

## Digital Marketing Strategy for Local Agribusiness Products in Indonesia

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### ABSTRACT

With the growth of technology and increasingly widespread internet penetration in Indonesia, digital marketing has become crucial for increasing the visibility and competitiveness of local agribusiness products. This research aims to identify and analyze effective digital marketing strategies to support the growth and market penetration of local agribusiness products in Indonesia. This research uses a qualitative approach with descriptive methods. The research results show that implementing digital marketing strategies for local agribusiness products in Indonesia has had a positive impact in increasing product visibility, expanding market reach, and increasing consumer engagement. Through the use of social media, optimizing online content, QR codes on product packaging, and participation in e-commerce platforms, local agribusiness producers are able to create closer relationships with consumers and increase product competitiveness in the digital market. Organizing online training sessions or webinars has also proven effective in empowering local farmers to adopt digital marketing strategies effectively. Overall, this research shows that the integration of digital technology in the marketing of local agribusiness products is an important step to increase the growth of this sector in the era of digital and globalization.

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### INTRODUCTION

The dynamics of food crop, horticulture and livestock agribusiness products present a very dynamic picture, especially in the aspects of production and demand. Along with changes in climate, technology and policy, the agribusiness sector continues to evolve to meet increasingly complex market demands (Intyas et al, 2022). Economic globalization is one of the main factors influencing this dynamic. The process of globalization accelerates the flow of information, technology and capital throughout the world, connecting various aspects of a country's economy with global markets (Rachmawati & Gunawan, 2020). In this context, agribusiness products are becoming involved in increasingly fierce global competition, with challenges in maintaining competitiveness and meeting developing international standards (Ningsih & Kurniawan, 2016).

On the other hand, globalization also brings opportunities for agribusiness products. Access to international markets becomes easier, while information technology allows industry players to access the latest market information and technology from all over the world (Zamrodah, 2016). Thus, agribusiness industry players have the opportunity to

increase production efficiency, improve product quality, and diversify their portfolio to meet diverse global demand (Daryanto, 2013). However, to optimize globalization opportunities, rapid adaptation to market changes and innovation in production and marketing management is needed. Therefore, a deep understanding of global dynamics and the application of appropriate technology is the key in facing the era of globalization in the agribusiness sector (Sudaryanto, 2005).

The local Indonesian agribusiness product that has emerged at the international level is coffee. Indonesia is known as one of the best coffee producers in the world with various varieties that have their own unique qualities. For example, Gayo Coffee from Aceh is known for its distinctive taste, while Toraja Coffee from Sulawesi offers harmony between acidity and thickness. Geographical and climatic diversity in various regions in Indonesia creates ideal conditions for the growth of high quality coffee, which then becomes attractive to the global market (Narulita et al, 2014). Apart from coffee, local agribusiness products such as nuts also have a place in the international market. Whether in fresh or dried form, Indonesian nuts are known for their superior quality. High demand, especially for products that have been peeled or still with the skin, shows the competitiveness of these products in the global market (Fahrul et al, 2021).

Furthermore, Indonesian pepper also has a rich history, being a commodity that was highly desired by European trading airlines in the past. High demand and limited supply have caused pepper to become a very valuable commodity and is sought after by international trade actors (Kemala, 2006). Another agricultural product that is no less important is cocoa. This chocolate-producing plant grows on all islands in Indonesia, but the two largest are Sulawesi and Sumatra. There are many other agribusiness products that reflect Indonesia's great potential in marketing its local products globally (Karim et al, 2020).

In the increasingly advanced digital era, marketing strategies are the main key in increasing the visibility and competitiveness of local Indonesian agribusiness products. In the face of global competition and continuously developing technology, digital marketing is an effective solution for expanding market share (Vasumathi & Arun, 2021). One strategy that can be implemented is to utilize online platforms such as social media, websites and mobile applications. Through social media, agribusiness producers can build brand awareness, interact directly with consumers, and promote products in a more personal and interesting way (Dewi et al., 2022).

An optimized and responsive website is also an important means of conveying product information, facilitating the online purchasing process, and building consumer trust (Amir & Mustikawati, 2019). Mobile applications can be an effective tool to make it easier for consumers to access product information, carry out transactions, and get the latest updates. In addition, the use of digital marketing techniques such as search engine optimization (SEO) and online advertising can help local agribusiness products appear in search results and reach a wider target market (Wicaksana et al, 2022).

Digital marketing is an effective way to market agricultural products that can reach a wider range of consumers. Digital marketing is a solution to overcome the problem of marketing agricultural products, where marketing channels are still relatively long, which

can be detrimental to farmers as producers (Anggraini et al, 2020). This is because the production land is located far away and most farmers as producers do not have direct market access. However, many farmers still do not understand the use of internet technology in marketing their products (Krisnawati et al, 2019).

