

Digitalization Marketing of Local Farmer Product in Gaining Brand Awareness and its Impact to Intention to Buy

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Abstract

The economy of Banten Province has experienced a shift, namely from the dominance of agriculture to industry. However, the role of the agricultural sector is still quite important, although its contribution to the gross regional domestic product (GDP) continues to shrink, the absorption of labor still exceeds the industrial sector and other sectors. In other words, most of the Banten population still relies on the agricultural sector for their livelihood. The problem is the existence of the agricultural sector is still dominated by the food crops sub-sector, especially rice farming. In fact, based on the analysis of farming, rice cultivation does not provide much benefit. Other sub-sectors such as plantations, horticulture, livestock and fisheries have also not shown encouraging contributions, both to the condition of farmers and to the regional economy of Banten. So, is there a strategy to improve the condition of these farmers? The strategy is expected to be a 'panacea' so that it can 'cure' the agricultural sector which is 'chronically ill'. This research aim to investigates the impact of digital marketing to raising intention to buy agriculture product in the community can gain profit and able to fulfilled they basically needs. 30 (thirty) consumer in Serang city are taken as samples in quantative research, quistionaire use as method for gaining data. Result shown 61,4% digital marketing impact the intention to buy agriculture product.

Keywords

farmer; agriculture; digital; marketing; intention to buy



I. Introduction

Downey and Erickson (1992) state agribusiness covers five sectors: First, the input supply sectors include fertilizers, seeds, pesticides, fuels, machinery and other equipment; Second, the primary sector (farm production sectors) is the center of agribusiness, including farmers, ranchers and fishermen; Third, the secondary sector (output sectors), plays a role in converting raw materials into finished materials (agro-industry); Fourth, the tertiary sector (market farm product), serves to deliver primary and secondary sector products into the hands of consumers. It is undeniable that farmer in Serang Regency, has been running agribusiness for decades, even for generations, as well as farmers in other areas. But the problem is, the farming business of farmer's in Serang has not succeeded in integrating the four agribusiness sectors, especially for the secondary and tertiary sectors.

In the agribusiness system, farmers are central, but in the case of agribusiness in Banten and other areas, the position of farmers is still very weak. This is due to small capital ownership, low use of technology, narrow land ownership, perishable products, climate threats such as floods and droughts, pest and plant disease disturbances, and very little access to sources of funds and information. Business activities carried out in the village have a dual impact on the education process, apart from being a means of meeting the needs of the residents it also reduces production costs so that the products produced can

have competitive and comparative advantage values as well as become a laboratory for the development of independent souls and entrepreneurial citizens.

Referring to the agribusiness theory of Downey and Erickson (1992), farmers have not been able to take part in the secondary and tertiary sectors. In other words, the agribusiness process that is carried out is limited to the input and primary sectors, only managing production and production, while for agro-industry and marketing, it is controlled by other parties. In some cases, inappropriate government intervention in rice farming has actually made the condition of farmers worse off. According to Sumodiningrat (2004), to improve conditions, it is necessary to have the right subsidy format, which is directly directed by farmers to farmers, with the aim of increasing the capacity of farmers to be able to run businesses commercially and sustainably. Capacity building of farmers as the main actors of agribusiness through technical assistance and assistance aims to assist farmers in recognizing various problems and potentials that exist. In the end, farmers can make the right business predictions according to long-term dynamics. Thus, the position of the Agricultural Education and Training Center, the Agricultural Research Institute, and the Faculty of Agriculture with their study programs become very important.

In the development of agribusiness, both for food crops, horticulture, plantation, livestock, and fisheries sub-sectors, farmers cannot be left alone. In this case, assistance is needed, especially by agricultural extension workers. The conditions that occurred in the field turned out that since 2002 there has been no national agricultural extension program. Other data shows that from 5,187 sub-districts in Indonesia, there are only 3,557 Agricultural Extension Centers (BPP). In Tangerang Regency out of 26 sub-districts, there are only 10 BPP, in Serang, Pandeglang, and Lebak the conditions are almost the same. Agricultural instructors are generally over 50 years old and many extension workers have shifted their status from functional positions to structural positions, and some have even entered politics. The scarcity of agricultural extension workers needs serious attention from the government. If farming is modified into agribusiness, then agricultural extension workers also need to be modified into agribusiness consultants. Ideally, every village in Banten Province has at least one agribusiness consultant.

Hidayat (2015) state with the development of the agribusiness system, it is expected to lead to an increase in productivity, quality and diversification, besides that it can change the existence of individual farmers into communal farmers, who are members of a large and strong economic group. With the modification from farming to agribusiness, capital difficulties will no longer occur. The banking sector in Banten should be willing to provide 'special loans' for agribusiness. To foster a conducive climate, it is the right and strategic step if the Banten Provincial Government immediately realizes the establishment of Bank Banten, which will become the pride of the Banten people, including farmers.

