Development of an Online Livestock Showroom to Enhance the Competitiveness of Local Farmers In Blora

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Article Info	Abstract
	The online livestock showroom development program aims to cut the long livestock distribution chain and create a more objective pricing system, especially for farmers in Blora Regency. The main partners of this activity are local farmers who are members of the Farmer Groups and the Blora Livestock Community. The implementation method of the program involves training, mentoring, and collaboration with the government and the farming community. The results show that the showroomternak.id platform successfully improved marketing efficiency, expanded market access, and provided a more transparent pricing system based on morphometric data. As many as 87% of farmers responded positively to this application, and most were satisfied with the ease and fairness in pricing. However, we must still to address challenges like limited internet access and low technological skills. The recommendations from this program are the expansion of training, the improvement of digital infrastructure, and ongoing support for farmers to maximize their use of technology in the long term.

1. INTRODUCTION

The integration of information technology into agricultural systems has emerged as a transformative force in addressing inefficiencies across global supply chains. This shift holds particular relevance in Indonesia for the livestock sector, where traditional practices often hinder equitable market participation. Blora Regency, Central Java—renowned for hosting the largest beef cattle population in the province (BPS, 2024)—exemplifies this dichotomy. While positioned as a strategic hub for cattle farming development, local farmers grapple with systemic barriers to marketing competitiveness, primarily due to fragmented distribution networks and opaque pricing mechanisms.

A critical challenge lies in the dominance of intermediaries (tengkulak) within extended supply chains. These actors inflate operational costs, erode profit margins (Idrus & Arfianty, 2021; Maharani, 2023), and restrict farmers' access to broader markets. Sales to urban centers frequently necessitate additional intermediaries, including brokers and wholesalers, compounding logistical complexities. Concurrently, the traditional jogrok pricing system—relying on subjective visual assessments of cattle—perpetuates price volatility. This non-standardized approach frequently disadvantages farmers through inconsistent valuations (Maharani, 2023), while unethical practices such as pre-sale overfeeding further distort market transparency.

Existing research underscores the potential of digital platforms to mitigate such inefficiencies (Rustandi *et al*., 2021; Nugraha, 2024) by advocating for data-driven pricing

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models incorporating morphometric measurements, arguing that objective metrics could standardize valuations and reduce arbitrariness. Similarly, studies by Dewi (2022) and Paujiah (2022) demonstrate that e-commerce platforms streamline agricultural supply chains by directly connecting producers to consumers. However, current Indonesian livestock platforms (e.g., bantuternak.com, ternakku.id) predominantly emphasize investment opportunities rather than transactional equity, while others (kendang.in, angon.id) have ceased operations. Among active platforms, ternaknesia maintains relevance through niche services like SmartQurban and TernakMart, yet gaps persist in addressing systemic pricing disparities and nationwide market access.

This study introduces showroomternak.id, a digital platform designed to resolve two interlinked challenges: (1) shortening supply chains by eliminating redundant intermediaries, and (2) implementing a transparent pricing mechanism based on cattle morphometrics. Unlike investment-focused predecessors, the platform prioritizes transactional fairness through biometric data analysis, enabling buyers and sellers to negotiate based on standardized quality assessments (Apriani, 2023). By granting Blora farmers direct access to national consumers, the initiative aligns with Simamora's (2020) and Nisa's (2022) findings that digital marketplaces enhance competitiveness through expanded visibility and consumer trust.

The platform's development responds to shifting consumer trends, particularly growing demands for traceability and ethical sourcing (Amam & Rusdiana, 2022; Sugianto & Utama, 2021). As urbanization intensifies, urban consumers increasingly prioritize understanding product origins—a preference showroomternak.id leverages by providing verifiable data on cattle management practices. This strategy not only strengthens Blora's market positioning but also addresses longstanding power asymmetries between rural producers and urban distributors. This research contributes to the discourse on digital agriculture by demonstrating how context-specific platforms can reconcile traditional practices with technological innovation. Through a focus on morphometric pricing and supply chain democratization, showroomternak.id offers a replicable model for regions grappling with similar market inefficiencies.

