



Improving the economic literacy of through livestock business management activities in Kuang Mayung Village

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ABSTRACT

The livestock literacy program in Kuang Mayung Hamlet is a strategic initial step in strengthening the capacity of livestock entrepreneurs. This program is intended to increase the insight and skills of residents in managing their livestock businesses more professionally and sustainably. This activity is implemented using an educational and participatory approach, involving residents and guided by the Livestock Technical Implementation Unit (UPT), the Cooperatives and UMKM Office of West Lombok Regency. This activity is carried out entirely through collaboration with the UPT, the Cooperatives and UMKM Office, without the involvement and assistance of university lecturers, as this activity is independent and based on institutional partnerships. The strategies used include direct training, group discussions, and field practice. Through these activities, residents gain new experience and understanding regarding how to manage and care for livestock more appropriately. This activity also serves as an important foundation for the development of an independent and profit-oriented local livestock-based economy.

Keyword: Economic Literacy, Local Business Management, Community Development.

ABSTRAK

Program peningkatan literasi pada peternak di Dusun Kuang Mayung merupakan langkah awal strategis dalam memperkuat kapasitas para pelaku usaha ternak. Program ini dimaksudkan untuk menambah wawasan dan kemampuan warga dalam mengelola usaha ternaknya secara lebih profesional dan berkelanjutan. Kegiatan ini dilaksanakan menggunakan pendekatan edukatif dan partisipatif dengan melibatkan warga dan dipandu oleh UPT Peternakan, Dinas Koperasi dan UMKM Kabupaten Lombok Barat. Kegiatan ini dilaksanakan sepenuhnya melalui kalaborasi dengan UPT Peternakan, Dinas Koperasi dan UMKM tanpa melibatkan dan pendampingan Dosen Universitas, karena kegiatan ini bersifat mandiri dan berbasis kemitraan instansi. Strategi yang di pakai terdiri dari pelatihan langsung, diskusi kelompok, dan praktik lapangan. Melalui kegiatan ini, warga mendapatkan pengalaman serta pemahaman baru terkait cara mengelola dan merawat ternak secara lebih tepat. Kegiatan ini juga menjadi fondasi penting dalam pengembangan ekonomi lokal berbasis peternakan yang mandiri dan berorientasi.

Keyword: Literasi Ekonomi, Manajemen Usaha Lokal, Pengembangan Masyarakat..



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1. Introduction

Livestock farming plays an important role in supporting rural livelihoods and contributes significantly to local economic development. However, the sustainability and profitability of livestock enterprises depend not only on technical husbandry skills but also on farmers' ability to manage their businesses effectively. Economic literacy enables livestock farmers to make informed decisions regarding production planning, cost management, marketing strategies, and access to financial resources [1]. Furthermore, adequate economic knowledge helps farmers utilize government support programs, obtain business licenses, and improve the overall competitiveness of their enterprises [2].

Banjar Karya Dharma in Kuang Mayung Hamlet, Suranadi Village, Narmada District, West Lombok Regency, is a rural community where livestock farming serves as one of the primary sources of income. Despite the economic importance of this sector, many farmers still face challenges related to livestock business management, including limited knowledge of proper animal husbandry practices, inadequate barn sanitation, low awareness of business legality requirements, and insufficient understanding of available financial support programs. These limitations may hinder business growth and reduce farmers' ability to adapt to increasing market demands and competition [3].

One important aspect that requires attention is the limited economic literacy among livestock farmers. Economic literacy encompasses the knowledge and skills necessary to manage business activities efficiently, evaluate economic opportunities, and make strategic decisions that support long-term business sustainability. Farmers with stronger economic literacy are generally better prepared to access business development programs, manage production costs, obtain legal business status through a Business Identification Number (NIB), and utilize available financing schemes. Therefore, improving economic literacy is essential for strengthening the capacity and resilience of livestock-based rural communities [4,5].

To address these challenges, a community service program entitled "Improving the Economic Literacy of Livestock Farmers through Livestock Business Management Counseling in Kuang Mayung Hamlet" was implemented. The program adopted a community-based educational and participatory approach in collaboration with the Livestock Technical Implementation Unit (UPT) and the Cooperatives and MSMEs Office. The primary objective of the program was to enhance the economic literacy and managerial capacity of livestock farmers by providing practical knowledge and skills related to livestock business management. Specifically, the program aimed to improve farmers' understanding of livestock health and reproductive management, housing management, business planning, and business legality, particularly the importance of obtaining a Business Identification Number (NIB). In addition, the program sought to increase farmers' awareness of available government support programs and opportunities for business development. Through this initiative, farmers were expected to strengthen their entrepreneurial competencies, adopt more sustainable livestock management practices, improve the productivity and profitability of their enterprises, and ultimately contribute to the economic development and welfare of the local community.