The handling of agribusiness in Banten Province has not been carried out in a holistic and comprehensive manner, it is still fragmented. Currently, there are at least three agencies within the Banten Provincial Government that handle agribusiness, namely the Agriculture and Livestock Service, Forestry and Plantation Service, and the Fisheries and Marine Service. It's good that in the Governor's government, the results of the 2006 Regional Head Elections, the three services were merged into the Agribusiness Office, with a Head of Service who is smart and creative in developing agribusiness in Banten.

With the establishment of the Banten Province Agribusiness Service, agribusiness development efforts have become more integrated and focused. For the food crop sub-sector, the potential of rice commodities can be further developed, even through the development of organic rice, higher added value can be obtained. Organic rice is in dire need of organic fertilizer input, the procurement of which depends on manure, so that the

food crops and livestock sub-sectors can be synergized. With the development of beef cattle, dairy cattle, buffalo, goats, sheep and poultry, the plan to open imports of commodities related to the livestock sub-sector can be avoided, however, various groups consider the plan to be very risky and threatens agricultural revitalization.

Through the concept of agroforestry, increasing food production and horticulture can be synergized with forest conservation efforts. The integration between the food crops and forestry sub-sectors is expected to improve the condition of farmers around the forest, besides that forest conservation efforts can be carried out optimally. For the development of corn commodities, Banten deserves to imitate Gorontalo which 'proclaims' as an 'agribusiness province'. Besides being developed in dry land, corn can also be developed through the concept of agroforestry. Hidayat (2015) state that Actually, Banten Province already has several special commodities, such as melinjo chips, palm sugar and milkfish satay, but the lack of promotion has made these agribusiness products less recognized. Even the residents of Jakarta are very few who recognize milkfish satay, in contrast to the typical food from Bandung which is quickly becoming popular in Jakarta. In fact, Bandung is further from Jakarta than Serang. Promotional strategies are very important in the development of agribusiness, both for product marketing or attracting investors.

Another possibility could be to intensify the forest management practices for the better yield per unit of area, but that would also require high inputs. It is quite apparent that it would never be possible for the government to spare requisite funds and lands for a Programme which has always been given a low priority (Marpaung, 2020). The only feasible alternative appears to be raising trees on private and marginal lands by involving local people with a view to produce the required volume of wood to meet the ever increasing demand and for improving their socioeconomic condition (Zulkifli, Nurdiana, & Muchsin. (2020).

The development of agribusiness in Banten aims to improve the welfare of farmers. In addition, in the global trade arena, Banten's various agribusiness commodities are expected to win the competition. The entire agribusiness chain, from pre-production, production, harvest, post-harvest (agro-industry) to marketing must take place with high efficiency. Efficiency is the key to success in free competition.



Figure 1. Agriculture Activity in Serang Regency
(Source: Republika.co.id)

The improper management of education causes development to be very slow and even tends to run in place, plus a reluctance to open up and a lack of knowledge about regional potential. There is no grouping of farmers based on agribusiness skills, skill building has not been maximally done, land use for agriculture has also not utilized good planting technology (figure 2).



Figure 2. *Farmers Activity on Ciruas Serang, Banten.*

There is still land that can be used optimally for agriculture whose results are in great demand by the market. Human resources as agribusiness trainers need to be added to maximize the provision of knowledge to community, the number of educators is still limited. The capital for the operational of the plantation is still minimal, there are not many donors and many rely on the personal finances of the organization resulting in limited financial resources. The number of famers who can be empowered is also still limited to 30 (thirty) farmers, even though there are still many prospective farmers who can be empowered if the capital is adequate. Agricultural facilities and tools are also limited.



Figure 3. *Utilization of Digital Technology in Vacant Land by farmer in Serang Village*
(Source: Kompasiana, January 2021)

Anwas (2013: 49) states that empowerment is not just giving authority or strength to weak parties. Empowerment contains the meaning of the educational process in improving the quality of an individual, group, or community so that they are able to organize themselves and their environment according to their wishes, potentials, and abilities. Bojkić et al (2016) state that there are a few kinds of agribusiness advertising procedures utilized to help organizations in picking up whatever number faithful purchasers as would be prudent. Much like different kinds of industry techniques, food industry promoting centers around finding out about the current customer base, planning techniques to energize a more noteworthy customer base, and publicizing viably to engage whatever number individuals as would be prudent. These objectives are frequently met through works on including market division, investigation, and founding an advertising plan. Much of the time, this type of promoting typically adopts a business-to-business strategy, instead of focusing on the individual customers straightforwardly. One effective agribusiness showcasing system regularly utilized in the food creation business has been market division. Market division is the cycle of taking the organization's present customer base, just as likely buyers, and cautiously assessing three arrangements of standards with respect to the gatherings. Actual characteristics allude to the customer base's size, area, and assessed interest or need of the items offered, notwithstanding other distinctive elements. Cautious examination of the gathering's conduct incorporates explicit data about past requests, for example, recurrence.

