

Penerapan Program Pemberdayaan Peternak Berbasis Kolaborasi Lintas Sektor di Desa Duwet dan Sukomoro, Kabupaten Magetan

(Implementation of a Cross-Sector Collaborative Livestock Farmer Empowerment Program in Duwet and Sukomoro Villages, Magetan Regency)

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ABSTRAK

Kegiatan pengabdian masyarakat di Kabupaten Magetan dilaksanakan melalui kemitraan strategis yang melibatkan perusahaan mitra (PT Agro Apis Palacio dan Sumber Barokah Summersawit Farm), Dompét Dhuafa, masyarakat peternak di Desa Duwet dan Sukomoro, serta BUMDes setempat. Kolaborasi multipihak ini bertujuan memperkuat ekosistem peternakan dan pemberdayaan ekonomi masyarakat desa melalui beberapa program inti. Pertama, pembangunan skema kerja sama dalam penjualan ternak dan pendistribusian hewan qurban yang lebih tertata, transparan, dan memberikan nilai tambah bagi peternak lokal. Kedua, pelaksanaan pelatihan perawatan ternak, khususnya terkait pencegahan serta penanganan Penyakit Mulut dan Kuku (PMK), guna meningkatkan kesehatan hewan dan mengurangi risiko kerugian ekonomi. Ketiga, peningkatan literasi pemasaran digital melalui pelatihan pembuatan konten video pendek kreatif sebagai strategi promosi produk peternakan dan pertanian, yang dilakukan bersama Pesantren Al-Muslimun dan masyarakat Nahdlatul Ulama (NU) di Magetan. Hasil kegiatan menunjukkan bahwa pendekatan kolaboratif terbukti mampu meningkatkan kapasitas produksi, keterampilan pemasaran, dan akses pasar bagi peternak. Program ini diharapkan menjadi model pemberdayaan desa berbasis sinergi antara akademisi, lembaga sosial, komunitas keagamaan, dan dunia usaha dalam mendukung ketahanan pangan dan ekonomi lokal.

Kata kunci: kolaborasi multipihak, pemberdayaan masyarakat, peternakan rakyat, PMK, pemasaran digital

ABSTRACT

Community service activities in Magetan Regency are carried out through strategic partnerships involving partner companies (PT Agro Apis Palacio and Sumber Barokah Summersawit Farm), Dompét Dhuafa, livestock farmers in Duwet and Sukomoro villages, and local village-owned enterprises (BUMDes). This multi-stakeholder collaboration aims to strengthen the livestock ecosystem and empower the rural economy through several core programs. First, the development of a cooperation scheme for livestock sales and the distribution of qurban animals that is more organized, transparent, and provides added value for local farmers. Second, the implementation of livestock care training, particularly related to the prevention and treatment of Foot and Mouth Disease (FMD), in order to improve animal health and reduce the risk of economic losses. Third, increasing digital marketing literacy through training in the creation of creative short video content as a strategy for promoting livestock and agricultural products, carried out in collaboration with the Al-Muslimun Islamic Boarding School and the Nahdlatul Ulama (NU) community in Magetan. The results of the activities show that the collaborative approach has proven to be effective in increasing production capacity, marketing skills, and market access for farmers. This program is expected to become a model for village empowerment based on synergy between academics, social institutions, religious communities, and the business world in supporting food security and the local economy.

Keywords: community empowerment, digital marketing, FMD, multi-stakeholder collaboration, smallholder farming