2. Methods

This community service program was conducted in Kuang Mayung Hamlet to improve the economic literacy of livestock farmers through livestock business management counseling. The program employed a community-based educational and participatory approach, emphasizing active involvement of participants throughout the learning process. This approach was selected to encourage knowledge sharing, strengthen farmers' capacity, and ensure that the information delivered was relevant to local needs and conditions.

The activity was implemented through open extension socialization and discussions, providing participants with the opportunity to express their problems and receive advice from resource persons and fellow villagers. These methods enabled participants to actively engage with the materials, share experiences related to livestock farming practices, and discuss challenges encountered in managing their livestock enterprises. The counseling materials were designed based on the socio-economic characteristics of the community and focused on practical knowledge that could be directly applied in daily farming activities.

The topics covered during the program included: (1) basic principles of livestock business management, including planning and resource management; (2) livestock health and reproductive management; (3) livestock housing management and sanitation practices; (4) business legality and the importance of obtaining a Business Identification Number (NIB); and (5) opportunities for business development and access to government support programs. The materials were delivered in a contextual manner to facilitate participants' understanding and encourage the adoption of improved livestock management practices.

Evaluation of the program was conducted at the end of the activity through direct observation, open discussions, reflective sessions, and question-and-answer interactions with participants. Farmers were encouraged to express their opinions, share experiences, and demonstrate their understanding of the topics presented. Feedback from participants and community leaders was also collected to assess the effectiveness of the program and to identify areas for improvement in future community empowerment activities. The evaluation results were used as indicators of participants' comprehension and engagement throughout the

counseling process.

3. Results and Discussion

3.1 *Implementation of the community service program*

The community service program was conducted in Kuang Mayung Hamlet with the primary objective of improving livestock farmers' economic literacy through livestock business management counseling. The activity adopted a participatory approach, combining interactive lectures, discussions, and question-and-answer sessions to facilitate two-way communication between facilitators and participants. This approach enabled farmers to actively engage in the learning process by sharing their experiences, discussing challenges encountered in livestock production, and exploring practical solutions relevant to their local conditions.

The counseling materials were designed according to the socio-economic characteristics of the community and focused on several key aspects of livestock business management, including livestock maintenance, reproductive health, housing management, business legality, and procedures for obtaining a Business Identification Number (NIB). By integrating technical and managerial topics, the program sought to enhance farmers' capacity to make informed economic decisions and improve the sustainability of their livestock enterprises.

3.2 *Improvement of knowledge on livestock business management*

The initial session focused on introducing the fundamental concepts of livestock business management, including business planning, production objectives, and the economic benefits of livestock farming. Participants were introduced to the importance of managerial functions in achieving efficient and sustainable livestock production.

Discussions emphasized the application of management principles, namely planning, organizing, actuating, and controlling, which are essential for minimizing operational risks and improving productivity. Farmers gained a better understanding of the need for systematic planning, resource allocation, and business monitoring. This finding is consistent with management theories suggesting that effective managerial practices contribute significantly to business success and long-term sustainability [6].

The session also highlighted the importance of economic literacy in helping farmers evaluate costs, identify opportunities for business expansion, and develop adaptive strategies to address market and environmental challenges. As a result, participants demonstrated increased awareness of the role of business management in improving household income and overall farm performance.

3.3 *Enhancement of awareness regarding livestock health and reproductive management*

Livestock health and reproductive management constituted another important topic during the community service program. Participants received information regarding disease prevention, reproductive health monitoring, and the importance of maintaining healthy breeding animals to ensure optimal productivity. One of the educational sessions focused on postpartum care management and reproductive health in livestock (Figure 1). The material emphasized the importance of proper postpartum management to maintain the health and productivity of breeding animals. Farmers were introduced to basic postpartum care practices, including monitoring the physical condition of animals after parturition, maintaining hygiene, providing adequate nutrition, and recognizing early signs of reproductive disorders. Proper postpartum management is essential for reducing health complications, improving reproductive performance, and ensuring the long-term productivity of livestock enterprises. During the session, participants actively discussed common reproductive health issues encountered in their farming activities and exchanged practical experiences related to animal care after parturition.