Grahovac (2005) state that agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumer. Numerous interconnected activities are involved in doing this, such as planning, production, growing and harvesting, grading, packing, transport, storage, agro-and food processing, distribution, advertising and sale. Advertising must be client situated and needs to give the rancher, carrier, merchant, processor, and so forth with a benefit. This requires those engaged with showcasing chains to comprehend purchaser necessities, both in wording of item and business conditions. Zavišić (2011) digital marketing covers all those measures used for marketing products, brands and companies that are based on new media and technical instruments with the aim of encouraging interaction with customers online and offline.

Indonesian Government and several other organisations (NGOs) like TaniHub are constantly taking the initiative to educate farmers on the subject of high-yielding seed-varieties, organic fertilizers and new equipment. However, finding a suitable market for the agricultural produce still remains a challenge. Thus, the agriculture industry requires modern techniques in marketing so that it can reach a wider audience. Digital Marketing helps convert people into customers by educating them about product or service on a global scale, it can address people on a global scale through the digital world. Before set out to build a digital marketing strategy to reach out a prospects, a preliminary research conduct to problems recognition and concerns what platform in digital marketing most suitable for the Serang Village farmer. For the same reason, it is important that develop a thorough understanding of audience's difficulties and how developing plan on providing solutions for the same. After preliminary research can be assumed that farmers as a business group interacting with, the most suitable design Use B2B marketing techniques, traditional farmers are very different from the new-age farmers, reaching out to both the groups with your products or services, make sure use a B2C approach for the latter and B2B marketing techniques for the former. There's need to understand that there is special focus on economic value, quality, reliability and lifespan when it comes to farmers. This is because farmers are looking for products that can stand the test of time and save them from repetitive splurges.

II. Research Methods

The Social Media Platforms using whatsapp apps and Instagram choose to promote agriculture product of Sadu Village Farmer. This research tries to generate fact about whether social media can increase intention to buy agriculture product of Serang Village. Samples taken for this research are 30 people who registered as a member of organic enthusiast in City of Serang, method sampling are sensus, that the number of population member are the same with samples. online form types of quistionaire used in accordance to keep less contact during Covid-19 Pandemic. Partial Least square being used for generate fact wheter the digital media can impact intention to buy agriculture product by Instagram and whasap group.

Kim and Ko (2012) describe social media marketing or social media marketing which consists of five dimensions, namely entertainment, interaction, trendiness, customization, and word of mouth (WOM). Social media is used to build brands by marketers (Nam et al., 2011). Kotler (2009) state the five dimensions of intention to buy problem recognition, information search, alternate evaluation, buy decision, and behavior after purchase.

III. Results and Discussion

Data processing from questionnaires using XLSTAT software indicate that construct of each variable are valid and has a Cronbach Alpha 0.924 more than 0.70 means the statement in the questionnaire reliable and can represent the variables of digital marketing and intention to buy agriculture product. Hypothesis testing shown accepted that means digital marketing significantly impact intention to buy for the impact magnitude seen in value of R2 equal to 0.614 or 61,4%.

From result known that consumer of agriculture product in Serang mostly attract to intercatons and trendiness product in social media platform, the highest attraction come from word of mouth dimensions, match with social status respondent as a community that share the same value, word of mouth is important thing. For next marketing campaign it can be focused on referral or word of mouth promotion. In intention to buy, mostly the community of organic product want to know more about variety of product, the method of growing such as is it eco friendly, it is contain pesticide or not, contact information also play important role in gaining consumer product knowledge that can be develop into buy decision.

IV. Conclusion

Result of this research support Grahovac (2005);Zavišić (2011); Bojkić et all (2016) that there are a few kinds of agribusiness advertising procedures utilized to help organizations in picking up whatever number faithful purchasers as would be prudent. digital marketing represents a huge opportunity for farmers in the future. The things which have to change are limited access to the market information, the literacy level among the farmers (in this point is very low) and multiple channels of distribution of both farmers and consumers. Thus, it is important to create content that makes the farmers believe that they know what they are struggling with and have relevant solutions for the same. Digital marketing is one such method that offers farmer a coherent platform to learn about customers and build a relationship with them. Digital marketing efforts might take some time to be noticed by target audience; however, a succinct and consistent approach will pay off in the long run.

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