By adopting this digital marketing strategy, local agribusiness products can penetrate the global market, increase competitiveness, and make a positive contribution to the economic growth of the agribusiness sector in Indonesia. Producers' creativity and adaptability are needed to utilize the full potential of digital platforms to achieve optimal marketing goals in this digital era (Setiawan, 2012).

research aims to identify and analyze effective digital marketing strategies for local agribusiness products in Indonesia. With a focus on this goal, this research aims to provide practical guidance to agribusiness industry players in developing and implementing successful digital marketing strategies. The benefits are providing an in-depth understanding of consumer behavior regarding local agribusiness products, exploring the potential of digital marketing platforms, and producing recommendations that can increase product visibility, attract consumers, and increase the competitiveness of local agribusiness products in an increasingly digitally connected market.

## METHOD

In this research, descriptive qualitative methods are adopted as the main approach to explore and understand the central phenomenon that is the focus of the research. Yulianah (2022) defines qualitative research methods as an approach that aims to investigate in depth and understand a core phenomenon. To achieve an understanding of these symptoms, researchers conducted interviews with research participants or participants, using general and open questions. The information obtained is in the form of words and text, then collected and analyzed. The analysis process involves detailing the findings and their relationship to previous research conducted by other researchers. Data collection was carried out through triangulation, combining several data collection methods (Sugiyono, 2011). The data analysis approach is inductive or qualitative, with a focus more on understanding the meaning of the data rather than seeking generalizations. The final results of qualitative research will be presented in the form of a written report, reflecting the researcher's findings and interpretation of the phenomenon being studied.

## RESULTS AND DISCUSSION

Digital marketing is a strategic activity in marketing products by utilizing information technology to reach a wider, effective and efficient audience. In the context of agribusiness, digital marketing can have a positive impact, especially on farmers as producers of agricultural products (Bose & Kiran, 2021). Through online platforms such as websites and social media, farmers have access to promote their products to a wider market, thereby increasing visibility and competitiveness. By using this technology, farmers can be more efficient in building direct relationships with customers, conveying product information, and responding quickly to market needs. Digital marketing not only helps farmers increase sales, but also provides opportunities to expand business networks and strengthen

connectivity between producers and consumers in this digital era. Digital Marketing Strategy for Local Agribusiness Products in Indonesia can involve several approaches tailored to the characteristics of the agribusiness industry and product diversity. Some strategies that can be implemented include:

### **Utilization of Social Media**

Utilizing social media platforms such as Instagram, Facebook and Twitter is a very effective digital marketing strategy for increasing the visibility of local agribusiness products in Indonesia. By taking advantage of Instagram's rich visual features, manufacturers can upload engaging images of their products, highlighting their uniqueness and quality. Facebook can be used as a platform to share stories and in-depth information about local farmers, providing insight into their production processes, sustainable values and dedication to product quality. Meanwhile, Twitter can be used to interact directly with consumers, respond to questions or feedback, and provide the latest updates about farmers' products and activities.

In promoting products visually, social media platforms enable manufacturers to create a strong brand identity and attract the attention of potential consumers. Sharing stories about local farmers not only builds closer relationships between producers and consumers, but also creates narratives that are authentic and connected to local values. Through direct interactions with consumers, producers can listen to feedback, respond to questions, and build online communities dedicated to local agribusiness products. In addition, the use of relevant hashtags and user-generated content campaigns can stimulate consumer participation, increase virality, and expand product reach organically. By harnessing the power of social media, local agribusiness producers can create sustainable relationships with consumers, open up opportunities for further promotions, and have a positive impact on the local economy and awareness of the sustainability of agricultural products in Indonesia.

### **Development**

Building a responsive and informative website is a strategic step in supporting digital marketing of local agribusiness products in Indonesia. By being responsive, websites can provide an optimal user experience across a variety of devices, including smartphones and tablets. This not only makes access to information easier for potential consumers, but also increases the attractiveness of local agribusiness products. Detailed information about the product, such as origin, cultivation method and production process, can be clearly implemented on the website. This helps educate consumers and provides transparency that is important in establishing trust.

A clear and easy-to-understand way of ordering can also be integrated into the website. This feature allows consumers to make online purchases easily, increasing convenience and efficiency in the transaction process. Additionally, websites can include testimonials or success stories from successful local farmers, giving consumers a better idea of the quality of the product and the positive impact it can have on local communities.

As an information center, a website is not only the main source for product information, but can also be a direct communication channel between producers and consumers. Contact forms or online communication channels can be implemented for

questions, feedback or customer support. Building a community through a website, such as a forum or discussion room, can also increase consumer engagement. By optimally utilizing this technology, local agribusiness producers can make websites an effective tool in building positive relationships with consumers, promoting sustainability, and increasing sales of local products at national and international levels.

## **Content Marketing**

The use of quality content through blogs, articles or videos in digital marketing strategies for local agribusiness products in Indonesia has a big impact in increasing consumer understanding of these products. Through blogs and articles, producers can provide in-depth information about product aspects, such as quality, varieties and cultivation methods. These articles can also discuss the production process in detail, giving consumers insight into local farmers' efforts to produce high-quality products.

Video is also an effective tool for conveying complex information in an engaging and easy-to-digest way. In marketing videos, producers can show the cultivation process, introduce local farmers, and highlight the sustainable values underlying the product. Utilizing this multimedia content helps create an engaging narrative, builds trust, and increases consumer awareness of the positive benefits of supporting local agribusiness.

