



Empowerment for People with Disabilities in Chicken Farming: A Financial and Marketing Management Perspective

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ABSTRACT

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efforts of chicken farming groups is the primary focus of this community service research. This community service aims to improve the performance of chicken farming business groups in Bejen, Caturharjo, Sleman, Yogyakarta. Based on the problems faced, such as inadequate financial management and marketing, this community service program is designed to provide training and mentoring in financial management, funding determination, asset management, market segmentation, and marketing mix strategies. The methods include practical training and group discussions involving all business group members. The training and mentoring results showed increased participants' understanding of investment analysis, working capital management, and effective marketing strategies. With the knowledge gained, this business group is expected to increase the competitiveness and sustainability of businesses in the market. Through the intrapreneurship approach, it is hoped that people with disabilities can play an active role in the economy, creating job opportunities in independent business groups that are productive and sustainable

INTRODUCTION

Based on the Law on the Ratification of the Convention on the Rights of Persons with Disabilities No. 19 of 2011, Law No. 8 of 2016 concerning Persons with Disabilities, Regional Regulation No. 4 of 2012 concerning the Protection and Fulfillment of the Rights of Persons with Disabilities, and the Regional Regulation of Sleman Regency Regional Regulation No. 1 of 2018 which was updated with the Regional Regulation of Sleman Regency Number 11 of 2021, every individual with a disability has the right and equal opportunity to obtain a decent job (Surwanti et al., 2023). The government is responsible for providing facilities that support accessibility for people with disabilities in the world of work (Broderick, 2020). In addition, Regional and Regency/City Governments are expected to expand employment opportunities for people with disabilities through productive and sustainable independent businesses, including through the intrapreneurship approach, which allows them to play the role of workers or establish their businesses (Bovis, 2020). In the context of this policy, the community empowerment program is committed to contributing to the empowerment of people with disabilities through business mentoring, which is currently being carried out by a group of chicken farm entrepreneurs with disabilities in Bejen Caturharjo, Sleman District, Sleman Regency, Yogyakarta

This business group for people with disabilities that is the object of community service research is located in Bejen Caturharjo, Sleman District, Sleman Regency, Yogyakarta, established in 2019 with initial capital sourced from members' mandatory savings (Surwanti et al., 2024). In the early stages, the group obtained a grant from the provincial government of the Special Region of Yogyakarta to procure 100 goats, while the land used for goat farming was rented from local residents. In addition, the village government provides a loan of 2000 meters of land for grass planting (Surwanti et al., 2023). Over time, the group shifted its focus from goat farming to chicken farming, and last year, they received additional mentoring for business development in the chicken farming sector. This group has also participated in training related to laying hen cultivation. However, today, they face significant challenges in business management, particularly in financial management and marketing. Previously, this group had not received comprehensive training in both areas. Based on the results of the survey, the financial management problems faced by this chicken farming business group can be detailed as follows: (1) The group manager does not understand how to invest and working capital decisions; (2) Group managers have not understood the right funding strategy; (3) The group manager does not have an adequate understanding of financial management; (4) Group managers do not understand the process of segmentation and determination of target markets; and (5) Group managers have not mastered how to formulate an effective marketing mix strategy.

This community service program aims to overcome the problems faced by business groups with disabilities by providing training and mentoring in financial management and marketing. Although this training and mentoring are focused on the group manager, all group members are also involved in the activity. The participation of group members is expected to increase their understanding of the challenges being faced and encourage support for the

decisions made by the group manager. Thus, this effort is hoped to improve the business group's overall performance (Surwanti et al., 2024).

While the training in this community service program is designed to address the problems that have been identified, the training and mentoring also provide a comprehensive understanding and discussion of financial management and marketing. The overview of the scope of financial management presented in the training covers various aspects, including planning, organizing, controlling, and supervising financial resources to achieve organizational goals (Sudiantini et al., 2023). This includes investment decision-making, working capital management, capital structure arrangement, and financial risk analysis. Financial management is also responsible for designing and implementing financial policies and managing cash flow to ensure sufficient liquidity. In addition, financial management plays a crucial role in preparing accurate and reliable financial statements, which serve as the basis for stakeholders in strategic decision-making (Fatouros, 2025). Thus, business financial management serves as the foundation for the sustainability and growth of this business group in the face of competition in the market.

LITERATURE REVIEW

The scope of business marketing management includes various activities related to planning, implementing, and supervising marketing strategies to meet consumer needs and desires (Ma'sum, 2020). These aspects include market analysis, segmentation, target market determination, effective product development, pricing, distribution channels, and promotional strategies. Marketing management also provides market research to understand consumer trends and behavior and evaluate marketing campaigns' performance to ensure effectiveness and efficiency. In addition, marketing management has a crucial role in creating and maintaining good relationships with customers and building a strong brand image (Keyser, 2020). Thus, marketing management serves as a bridge that connects companies with the market to achieve business goals and increase competitiveness.