Figure 1. Educational session on postpartum care management and reproductive health in livestock.

In addition to postpartum care management, the counseling session also addressed common reproductive disorders in livestock, particularly silent estrus (silent heat) and abnormal pregnancy conditions that may negatively affect reproductive efficiency (Figure 2). Farmers were introduced to the signs, causes, and management strategies associated with reproductive problems that are often difficult to detect under field conditions. Special emphasis was placed on the importance of regular reproductive monitoring and early detection to prevent prolonged calving intervals and productivity losses. The discussion encouraged farmers to improve their observation skills and seek veterinary assistance when reproductive abnormalities are suspected.



Figure 2. Explanation of silent estrus and reproductive health problems in livestock.

The discussion generated considerable interest among participants, who shared experiences related to reproductive disorders and livestock diseases commonly encountered in their farming activities. Through these interactions, farmers became more aware of the relationship between animal health, reproductive performance, and economic returns. Increased understanding of preventive management practices was expected to reduce production losses and contribute to the sustainability of livestock enterprises [7].

3.4 Understanding the importance of proper housing management

Proper livestock housing management was emphasized as a critical factor influencing animal health, welfare, and productivity [8]. Farmers were informed that well-maintained housing facilities provide a healthy environment that supports optimal growth and reduces the incidence of disease.

The counseling sessions discussed several important aspects of housing management, including ventilation, sanitation, waste management, natural lighting, and routine cleaning procedures. Participants recognized that poor housing conditions could increase disease outbreaks, reduce livestock performance, and generate additional treatment costs. Consequently, good housing management was perceived not only as a technical requirement but also as a long-term economic strategy that contributes to higher productivity and profitability.

To strengthen participants' understanding, practical guidance on proper housing maintenance was also provided during the community service activities (Figure 3). The session highlighted routine management practices that farmers should implement to maintain a clean, safe, and comfortable environment for livestock. Particular attention was given to maintaining adequate ventilation, ensuring proper drainage systems, regularly removing manure, and conducting periodic sanitation procedures. These practices are essential for minimizing disease risks, improving animal welfare, and supporting sustainable livestock production.



Figure 3. Practical guidance on proper livestock housing maintenance and management.

The discussion further emphasized that proper housing management contributes directly to economic efficiency by reducing veterinary costs, improving feed utilization, and enhancing overall livestock performance. Participants actively shared their experiences regarding housing management challenges and discussed feasible solutions that could be applied within their existing farming systems.

3.5 Increasing awareness of business legality and NIB registration

One of the most relevant topics for participants was business legality and the importance of obtaining a Business Identification Number (NIB) [9]. The community service program introduced farmers to the legal requirements associated with livestock business operations and explained the benefits of formal business registration [Figure 5]. Participants learned that possessing an NIB provides access to government support programs, business development training, financial assistance schemes, and broader market opportunities. The procedures for obtaining an NIB through the Online Single Submission (OSS) system were explained in detail, including the required documents and registration process.

The discussion revealed that many participants had limited prior knowledge regarding business legalization. Following the counseling activities, farmers demonstrated increased awareness of the strategic advantages associated with legal business status and expressed interest in initiating the registration process for their livestock enterprises. Several participants also recognized that obtaining an NIB could facilitate access to credit schemes, cooperative membership, and future business expansion opportunities.



Figure 4. Extension session on the importance of business licensing for livestock enterprises.

Furthermore, the session encouraged farmers to view livestock farming not merely as a traditional household activity but as a formal economic enterprise with significant growth potential. This shift in perspective is essential for promoting entrepreneurship and strengthening the economic resilience of rural communities.

3.6 *Evaluation of participants' understanding*

Evaluation was conducted through interactive discussions, reflective sessions, and direct questioning at the end of the program. This approach enabled facilitators to assess participants' comprehension of the material and identify areas requiring further clarification. The evaluation results indicated a substantial improvement in participants' understanding of livestock business management concepts. Based on facilitator observations and participant responses, more than 80% of the attendees demonstrated a satisfactory understanding of key topics, including livestock maintenance, disease prevention, reproductive management, housing management, feed planning, business legality, and NIB registration procedures.

Furthermore, participants were able to identify challenges encountered in their livestock operations and propose practical solutions based on the knowledge acquired during the counseling sessions. This outcome suggests that the program successfully enhanced both economic literacy and managerial awareness among livestock farmers.