2. METHOD

Through training, mentorship, and stakeholder collaboration, this community service initiative used an organized approach to create an online cattle showroom. The program's aimed to give Blora livestock farmers functional solutions by enhancing market access, streamlining the supply chain, and encouraging equitable pricing practices through the showroomternak.id (Figure 1) platform.
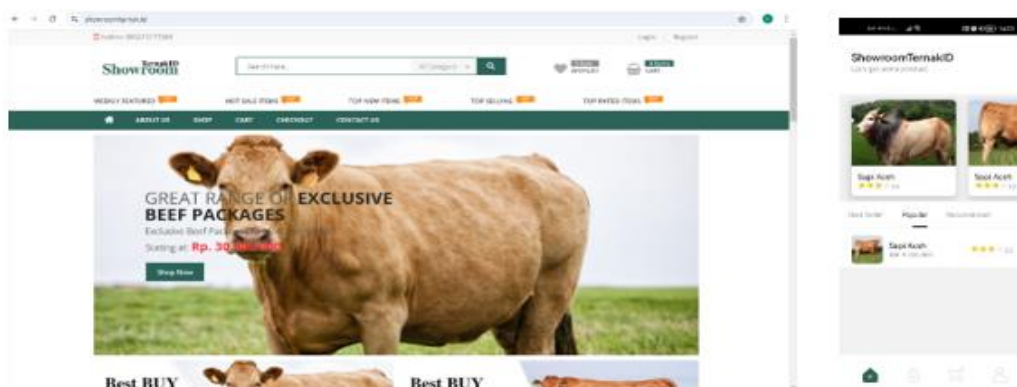

Figure 1.
Interface layout of showroomternak.id web and app versions

2.1 Preparation

The team identified and profiled participating farmers and community partners during the planning stage, as shown in Figure 2. Thirty Blora farmers who were members of many organizations, including Peternak Sapi Milenial, Komunitas Sapi Indonesia (KSI), Kontak Tani Nelayan Andalan (KTNA), and Kelompok Tani Lestari Widodo Makmur, were among the target participants. The Dinas Pangan, Pertanian, Peternakan, and Perikanan (DP4) of the Blora Regency Government and members of the Blora Regional People's Representative Council (DPRD) formed a partnership to profile farmers, livestock types, and marketing issues, as seen in Figure 3.

2.2 Implementation

The program's implementation involved several crucial steps.

- **Training on Digital Platforms**: Farmers were instructed on how to use showroomternak.id, including how to create accounts and handle online transactions, as shown in Figure 4. Uploading livestock data, including images and identity information (e.g., tag numbers, age, and color), was part of the training. In order to provide a more transparent and equitable pricing system, a fundamental component of the training was switching from subjective price estimation (jogrok) to morphometric data-based evaluations.

Figure 2.
Visit and discussion with partner farmers

- **Thorough coaching**: Following training, thorough coaching sessions ensured farmers could utilize showroomternak.id efficiently. Members of the project team assisted farmers with uploading cattle, establishing prices, and handling transactions in collaboration with DP4 extension agents and other community organizations, as shown in Figure 5. Direct field monitoring was another aspect of mentoring that reinforced livestock assessment methods.

Figure 3.
Audience with the Regent and discussion with local government agencies

- **Supply Chain Management Technology**: Farmers may monitor distribution from the farm to the buyer with Showroomternak.id's comprehensive logistics management. This feature improves transparency throughout the delivery process and reduces animal losses during transit.

Figure 4. Online meeting with farmers and stakeholders

2.3 Evaluation

Program evaluation was conducted using interviews, direct observations, and data analysis from SIMPONI - Livestock. Additionally, showroomternak.id's sentiment analysis revealed user feedback.

- Interviews: Farmers discussed their experiences and the advantages of increased market access, platform usability, and digital skill development.
- Direct Observations: Using observational data, we evaluated the everyday use of showroomternak.id and the impartiality of its pricing strategy in market exchanges.
- Sentiment and Secondary Data Analysis: Data Analysis: The team examined sales performance before and after showroomternak.id using data from SIMPONI. Based on user comments, sentiment analysis identified areas that needed more platform improvement.

Figure 5.
Soft launch of the showroomternak.id platform by the Blora Secretary representing the Regent

3. RESULTS AND DISCUSSION

Thirty farmers in Blora Regency participated in the implementation of showroomternak.id, with the majority being male (87%), aged 45–54 years, and possessing a high school education (47%) (Table 1). Most participants had 5–10 years of livestock management experience, reflecting a foundational competency in cattle husbandry. Farmers'

feedback emphasized the platform's effectiveness and ease streamlining livestock transactions. 53% of farmers sold their cattle through intermediaries before the program's launch, frequently leading to lower profit margins. Reliance on intermediaries decreased dramatically to 13% after implementation, indicating a more straightforward and successful transaction paradigm. This result is consistent with earlier research showing how digital platforms can shorten distribution chains and boost profit margins (Evasari *et al.,* 2019; Maharani, 2023). By guaranteeing transparency in pricing procedures, the removal of intermediaries not only increased profit margins but also promoted consumer and farmer trust.