METHODOLOGY

Due to the financial and marketing management problems experienced by business groups, the method used to provide solutions was to offer training and mentoring programs and discussions on managing finances and marketing effectively and efficiently. This business group does not have good financial management knowledge regarding investments, obtaining sources of funds, and managing assets. In addition, this business group also does not have good marketing management knowledge regarding the importance of market segmentation, determining target markets, and carrying out marketing mix strategies. This business group is expected to be able to manage finances and marketing effectively and efficiently by using the following methods.

1. Provide Training and Mentoring on how to Determine Investment and Working Capital

Effective financial management is the key to the success of this chicken farming business group (Ompusunggu & Irenetia, 2023). The first step is identifying investment opportunities, such as equipment procurement or market expansion, followed by cost estimates and cash flow projections to assess profits. Evaluation of return on investment is essential to ensure capital can be returned quickly (Kusuma & Kairupan, 2021). In addition, an analysis of working capital requirements, including inventories and receivables, is indispensable to maintain liquidity. These business owners should also estimate cash flow and consider available sources of financing. With these measures, these business groups can increase their competitiveness and economic contribution.

2. Provide Training and Mentoring on how to Determine Funding

Determining funding in the financial management of a chicken farming group's business involves key steps to ensure the availability of resources that support operations and growth (Yulianti & Hendarmin, 2023). First, these business owners must evaluate their capital needs, including investment costs and working capital. Furthermore, it is essential to consider various sources of financing, such as bank loans, microfinance institutions, or private investors, and analyze each source's advantages and disadvantages. Building good relationships with financial institutions can increase the chances of getting funding (Radomir & Wilson, 2018). With a systematic approach, these business groups can make the right decisions to support business growth and sustainability (Miswanto, 2012).

3. Provide Training and Mentoring on how to Manage Assets

Asset management in the financial management of this livestock business group focuses on resource use efficiency. First, the owners and managers of these businesses inventory fixed and current assets, then evaluate the condition and value of the assets to determine management priorities (Indraswono, 2023). Management strategies include maintaining fixed assets and managing inventory to avoid overruns or shortages (Yang & Frangopol, 2020). In addition, these businesses can take advantage of unproductive assets through leasing or selling. This systematic approach can improve operational efficiency and maximize the value of existing resources.

4. Provide Training and Mentoring on how to Segment and Target Markets

Determining market segmentation and target markets in the marketing management of these business groups is essential for marketing effectiveness (Ma'sum, 2020). First, business owners should analyze the market to identify segments based on demographics, psychographics, behaviors, and geographic location. Once the segment is determined, the next step is to choose the target market that best suits the product or service, paying attention to the growth potential, purchasing power, and suitability with the business vision. By understanding segmentation and choosing the right target market, these businesses can design a more focused and effective marketing strategy, increasing the chances of success in reaching customers (Keyser, 2020).

5. Provide Training and Mentoring on how to Determine a Marketing Mix Strategy

Determining a marketing mix strategy for businesses in this subcategory involves essential steps. First is market analysis, which is used to understand consumer characteristics and behavior and the segments they want to reach (Ma'sum, 2020). Second, develop products or services that meet customer needs with good quality. Third, competitive prices should be set, considering costs and competitors' prices. Fourth, design an effective promotional strategy through advertising and social media. Next, choose the right distribution channel, such as a physical store or e-commerce. Finally, monitor results and adjust based on feedback to increase business visibility and sales (Firmansyah et al., 2025).

RESULTS AND DISCUSSION

The community service program was held starting in mid-2024 and lasted for two months. It took place at the chicken farm mentioned above, with training and supply conducted in one of the open spaces owned by the business group (see Figure 1). The participants were chicken farming business groups at the location, generally people with disabilities. Based on the results of discussions during the training and mentoring and interviews with participants after the program, the outcomes of the training activities and services provided to the business group were as follows.

1. How to Determine Investment and Working Capital

The results of the training and mentoring, accompanied by discussions on determining investment and working capital in livestock business groups, show several vital points that can improve financial management. First, participants experienced an increased understanding of investment and working capital analysis, which is essential in business financial management. Second, they are trained to conduct capital requirements analysis, including cost estimates and cash flow projections, which helps in better financial planning (Safitri et al., 2025). Third, participants can identify profitable investment opportunities and evaluate the risks to make wiser decisions. Next, they learn to calculate working capital needs, including inventory management and receivables, essential for maintaining business liquidity. Participants also learn about various financing sources, such as bank and investor loans, which can be used to support business growth. In addition, developing an effective financial plan increases participants'

confidence in decision-making (Gambetti et al., 2022; Parker et al., 2012). Finally, the training encourages participants to network with mentors and fellow entrepreneurs, who can contribute to the sustainability and performance of their small businesses.

2. How to Determine Funding

The results of the training and mentoring show several crucial points that can improve financial management. First, participants experienced increased knowledge about different types of funding, including bank loans, private investors, and crowdfunding. This knowledge is essential to expand the funding options available to small businesses (Miswanto, 2013).

