



Development of the Dasawisma Group's Organic Vegetable Business Lulu Garden in Lewirato Village, Bima City

Pengembangan Usaha Sayuran Organik Kelompok Dasawisma Lulu Garden Di Kelurahan Lewirato Kota Bima

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Abstrak

Kegiatan PMP (Pengabdian Masyarakat Pemula) yang dilakukan dengan mitra sasaran kelompok usaha dasawisma lulu garden di Kelurahan Lewirato, Kota Bima. Permasalahan kelompok usaha ini adalah proses produksi masih menggunakan alat seadanya, minimnya kemampuan anggota kelompok dalam manajemen usaha, pemasaran produk belum maksimal serta pengemasan produk yang belum maksimal. Oleh karena itu, diperlukan beberapa solusi terkait dengan peningkatan kapasitas produksi melalui pemberian beberapa alat penunjang produksi yang memadai, seminar kewirausahaan dan manajemen usaha dan pelatihan pemasaran produk serta pengemasan produk sayuran organik, agar produk ini dapat menarik minat konsumen dengan tampilan yang baik. Pengabdian masyarakat ini menggunakan metode perencanaan, pelaksanaan dan evaluasi. Hasil seminar dan pelatihan yang dilakukan menunjukkan bahwa anggota kelompok usaha ini telah melakukan proses tanam dan produksi sayuran organik dengan lebih baik. Anggota kelompok juga sudah mengerti pentingnya ilmu kewirausahaan dan manajemen usaha dalam sebuah usaha. Lewat pelatihan yang dilakukan anggota kelompok mampu memasarkan produknya baik secara offline maupun online dengan pemanfaatan media sosial. Disamping itu, anggota kelompok sudah mampu mengemas produk sayuran sesuai dengan standar yang baik, yaitu dengan penggunaan wrapping dan logo.

Kata Kunci: kapasitas produksi, manajemen usaha, pemasaran produk, kemasan produk

Abstract

PMP (Community Service for Beginners) activities carried out with partners targeting the Lulu Garden Dasawisma business group in Lewirato Village, Bima City. The problems of this business group are the production process still uses makeshift tools, the lack of group members' skills in business management, suboptimal product marketing and product packaging. Therefore, several solutions are needed related to increasing production capacity through the provision of several adequate production support tools, entrepreneurship and business management seminars and product marketing training and packaging of organic vegetable products, so that these products can attract consumers with a good appearance. This community service uses the planning, implementation and evaluation method. The results of the seminars and training conducted show that the members of this business group have carried out the process of planting and producing organic vegetables better. Group members have also understood the importance of entrepreneurship and business management knowledge in a business. Through the training conducted, group members are able to market their products both offline and online by utilizing social media. In addition, group members are able to package vegetable products according to good standards, namely by using wrapping and logos.

Keywords: production capacity, business management, product marketing, product packaging

1. Introduction

Organic agriculture is a cultivation technique that uses natural production inputs without relying on synthetic materials [1]. Organic farming offers promising opportunities to increase farmers' income because of its lower production costs and higher selling prices compared to inorganic products. Vegetables are one of the most preferred organic agricultural products after rice, leading many farmers to start cultivating organic vegetables [2].

Organic vegetables have distinct advantages over conventional vegetables. The cultivation process of organic vegetables is free from synthetic pesticides and chemical fertilizers [3], resulting in products that are safer for consumption. Organic vegetables offer various health benefits because their quality is more guaranteed and they generally have a better taste compared to regular or non-organic vegetables, which tend to be more bitter [4]. In recent years, organic agricultural products—particularly organic vegetables—have increasingly appeared in Indonesian markets, showing positive growth. The demand for organic products, especially vegetables, continues to rise each year [5]. This trend is supported by the emergence of organic specialty stores, e-commerce platforms, and communities of organic enthusiasts actively promoting healthy lifestyles.

Organic vegetables cultivated naturally are highly favored by the public and have a broad market share. However, despite their significant market potential, organic vegetable products still face challenges in terms of production and marketing, especially in developing countries like Indonesia [6]. Consumer preferences for organic vegetables are influenced by various factors, including product quality, price, availability, and awareness of health benefits [7]. In addition, social media influence, customer reviews, and marketing strategies also play an important role in shaping consumer perceptions and purchasing decisions [8].

Lewirato Village in Mpunda District, Bima City, is an expansion area from Penatoi Village. Historically, Lewirato has been known for its natural resources due to its fertile soil. During the Bima Kingdom era, this area was known as the royal garden. Various natural products were obtained from Lewirato, including corn, cassava, bananas, and other agricultural products. With simple tools and skills, the community has been able to produce the natural resources needed for daily life.

In implementing this community service program (PMP), we partnered with the Dasawisma women's group in Lewirato Village, located in RT 07 RW 02, Mpunda District, Bima City, under the business name *Lulu Garden*. The business consists of nine members whose initial activities involved utilizing vacant land as vegetable growing media and purchasing seedlings as available. Several types of vegetables are produced, including water spinach, pakcoy, eggplant, mustard greens, chili, and other varieties. The fresh vegetable business—from preparation to post-harvest—requires careful attention so that the members truly understand the process and are more capable in plant maintenance and pest control [9]. Currently, the business still uses simple tools, which limits production capacity. Additionally, product marketing remains ineffective because it has not reached the digital sphere, and the packaging does not yet meet market standards.

Marketing is an essential aspect for entrepreneurs; therefore, they must understand and develop marketing strategies to promote their products more effectively than competitors. Moreover, good packaging design influences consumer perception. Packaging is one method of promoting products and attracting consumer interest, and thus must be designed in alignment with the producer's objectives [10]. Packaging not only functions to protect the product but also enhances its selling value [11].