By distributing content widely through online platforms such as websites, social media, and video sharing channels, producers can reach a wider audience. Educating consumers about the uniqueness of the product, the production process and the benefits contained therein not only promotes the product directly, but also builds awareness and appreciation of local agribusiness. This helps create more informed and engaged consumers, which in turn can support the growth and sustainability of the local agribusiness sector in Indonesia.

## **Use of SEO (Search Engine Optimization) :**

Optimizing online content is a crucial strategy in ensuring that local agribusiness products in Indonesia can be found easily by search engines, especially Google. By implementing Search Engine Optimization (SEO) techniques, manufacturers can improve their website's ranking in search results, making products more visible to potential consumers. In optimizing content, including keywords that are relevant to local agribusiness products and industries is important, so that search engines can identify and understand the content well.

In addition, using interesting and informative meta descriptions can also increase a website's attractiveness in search results, so that consumers are more likely to click and explore the product further. By increasing product visibility on search platforms, local agribusiness producers can reach a wider market, especially consumers who are actively looking for high-quality products. This not only helps increase sales, but also creates an opportunity to introduce consumers to the sustainable values and uniqueness of local agribusiness products.

## **Participation in Online Marketplaces and E-commerce Applications**

Joining a local e-commerce platform or online shopping application is a strategic step for local agribusiness producers in Indonesia to increase product accessibility and reach a wider range of consumers. E-commerce platforms provide efficient distribution channels,



allowing manufacturers to display and sell their products to consumers in various regions without being limited by geographic boundaries. Through this platform, producers can utilize existing payment infrastructure and technology, simplifying the transaction process and product delivery to customers.

Participation in local e-commerce also provides benefits in terms of product exposure. With millions of active users, local agribusiness producers can leverage the platform's appeal to promote their products more widely and increase visibility at the national level. Reviews and ratings features on e-commerce platforms also help build consumer trust, because they can see the product purchasing experiences of other customers. Additionally, e-commerce platforms often offer promotional campaigns and discounts, which can attract the attention of new consumers and increase sales.

### **Marketing via Email**

Sending regular newsletters is an effective digital marketing strategy for local agribusiness producers in Indonesia. By periodically delivering up-to-date information to customers, manufacturers can keep consumers engaged, provide updates on product developments, and explain the latest initiatives or innovations in their business. Newsletters also provide a platform to deliver special offers to loyal customers, such as exclusive discounts, bundling packages, or loyalty programs, which can be attractive to retain and increase customer numbers.

Apart from that, inserting interesting stories related to local agribusiness products can provide a strong emotional dimension to the brand. Stories about local farmers, unique cultivation processes, or sustainability experiences can create an emotional bond between consumers and products. Information packaged in an interesting and relevant way in a newsletter can give consumers a deeper understanding of the values contained in each product, while building a positive and authentic brand image.

### **Utilization of QR Code Technology**

Utilizing QR codes on product packaging is an innovative step that can enrich consumer experiences and increase engagement with local agribusiness products in Indonesia. QR codes can be integrated with further information about the product, such as origins, cultivation methods and sustainability. When consumers scan the QR code, they can access multimedia content, including videos showing the production process or stories of local farmers, helping to increase understanding and appreciation of the product.

Additionally, QR codes can provide direct access to the manufacturer's website or online purchasing platform. This makes it easy for consumers who want to get more information or make a purchase quickly. By providing a shortcut to a website or e-commerce platform, local agribusiness producers can direct consumers to a more immersive experience, making it easier for them to explore other products on offer and facilitating the transaction process more efficiently.

### **Online Training and Education**

Organizing online training sessions or webinars is a proactive step that can empower local farmers in Indonesia to understand and implement digital marketing strategies effectively. In these training sessions, farmers can be given an in-depth understanding of digital marketing concepts, including the use of social media, online content creation and

website optimization. By presenting case studies or practical examples that are relevant to local agribusiness, participants can more easily understand the application of digital marketing strategies in the context of their agricultural products.

Online webinars also provide much-needed flexibility for local farmers. They can attend training sessions without needing to move, minimizing logistical obstacles. Additionally, webinars enable direct interaction between speakers and participants, allowing farmers to ask questions directly and get answers in real-time. Thus, this training session is not only an extension tool, but also a collaborative forum where farmers can share experiences and knowledge with each other.

## CONCLUSION

Digital marketing strategies for local agribusiness products in Indonesia involve various innovative and technology-oriented approaches. Starting from using social media to visualize products and interact with consumers, to optimizing online content and QR codes on product packaging to provide further information, as well as participation in local e-commerce platforms to increase product accessibility. Organizing online training sessions or webinars is also an important element in empowering local farmers to understand and implement digital marketing strategies effectively. All these steps have a common goal, namely increasing the visibility of local agribusiness products, creating deeper consumer engagement, and optimizing opportunities in the ever-growing digital market. With this approach, local agribusiness producers can achieve success in facing the challenges of globalization and the digital era. Consumer education, use of technology, and establishing positive relationships between producers and consumers are the keys to success in expanding market share, increasing sales, and promoting the sustainability of local agribusiness products in Indonesia.

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