

## Digital Marketing Strategy on Agricultural Product

Farah Amalia<sup>1</sup>, Adhi Widyakto<sup>2</sup>, Rr. Lulus Prapti, NSS<sup>3</sup>

<sup>1</sup>UIN Walisongo Semarang

<sup>2</sup>Semarang University

<sup>3</sup>Semarang University

### ABSTRACT

*Offline marketing in agricultural products needs high cost. The high cost of marketing results in a less competitive selling price. Digital marketing is the right solution to this problem. This study aims to analyze the right digital marketing strategy for the company. The analytical method used is the analysis of Sostacs and Aida. The research result states that the company combines offline and online marketing. The media used are the marketplace and social media. The marketplace Agromaret focused on providing complete information regarding massive products and promotions to drive sales transactions. Meanwhile, Social media facebook is focused on building relationships with customers and personal closeness to create customer loyalty.*

**Keywords:** Agriculture products; digital marketing; marketing management.

### INTRODUCTION

UD Amalia is a business entity engaged in the processing and trading of wholesale agricultural products. The main product that is processed and traded is rice. In carrying out its promotion, UD Amalia's marketing department applies personal selling and direct marketing techniques. (Dharmmesta, Basu S., Handoko, 2011) explain that personal selling or personal selling, namely personal presentations by company salespeople in order to succeed in sales and build relationships with customers. UD Amalia's marketing department, which is located in a strategic area, presented its products and services in a persuasive and aggressive manner to all potential customers who came. To build long-term cooperation relationships, UD Amalia's marketing department always asks for customer contact for easy communication. Direct marketing or direct marketing is direct communication with a number of target consumers to obtain immediate responses by using letters, telephone, fax, e-mail, etc. to communicate directly with certain consumers or businesses to get immediate responses. UD Amalia's marketing department does direct marketing by contacting all potential potential customers by telephone to get immediate responses. If the response is positive, a sample of the product will be sent to the address of the prospective customer. This promotion technique from a financial perspective requires high costs which then results in

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<sup>1</sup>Email: [farhasjmi@walisongo.ac.id](mailto:farhasjmi@walisongo.ac.id)

<sup>2</sup>\*Corresponden Author, Email: [adhiwidyakto92@gmail.com](mailto:adhiwidyakto92@gmail.com)

<sup>3</sup>Email: [lusprapti@gmail.com](mailto:lusprapti@gmail.com)

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uncompetitive product selling prices.

(Wardhana, 2015) stated that one of the advantages of digital marketing is that the costs used are much lower than conventional marketing. The low cost of digital marketing is expected to have an effect on competitive selling prices to attract the attention of more customers. In addition, digital marketing utilizes internet technology that makes consumers comfortable in terms of ease of access and practicality. Consumers can buy products from anywhere and anytime through the device. Payment transactions are also easier by utilizing mobile banking and electronic money (e-money) facilities. (Mokhtar, 2015) adds that Internet marketing expands market reach, lowers marketing costs and improves good relationships between companies and customers. By implementing internet marketing, companies can save on promotional costs. Companies that use social media to market their products only need a quota, which in terms of costs is very affordable when compared to phone credit and text messages. Other companies that have a special budget for digital advertising can take advantage of advertising tools such as Google AdSense, Facebook AdSense, Instagram AdSense, YouTube AdSense in terms of costs, although higher than the cost of marketing through social media alone, but more affordable than conventional marketing costs (Febriyantoro & Arisandi, 2018). Uncompetitive prices can affect consumer purchasing decisions which collectively have an impact on sales volume (Amilia, 2017). With all these considerations, UD Amalia's marketing department will implement a digital marketing strategy.

The fundamental problem faced by the company is the uncompetitive price of the product as a result of the high cost of offline marketing. Therefore, the company took the initiative to implement digital marketing. Agricultural products have different characteristics from other industrial products. Among them are product characteristics that have a limited expiration period and product durability (Utami & Firdaus, 2018) so that it needs to be carefully analyzed the marketing strategy to be used. This study aims to analyze what kind of digital marketing strategy is right to be applied to agricultural products. To simplify the analysis, the following research questions were formulated,

1. How is the 4P analysis for agricultural products?
2. How is the STP analysis for agricultural products?
3. How is the SOSTACS analysis for agricultural products?