Therefore, one of the efforts we can undertake to improve the selling value and competitiveness of organic vegetable products produced by the Dasawisma *Lulu Garden* group is to develop both offline and online marketing approaches and improve product packaging. This will make the vegetable products more appealing and marketable, enabling group members to implement effective marketing strategies supported by attractive and high-quality packaging

2. Method

This activity was carried out at Lulu Garden in Lewirato Village using a participatory approach. This approach is a community empowerment program that provides motivation and stimulus to foster community independence through the stages of planning, implementation, and evaluation. The following is the workflow of the community service activities:



Fig 1. Community Service Flow

- a. The planning stage involved arranging the schedule for seminars and training activities, as well as preparing packaging attributes such as logos and other packaging items that would be provided to the Lulu Garden Dasawisma business group.
- b. Implementation included conducting product marketing and packaging activities through a workshop. The purpose of this activity was to enable members of the Dasawisma group to understand the steps involved in properly packaging vegetable products according to quality standards and effectively marketing their products. During the workshop, participants were taught how to use software to market their products on social media and to design business logos, as well as how to properly package vegetables using the tools provided. The training was conducted gradually, starting with an introduction to the tools and their functions, followed by demonstrations on product marketing and designing simple logos, and continuing toward more complex and detailed designs that could be applied to the group's products.
- c. The evaluation stage consisted of pre-tests and post-tests to assess the members' understanding and their ability to generate ideas for marketing and branding organic vegetable products, which would later be applied in promoting the Dasawisma Lulu Garden vegetable products. During the evaluation, members of the group—who act as organic vegetable entrepreneurs—were asked about the practicality of using the newly developed packaging attributes and product logos. This aimed to evaluate the extent of their knowledge and the application of the seminar and training outcomes, particularly related to business management skills and the packaging techniques used by the group members.

3. Result and Discussion

The community service program focused on the Lulu Garden Dasawisma business group in Lewirato Village, Mpunda District, Bima City. This activity was carried out over a period of six months. In line with the identified problems and the proposed solutions, several actions were implemented, including the provision of production equipment, seminars (on entrepreneurship and business management), and training (on product marketing and product packaging). The mentoring activities during the training were intended to assist members of the Lulu Garden Dasawisma business group in marketing their products and improving product packaging, enabling them to attract consumer interest. The activities carried out included the following:

1. Capacity Building and Production Quality Improvement Activities

This activity was conducted at the Lulu Garden business site by providing several pieces of supporting production equipment that can help the group members work more effectively and efficiently. As a result, the organic vegetable products are expected to achieve better quantity and quality.

2. Entrepreneurship and Business Management

This seminar addressed the importance of entrepreneurship literacy and business management. It was held in the hall of the Lewirato Village Office, Bima City. The activity benefited the members of the Lulu Garden Dasawisma group by equipping them with essential skills in business management. The expected output of this activity is that group members gain a clear workflow regarding the processes they must carry out—from production to product marketing



Fig. 2 Seminar activities, product marketing training and product packaging

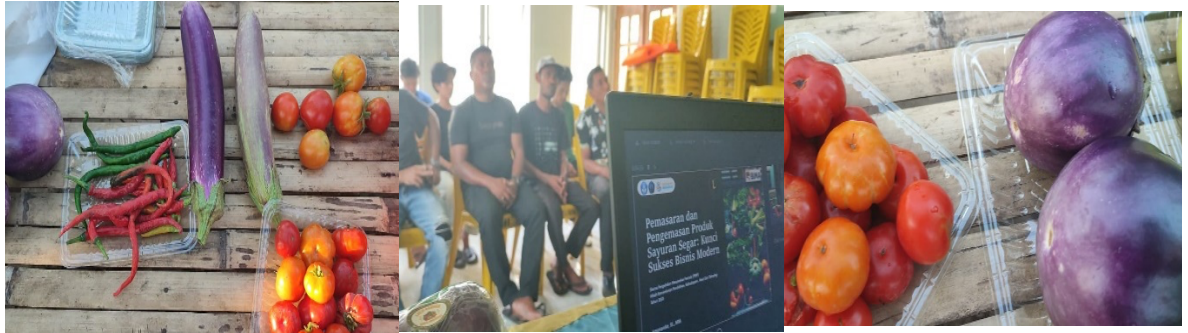


Fig 3. Product marketing and product packaging training

In today's highly competitive era, product marketing strategies have become a key determinant of business success. The integration of digitalization enables a business to quickly gain public attention, especially when it offers ideas and concepts that meet consumer needs. Therefore, this product marketing training provides group members with valuable experience in generating better promotional ideas. In addition, the application of innovation in product packaging can offer a significant competitive advantage. Aligning packaging with the values of the product and selecting materials that meet product needs is essential, as packaging affects the shelf life and durability of the vegetables. Choosing the right packaging techniques and types can help build strong relationships with consumers and serve as a long-term asset for the business.



Fig 4. Before being given training regarding the importance of having packaging



Fig 5. After being given training regarding packaging that can increase product selling power

4. Conclusion

The PKM program in the form of a seminar has enhanced the ability of group members to become more skilled in carrying out effective management within a business. The training assistance also resulted in attractive product marketing items and packaging that now serve as a brand identity for Lulu Garden's organic vegetable products. In addition, the training provided new insights and improved participants' skills in designing promotional ideas. This was evidenced by the pre-test results, which showed that group members initially lacked understanding of the importance of management literacy in a business. Meanwhile, the post-test results indicated that several participants had developed an understanding of the importance of packaging in improving competitiveness and product appeal, and they were able to create promotional ideas and business logos effectively. With proper product marketing and attractive packaging, consumer purchasing interest can grow, ultimately helping the business group to develop and expand.

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