Table 1.
Farmer Profile

Variable	Highest Percentage Result	
Gender	Male	87%
Age	45-54 years	30%
Education	High School	47%
Occupation	Entrepreneur	47%
Livestock Experience	5-10 years	43%
Motivation for Farming	Savings	33%
Number of Livestock Owned	1-2 head	37%
Monthly Income	Rp 250,000 - Rp 500,000	27%
Market Channels	Middlemen	53%

Transparency and equity in livestock valuation were significantly increased by switching from the conventional subjective pricing approach, known locally as "jogrok," to a data-driven morphometric-based price system. Morphometric information, including body measurements and cattle conditions, was taught to farmers as an objective criterion for setting prices. Long-standing problems with price manipulation and inequalities frequently found in conventional pricing systems were resolved by this change. According to survey results, 87% of respondents were satisfied with the platform's pricing transparency, suggesting that the new approach was well received. Similar results were highlighted by Nugraha (2024), who noted that data-driven valuing increases confidence and lessens livestock pricing disparities. However, problems still exist, such as older farmers' low level of digital literacy and rural communities' lack of reliable internet connectivity. These obstacles highlight the necessity of ongoing technical support and training to guarantee that all users can take advantage of the platform's advantages.

Another noteworthy advantage of using showroomternak.id was the market expansion. Farmers' access to bigger, more lucrative urban markets was formerly restricted because their sales routes were limited to local markets. Farmers increased their customer base and sales potential by using the platform to establish direct connections with customers from other areas, including big cities. Notwithstanding these developments, statistics show that most farmers still make between Rp 250,000 and Rp 500,000 per month, underscoring the necessity of consistent platform use and better livestock production techniques to optimize profits. The platform's incorporation of supply chain management technologies enhanced delivery efficiency by lowering transportation losses and guaranteeing that animal quality was preserved during transit. These conclusions are corroborated by studies by Dewi (2022) and Paujiah (2022), which highlight the function of digital platforms in enhancing logistical effectiveness and reducing supply chain vulnerabilities.
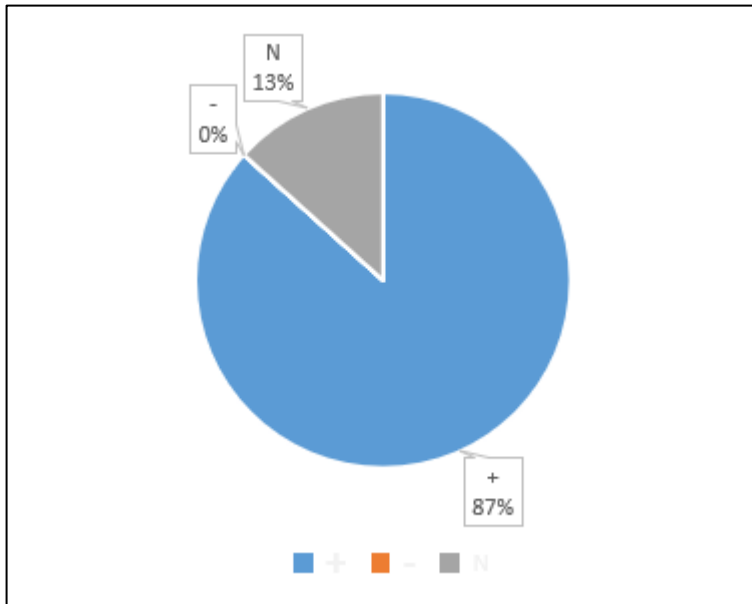
Figure 6.
Sentiment analysis results from showroomternak.id

Sentiment analysis and user reviews offered insightful information about the showroomternak.id platform's overall efficacy. 87% of the comments were positive, as seen in Figure 6, and the most often mentioned benefits were fairness in price, openness, and ease of use. Technical difficulties, such as inexperience with digital tools and inadequate internet connectivity, were the main cause of the negative comments. These restrictions suggest regular training sessions, continuous technical assistance, and infrastructural development in remote regions (Lisnanti & Mukmin, 2020). In order to overcome these systemic obstacles, cooperation between farmers, governmental organizations, and technology suppliers is still crucial. The program suggests future infrastructure expenditures, more farmer training initiatives, and ongoing platform capability enhancements to guarantee long-term uptake and efficacy. In Blora Regency, showroomternak.id has the potential to be a model for digital transformation in livestock marketing with consistent support and targeted interventions, greatly boosting local economic growth and farmer empowerment.

4. CONCLUSION

The showroomternak.id platform effectively improves the efficiency of livestock marketing, broadens market access, and establishes equitable pricing for producers. Positive user responses indicate strong acceptance; however, it is imperative to maintain efforts to enhance infrastructure and provide digital training to ensure long-term success. Infrastructure renovations, sustained training, and close collaboration among local government, communities, and developers are among the strategies that have been recommended. These measures are anticipated to stimulate regional economic development in Blora and increase farmers' incomes.

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