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<sup>1</sup>Email: [farhasjmi@walisongo.ac.id](mailto:farhasjmi@walisongo.ac.id)

<sup>2</sup>\*Corresponden Author, Email: [adhiwidyakto92@gmail.com](mailto:adhiwidyakto92@gmail.com)

<sup>3</sup>Email: [lusprapti@gmail.com](mailto:lusprapti@gmail.com)

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#### 4. How is AIDA analysis for agricultural products?

### **THEORETICAL BACKGROUND**

#### **Promotion Mix**

(Kotler, Philip,. Keller, 2016) explains that the promotional mix or better known as the promotion mix consists of advertising, sales promotion, events and experiences, public relations and publicity, direct marketing and databases, online marketing and social media, mobile marketing. and personal selling. Advertising, which is all forms of payment from non-personal presentations and promotion of ideas, goods or services through clear sponsors. The most familiar forms are through electronic media and print media. Sales promotions, namely various short-term incentives to encourage trial purchases of products or services. Shapes such as raffles, prizes, samples and others

Events and experiences, namely company sponsored activities and programs designed to create daily interactions or interactions related to a particular brand. It takes the forms of art festivals, entertainment, charity events, and so on. Public Relations and publicity are various programs designed to promote or protect the company's image or individual products. It can take the form of donations, charities, speeches, seminars, and others. Direct Marketing and database, namely the use of letters, telephone, fax, e-mail, or the internet to communicate directly with or request responses or dialogue from certain customers and prospects. Online and social media marketing (online marketing and social media), namely online activities and programs designed to engage customers or prospects and directly increase awareness, improve image, or obtain sales of products and services.

Mobile marketing, which is a special form of online marketing that places communication on consumers' mobile phones, smartphones or tablets. Personal Selling, namely face-to-face interaction with one or more prospective buyers for the purpose of making presentations, answering questions or procuring messages. It takes the form of sales, sales meetings, and so on.

#### **Segmenting Targeting Positioning**

(Kotler, Philip, Keller, 2016) states that there are three elements in the marketing strategy, namely segmenting, targeting and positioning.

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<sup>1</sup>Email: [farhasjmi@walisongo.ac.id](mailto:farhasjmi@walisongo.ac.id)

<sup>2</sup>\*Corresponden Author, Email: [adhiwidyakto92@gmail.com](mailto:adhiwidyakto92@gmail.com)

<sup>3</sup>Email: [lusprapti@gmail.com](mailto:lusprapti@gmail.com)

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1. Segmenting is the process of classifying a heterogeneous whole market into groups or segments that have similarities in terms of needs, wants, behavior, and responses to specific marketing programs.
2. Targeting is defined as the activity of determining target markets, namely the act of selecting one or more segments to serve.
3. Positioning, namely how the company explains the position of the product to consumers. What is the difference between the company's products and competitors and what are their advantages.

### **Internet Marketing**

(Chaffey, D & Smith, 2008) explained that E-Marketing, internet marketing or commonly known as digital marketing is the core of an e-business, with a company getting closer to customers and understanding them better, adding value to a product. , expand distribution networks and also increase sales figures by carrying out e-marketing activities based on digital media such as search engine marketing, online advertising and affiliate marketing.

### **Kinds of Digital Marketing**

(Chaffey, D. Chadwick, F. Johnston, 2009) identifies five types of online marketing presence, namely:

- Transactional e-commerce sites. Manufacturing companies, e-retailers, travel services or financial services make offered products available online. Its main contribution is through product sales. Sites can also support businesses by providing information to consumers who prefer to buy products offline.
- A service-oriented relationship builder or lead-generation web site. Provides information to stimulate purchases and build relationships. The regular product is not available online. Information is provided via the website, along with e-mail marketing, to inform purchasing decisions. Its main contribution is to drive offline sales and generate specific inquiries or desires (commonly known as leads, in the case of e-marketing) from potential customers. This kind of site can also add value to existing consumers by providing information according to their needs.

