

THE IMPACT OF THE GREENHOUSE EDUCATION PROGRAM ON STRENGTHENING ARANDING AGROCOMPLEX AT PT. NATURAL NUSANTARA

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ABSTRACT

Study This aims to analyze implementation of educational programs House glass at PT. Natural Nusantara as an effort improvement understanding and skills power Work at a time strengthening product branding strategy agrocomplex. Educational program House glass is one of the innovation company in introduce technology modern, environmentally friendly agriculture environment, and empowered competitive method the research used is descriptive quantitative with techniques data collection through distribution questionnaire to 20 respondents consisting of from employee House glass, staff, and energy technical company. The data obtained analyzed use percentage to find out the extent to which the program has been implemented in a way effective. Research results show that implementation of educational programs House glass has going well, marked by involvement active participants, suitability material with needs, and its contribution to improvement knowledge and understanding participant to technology House glass. Thus, the implementation of the education program House glass No only impact on increasing capacity source Power humans, but also an important strategy in product branding strengthening PT. Natural Nusantara agrocomplex.

KEYWORDS

Home Education Glass, Branding, Products Agrocomplex



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INTRODUCTION

Progress modern agribusiness requires companies to implement technology latest to improve productivity as well as Power competition. One of the information that appears is utilization House glass that allows control climate micro and improve efficiency product agriculture (Musyafa, 2024). In addition to its technical role, greenhouses are also used as educational tools for workers and the public to introduce modern, sustainable agricultural methods (Firdiyani, 2023). In marketing, greenhouse education programs functions as a

branding strategy, because it not only creates a visual identity, but also increases consumers' positive perception of the quality and value of the product.

PT. Natural Nusantara as a company agribusiness has implementing greenhouse education programs in order to introduce technology modern agriculture, improving skills participants, and strengthen brand product agrocomplex in the national market. Although Thus, this program still need evaluation related effectiveness implementation, suitability material with needs participants, as well as the impact to image company. Therefore, research This focus on analysis implementation of the greenhouse education program at PT. Natural Nusantara to evaluate the extent to which the program is implemented according to its purpose and impact to strengthening brand product agrocomplex (Tasrif, 2022)

RESEARCH METHODS

Established method is quantitative descriptive. There were 20 respondents selected through purposive sampling or in a way intentionally. Research tools consists of from questionnaire with scale Likert, interviews, and documentation company. Data analysis through calculation presentation achievement indicator program implementation .

RESULTS AND DISCUSSION

PT. Natural Nusantara's greenhouse education program is carried out by combining theory and practice. Participants taught draft basics, functions and advantages of greenhouses, then do practice start from watering, maintenance, to harvest. Participants also learned technology agriculture latest like irrigation automatic, humidity sensor, and IoT. This program encompassing training about marketing, interactive dialogue, and visits to the greenhouse which becomes example .

Program implementation is supported modules, visual media, and practice directly in the greenhouse. The methods used include participatory, applicable, collaborative, and branding approach This make participant more active, easy apply results training, as well as understand connection between cultivation and strengthening image brand company.

The program targets include greenhouse workers, farmers, partners business and students. Workers improved his skills, farmer get knowledge new partner understand superiority products and students get experience learning. Involvement various party This strengthen internal company capacity at a time expand network external, so that support product branding PT. Natural Nusantara agrocomplex.

CONCLUSION

Greenhouse education program has been well-implemented through well-planned activities that combine theory and practice. Participants not only gain basic greenhouse knowledge but also technical skills in cultivation, the use of modern agricultural technology, and an understanding of product marketing and branding. The implementation method, which involves participation, application, collaboration, and a focus on branding, has been proven to increase participant engagement and skills. The program's objectives, which include workers, farmers, business partners, and students, are to enhance the educational benefits, both to strengthen internal company capacity and expand external networks. Overall, the greenhouse education program not only improves participants' technical skills but also plays a role in strengthening the brand of PT. Natural Nusantara's agrocomplex products.

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