Second, participants are trained to analyze business capital requirements, which include start-up costs and working capital required for operations (Miswanto, 2012). This ability allows them to plan their financial needs better. Furthermore, participants can evaluate the advantages and disadvantages of each funding source, including interest rate aspects and related requirements, to make more informed decisions.

Participants also learned to design financing strategies that suit business conditions, considering each business has different characteristics and challenges. Additionally, they understand the importance of building good relationships with financial institutions and investors, which can increase funding opportunities. Finally, the ability to put together a financial plan that includes projected cash flows provides a solid foundation for the sustainability of small businesses. With the results of this training, it is hoped that participants can apply the knowledge gained to increase the success of their business.



Chicken Farming Business Group



Training and Mentoring

Figure 1. Chicken Farm Location and Training and Mentoring Process

3. How to Manage Assets

The results of training and mentoring on how to manage assets, especially current assets, in small businesses show several essential points that can improve financial management. First, participants experienced an increased understanding of the importance of asset management in supporting business continuity and growth (Aswat & Hijriah, 2023). This knowledge is the basis for better decision-making in financial management. Second, participants are trained to identify current assets, such as cash, receivables, and inventory, essential in daily operations. Third, they can analyze the needs of current assets under the business operational cycle, so they can plan capital needs more appropriately.

Furthermore, participants learn effective cash management techniques to maintain liquidity, a key factor in business continuity (Sevkusic et al., 2022). They can also design strategies to manage receivables efficiently, including in the collection process. In addition, an understanding of inventory management helps participants avoid the problem of overstock or understocking. With the knowledge gained, it is hoped that participants can improve the efficiency of using current assets and optimize the performance of their small businesses, which in turn supports business sustainability (Indraswono, 2023).

4. How To Define Market Segmentation And Target Market

The results of training and mentoring on determining market segmentation and target markets in small businesses show several essential points that can improve marketing strategies. First, participants experienced an increased understanding of market segmentation and its relevance in developing effective marketing strategies. This understanding is essential to ensure the product or service reaches the right audience (Wicaksono & Wardhani, 2022).

Second, participants are trained to analyze the market to identify segments based on demographic, psychographic, behavioral, and geographic location variables. This ability allows them to understand each segment's specific characteristics and needs. Third, participants can identify the segment that best suits the products or services offered to maximize sales potential (Oleksii et al.,

2020). Furthermore, participants learned to choose the target market with growth potential that aligns with their business vision. With this knowledge, they can design more focused and effective marketing strategies to attract customers in targeted segments. Thus, it is hoped that participants can increase the competitiveness of their small businesses in the market and achieve better marketing success.

5. How To Define A Marketing Mix Strategy

The results of the training and mentoring, accompanied by discussions on how to determine a marketing mix strategy for small businesses, show several vital points that can increase marketing effectiveness. First, participants experienced an increased understanding of the marketing mix concept and its key elements, namely products, prices, venues, and promotions (Miswanto et al., 2020). This understanding is essential for building a comprehensive and integrated marketing strategy. Second, participants are trained to analyze the products or services offered, including identifying uniqueness and added value that attract consumers' attention. Participants also learn about competitive pricing strategies in accordance with the target market and existing market conditions.

Furthermore, they can plan effective distribution channels to ensure that customers can receive the product or service well. In addition, participants can draw up attractive promotional plans, according to the targeted market's characteristics, to increase the product's visibility (Miswanto et al., 2022). Finally, participants understand the importance of evaluating the strategies implemented and adjusting based on the results obtained. With this knowledge, participants are expected to increase the competitiveness and success of their small businesses in a competitive market.

CONCLUSION AND RECOMMENDATION

The training and mentoring carried out for business groups with disabilities in the form of a chicken farming business group in Bejen, Caturharjo, Sleman District, Yogyakarta, improved their understanding of financial management and marketing. Participants improved various aspects, including investment analysis, working capital management, and market segmentation strategies. With this knowledge, it is hoped that business groups can enhance their performance and sustainability when facing market challenges.

The implementation of this program includes several concrete steps, such as training on financial management, marketing strategies, and funding. Through a systematic approach, participants are involved in capital needs analysis, asset management, and marketing mix strategy development. The training is conducted at the business site, facilitating practical understanding and direct application in operational activities.

Suggestions for community service for the next program are as follows. Advanced training is required to deepen participants' financial management and marketing knowledge. In addition, periodic business performance evaluations are recommended to adjust the strategies implemented. Building networks with mentors and other business actors is essential to support business development. The government and related institutions are expected to continue to provide

support in the form of funding and resources to strengthen the sustainability of the businesses of groups with disabilities.

FUTHER STUDY

This research still has delays, so it is necessary to conduct further research related to the topic Empowerment for People with Disabilities in Chicken Farming: A Financial and Marketing Management Perspective in order to improve this research and add insight for readers.

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