The improvement in participants' understanding observed during the evaluation process is consistent with findings from previous agricultural and livestock extension programs. Educational interventions that combine interactive lectures, discussions, and participatory learning methods have been reported to significantly enhance farmers' knowledge and capacity to apply new practices in their farming activities [10]. In the present program, farmers were not only exposed to theoretical concepts but were also encouraged to discuss practical issues encountered in their livestock enterprises, which contributed to a deeper understanding of the topics presented.

3.7 *Community response and participation*

The overall response from the community was highly positive. Farmers actively participated throughout the program, particularly during question-and-answer sessions and group discussions (Figure 5). The high level of engagement reflected the relevance of the topics discussed to their daily farming activities and economic needs.



Figure 5. Question-and-answer session during the livestock business management counseling program.

Participants reported that the counseling provided valuable insights into financial management, feed efficiency, livestock marketing, and business legalization. Many farmers acknowledged that the program introduced practical knowledge that had not previously been available to them. In particular, information regarding NIB registration was considered highly beneficial because it opened opportunities for accessing government assistance and formal financing programs. The active participation observed during the program also fostered stronger communication and collaboration among farmers. The exchange of experiences and ideas contributed to the development of a collective understanding of sustainable livestock business practices and encouraged stronger networking within the community.

Studies have shown that participatory extension approaches encourage greater engagement among farmers because they allow participants to actively contribute their experiences and discuss practical challenges relevant to their daily activities. Farmer participation is considered a key determinant of the success of extension programs, as it strengthens learning outcomes, increases motivation, and supports the adoption of improved agribusiness practices [10].

3.8 Implications for sustainable livestock enterprise development

The extension program contributed not only to increased technical knowledge but also to the development of entrepreneurial attitudes among participants. Farmers began to recognize that successful livestock enterprises require a combination of technical competence, managerial skills, economic literacy, and legal compliance.

The activities also promoted awareness of important entrepreneurial values such as responsibility, discipline, cooperation, and long-term planning. These attributes are essential for building resilient livestock enterprises capable of adapting to changing economic conditions and market demands.

Overall, the program demonstrated that improving economic literacy through livestock business management counseling can strengthen farmers' capacity to manage their enterprises more effectively and sustainably. The enhanced knowledge and awareness gained through the program are expected to support increased productivity, improved household income, and stronger local economic development in Kuang Mayung Hamlet.

The findings of this program further support previous studies emphasizing that economic literacy and entrepreneurial capacity are essential components of sustainable livestock enterprise development. Community-based livestock entrepreneurship programs have demonstrated that improving farmers' knowledge of financial management, marketing strategies, and business planning can encourage the transformation of traditional livestock farming practices into more organized and market-oriented enterprises. Such improvements contribute not only to increased productivity but also to stronger economic resilience at the household and community levels [11].

Furthermore, the increased awareness of business legality and formal business registration observed among participants aligns with broader community empowerment strategies that promote access to financial services, government assistance programs, and institutional support. Previous studies have highlighted that strengthening managerial competence, farmer group participation, and business-oriented thinking can improve farmers' ability to adapt to economic challenges and enhance the long-term sustainability of agribusiness

activities. Participatory learning models that integrate technical knowledge, entrepreneurial skills, and collective problem-solving have therefore been recognized as effective approaches for promoting sustainable rural economic development [9].

4. Conclusions

The community service program successfully improved the economic literacy and managerial awareness of livestock farmers in Kuang Mayung Hamlet through a participatory livestock business management counseling approach. The program enhanced participants' understanding of key aspects of livestock enterprise management, including livestock health and reproductive management, housing management, business planning, and business legality, particularly the importance of obtaining a Business Identification Number (NIB). Evaluation results indicated that most participants demonstrated a satisfactory understanding of the materials presented and actively engaged in discussions throughout the program.

The positive response and active participation of farmers suggest that participatory extension methods are effective in facilitating knowledge transfer and strengthening farmers' capacity to manage livestock enterprises more professionally and sustainably. In addition to improving technical and managerial knowledge, the program encouraged greater awareness of entrepreneurship, business legality, and long-term business planning. Therefore, similar extension activities should be conducted continuously and complemented with technical assistance to support the practical implementation of the knowledge gained and further strengthen the economic resilience of rural livestock farming communities.

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