

## Increasing Egg Cattle Micro Business in Suka Damai Village, Kuala District, Langkat Regency, North Sumatra

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Article Information	Abstract
<p>Article History: Received: 17 Mei 2023 Accepted : 1 June 2023 Published: 5 July 2023</p>	<p>An affordable and widely available source of animal protein, even for those with limited financial resources, are chicken eggs. Trade competition between egg breeders is a challenge for the Egg Livestock Micro Business in Suka Damai Village. Breeders require a marketing channel to help them spread the word about their brand and boost demand. Egg farming is currently not using excellent management practices because it is run autonomously with help from the family. The techniques utilized for community service include problem-solving, conversation, and observational techniques. Implementing this community activity produces results in the form of a marketing platform that uses digital marketing to promote products and increase consumer awareness. The takeaway from this community activity is that it is hoped that creating an information system will help to boost microbusiness productivity. The public is more familiar with its products, and it can compete with rivals to boost business earnings.</p>
<p>Keywords: Egg livestock, Micro business</p>	

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### INTRODUCTION

Because small and medium firms or micro enterprises are a type of economic enterprise, their development in the business world is a business that must constantly catch the attention of different groups (Priambada, 2015). As a community-based enterprise, micro company growth presents excellent chances to tap into local talent (Pristiana, et al., 2015).

The goal of livestock development is to give breeders the skills they need to operate a successful livestock business on their own. development of livestock from upstream to downstream. The goal of livestock development in the future is to produce

competitive, competitive, independent, sustainable animals that can boost a community's economic potential (Fathurohman, 2018; Jauhari, 2010). Eggs are one of the chicken products that include protein, which is essential to the functioning of the human body (Figure 1) since it serves as a building block for new human tissues and as a regulator of numerous human physiological systems. Livestock protein comprises 25.50%, or 1.158 grams, of Indonesia's daily minimum need for protein. However, the consumption level is still below the recommended daily intake of 6 grams for each person (Fitriani, et al., 2006).

Given their accessibility and affordability, even those with limited financial resources can easily obtain eggs as a source of animal protein (Fadil, et al, 2017). The same thing was discovered by Arifin (2016), who discovered that purebred chicken eggs are an affordable and readily available source of animal protein, even for those with limited financial resources. The poultry industry's explosive growth is inextricably linked to the industry's tendency to go closer and closer to customers (Ilham, 2019). The cost of egg products continues to fluctuate due to supply and price issues, nevertheless. According to Daryanto and Saptana (2009), consumer preferences, income levels, urbanization trends, population expansion, and market segmentation are the main variables influencing demand for poultry goods.



**Figure 1.** Chicken Egg Production in Sukadamai Village

Religious and cultural holidays are elements that affect egg prices from the demand side. Feed costs, adult chicken sales, and climate/weather are the factors that affect it from the supply side (Nuryati and Nur, 2012). The fierce commercial competition between egg breeders in Suka Damai Village is another issue that micro-poultry firms there must deal with. From a management perspective, egg farming in Sukadamai Village is a family-run autonomous business, hence good management practices have not been applied. For instance, while operating income is not taken into account, a combination of commercial and personal profit financing still exists.

## RESEARCH METHOD

The egg breeder in Suka Damai Village was the sole collaborator in this act of community service. The performance of this service will occur in July 2022. The approach taken to carry out this activity is:

1. Observation of Egg Breeders

Observations (Figure 2) related to the work program carried out. The egg farming business is located in Suka Damai Village.



**Figure 2.** Observations to Micro Business owners

2. Discussion of business management

The discussion stage is focused on the company management and egg farming practices that have been used. To learn more about the issues faced and the management structure put in place, conversations with business owners were undertaken.

## RESULTS AND DISCUSSION

1. Observation and Interview Activities

Direct observation of the circumstances surrounding the egg farming enterprise in Suka Damai Village allowed for observations to be made. Interviews with business owners about the difficulties running the egg farming business and the barriers they faced, particularly when promoting their products, were also done during the observation activities.

2. Activity Analysis

After gathering information through observations and interviews, the next step was to assess the findings and engage in socialization in order to find answers to the partners' issues.

3. Provision of Solutions

At this point, socialization entails instructing students in swot analysis profit calculation to reduce losses. Make recommendations on how to develop relationships with other partners to supply eggs to restaurants, cafés, and

wholesalers. Additionally, to make it more useful, educate internet marketing techniques employing connections from social media for ordering.

## **CONCLUSION**

Because there are many rivals that, in my opinion, use more cutting-edge management and marketing techniques, the firms who are the target of this management work program are those that actually need assistance in establishing their operations. The distribution of eggs to customers still takes place at home under the current marketing management system. It is intended that this managerial outreach will increase product production, improve its ability to be understood by a wider audience, and enable it to compete with rival products in order to boost egg farming microbusiness earnings.

## **ACKNOWLEDGMENT**

The author's thanks go to the Institute for Research and Community Service at the Universitas Muslim Nusantara Al-Washliyah Medan, which has supported the course of this service.

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