth groups. Overall, the activity received a positive response and resulted in tangible changes in participants' knowledge, skills, and mindset regarding goat farming.

In terms of knowledge, the majority of participants gained a new understanding of more systematic goat husbandry methods. The material presented covered feed management, livestock health, pen hygiene, and reproductive management. The presentation, discussion, and case study methods provided participants with a more accessible understanding of these concepts. Based on feedback gathered, over 80 percent of participants found the information relevant to their needs and helpful in developing their livestock businesses.

In terms of hands-on practice, participants who participated in field visits to goat farms were able to see the theory in action. They witnessed how feeding schedules were organized, pens were kept clean, and livestock waste was processed into economically valuable organic fertilizer. Several participants also participated directly in feeding activities and assessing the livestock's health. This experience provided valuable insights that they could apply to their respective businesses, enabling them to not only understand the theory but also master basic skills.

Changes were also evident in the participants' mindsets. While many previously viewed livestock farming as merely a side hustle, after this activity, they saw a significant opportunity to develop it into a serious business. This enthusiasm was reflected in the numerous questions regarding marketing strategies, financial record-keeping, and the use of digital platforms for promotion. Several groups of participants even took the initiative to form collective ventures to increase market access and strengthen the bargaining position of their livestock products.

Furthermore, this outreach program raised awareness of sustainability principles. Participants began to realize the importance of maintaining a balance between productivity, environmental sustainability, and animal welfare. Education on waste management for organic fertilizer, the use of alternative local feeds, and the application of simple biosecurity practices was a valuable learning experience. This awareness is expected to encourage more environmentally friendly and highly competitive livestock practices.

Overall, this activity achieved its stated objectives. Participants gained not only additional insight but also practical skills and the encouragement to change their perspectives on goat farming. With these provisions, the people of Kampar Regency are expected to be able to increase the productivity and profits of their businesses, while also building more professional and sustainability-oriented goat farms.

Discussion

The socialization of sustainable goat farming business management in Kampar Regency demonstrated how community service activities can be an effective means of increasing knowledge and fostering new mindsets among farmers and aspiring entrepreneurs. This activity not only disseminated information but also fostered motivation so that participants could manage their farms more professionally. This aligns with the principle of community empowerment, which emphasizes the role of residents as key actors in optimizing their local potential. In terms of knowledge enhancement, this activity demonstrated positive results. Participants gained a more comprehensive understanding of goat farming management, from feed and animal health to marketing strategies.

Knowledge previously derived solely from inherited experience is now strengthened by a proven scientific approach. This integration of local traditions and modern science opens up

opportunities for farmers to develop their businesses in a more focused and productive manner. Furthermore, in terms of skills application, hands-on field practice provides a more in-depth learning experience. Participants were able to witness and practice good management methods, enabling them not only to understand the theoretical concepts but also to develop concrete insights for their application. This learning model has been proven to increase participants' confidence in implementing modern management techniques in their livestock businesses. Thus, the learning-by-doing approach has once again proven effective in strengthening the community learning process.

This outreach also encouraged a shift in perceptions about goat farming. While previously livestock farming was often considered merely a supplementary activity with limited returns, participants are now beginning to realize that this sector can be managed as a high-value business. A new understanding of market potential, business strategies, and sustainable governance has encouraged participants to more seriously pursue livestock farming as a primary economic opportunity. This paradigm shift is a significant achievement, as it opens up space for innovation and fosters an entrepreneurial spirit among the community. Furthermore, environmental and business sustainability aspects received significant attention. Materials on utilizing waste as fertilizer, using local feed, and implementing good barn sanitation have fostered a new awareness that livestock farming should not be solely profit-oriented but must also consider ecosystem sustainability.

This awareness is crucial as a foundation for creating an environmentally friendly and long-lasting livestock business system, in line with the concept of sustainable agricultural development. However, there are also real challenges that need to be addressed. Participants highlighted limited capital, market access, and weak networks among farmers as key obstacles. This means that outreach needs to be followed up with further steps such as mentoring programs, partnership facilitation, and financial support. Without such follow-up, the knowledge gained may be difficult to implement optimally. Therefore, synergy between universities, local governments, and private businesses is essential.

Overall, this outreach activity demonstrates that community-based education strategies can strengthen the capacity of individuals and groups to develop goat farming businesses. The successes, including increased knowledge, practical skills, and changes in mindset, demonstrate that communities have significant potential to move toward a more competitive business system. To ensure sustainable results, consistent provision of ongoing guidance, network strengthening, and infrastructure support is essential. If these efforts can be implemented, goat farming in Kampar Regency has the potential to become a leading sector supporting the local economy while maintaining environmental balance.

CONCLUSION

The outreach program on sustainable goat farming business management practices held in Kampar Regency on August 15, 2025, had a significant positive impact on the participating communities. The event, attended by 109 people, not only provided information but also provided participants with a practical understanding of how to manage a livestock business more systematically, professionally, and with a long-term focus.

Results showed that participants experienced increased knowledge in various important aspects. They gained a better understanding of feed management, animal health, barn sanitation, and livestock reproductive management. Material on marketing strategies, business record keeping, and the use of digital technology further broadened participants' understanding of how to turn goat farming into a high-value business opportunity. The combination of material presentations, question-and-answer sessions, and hands-on field practice proved to be more easily understood and provided a real-life learning experience.

Another notable benefit was a growing awareness of the importance of sustainability in livestock farming. Participants understood that profit alone is not enough; business success is also measured by the ability to maintain environmental balance and animal welfare. Education on utilizing waste as organic fertilizer, utilizing local resources, and practicing barn hygiene provided important values that can be implemented long-term. This awareness aligns with the principles of modern, environmentally friendly and sustainable agricultural development.

In addition to increasing technical knowledge, this activity also triggered a shift in mindset. Goat farming, previously considered a supplementary occupation, began to be viewed as a potential sector to support the family economy. Some participants even expressed interest in establishing partnerships or joint business groups, thereby increasing competitiveness and expanding market access. Overall, this outreach program not only provided direct benefits in the form of increased individual capacity but also paved the way for broader changes in perspectives, business models, and livestock management strategies.

To ensure the continued benefits, follow-up is needed in the form of mentoring programs, policy support, and strengthened collaboration between the community, government, and academics. With this continuity, goat farming in Kampar Regency has the potential to develop into a pillar of the local economy, improving community welfare while preserving the environment.

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