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<sup>1</sup>Email: [farhasjmi@walisongo.ac.id](mailto:farhasjmi@walisongo.ac.id)

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<sup>3</sup>Email: [lusprapti@gmail.com](mailto:lusprapti@gmail.com)

- Brand-building site. Provide an experience to support the brand. Products are usually not available online, but sites are commonly used to sell trinkets / merchandise. Its main focus is to support a brand by providing online services for the brand through integrated content marketing with social media. Commonly used for low value, high volume, and fast moving products.
- Portal or media site. The main purpose of these third party publishers is to provide information and content. Online publishers have a variety of options for generating revenue through advertising, affiliate marketing, and selling access to content via a subscription or pay-per-view system.
- Social networks or community sites. Sites that allow community interaction between different consumers. Interactions usually take the form of comments, replies, messages, ratings of content and marking content in certain categories. Popular examples include Facebook and LinkedIn, but there are many other important niche communities that may need attention in the marketplace. Apart from social networking sites, social interactions can be integrated into other types of sites through plug-ins or application programming interfaces (APIs).

### **Kinds of E-commerce**

According to Laudon and Laudon (2008: 63), the classification of e-commerce is divided as follows:

- Business to Consumer (B2C). Business to Consumer has characteristics including being open to the public, where information is shared publicly and can be accessed freely. The service used is general, so it can be used by many people. For example, because the web system is commonly used, services are provided on a web basis. Services are used on request. Manufacturers must be ready to respond according to consumer demand and a client-server approach is often used.
- Business to business (B2B). Business to Business has characteristics including trading partners who already know each other and between them there has been a longstanding relationship. The information held is only exchanged with the partner, the data exchange is carried out repeatedly and periodically with a mutually agreed data format, one of the actors does not have to wait for their

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<sup>2</sup>\*Corresponden Author, Email: [adhiwidyakto92@gmail.com](mailto:adhiwidyakto92@gmail.com)

<sup>3</sup>Email: [lusprapti@gmail.com](mailto:lusprapti@gmail.com)

other partner to send data, the model commonly used is peer to peer processing and intelligence can be distributed across both businesses.

- Consumer to Consumer (C2C). In C2C a consumer can sell his goods directly to other consumers, or it can be called people who sell products and services to one another. An example is when an individual sells on classified ads (for example, [www.classified2000.com](http://www.classified2000.com)) and sells residential property, cars, and so on. Advertising personal services on the internet and selling knowledge and skills are other examples of C2C. A number of auction sites allow individuals to submit items to be included in the auction. Finally, many individuals use intranets and organizational networks to advertise items for sale or also to offer various services. Another well-known example is eBay.com, which is an auction company.
- Peer-to-peer (P2P). Online-based lending and borrowing activities.
- Mobile Commerce (M-Commerce). Electronic trading systems using portable or mobile equipment such as mobile phones, smartphones, PDAs, notebooks and others. When a computer user moves from one place to another, the computer user can make buying and selling products on the internet using this m-commerce system.

### **SOSTAC Analysis**

SOSTAC is one of the analytical methods in digital marketing used in the design of the e-marketing system initiated by PR Smith. SOSTAC stands for Situation analysis, Objectives, Strategy, Tactics, Actions, and Control. (Chaffey, D & Smith, 2008) explains the meaning of each stage as follows:

- Situation analysis. The first stage of applying a digital marketing plan framework is to analyze the situation. The situation we examine must reflect a description of the factors that affect the organization, both internal and external. In a situation assessment, we make checks about who we are, what we do, and how we interact and transact online. The situation analysis includes an analysis of consumers, SWOT, competitors and the digital channel landscape.

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<sup>3</sup>Email: [lusprapti@gmail.com](mailto:lusprapti@gmail.com)

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- Objectives. At this stage, the company applies a digital marketing plan framework, which focuses on the goals to be achieved through the strategy that we will formulate.
- Strategy. Strategy is a company way to achieve a goal that has been set and known together. In developing a strategy, the targeted and served consumer segments must be stated in the plan.
- Tactics. Tactics are the detailed derivatives of strategy. Tactics include specific tools used to achieve digital marketing goals. To achieve this goal, companies can use the 7P Marketing Mix which focuses on key attributes namely Product, Price, Place, Promotion, People, Process, and Partnerships.
- Actions. At this stage, the company applies a digital marketing plan framework to bring plans into reality in the form of measurable actions.
- Control. In this final stage, the company applies a digital marketing plan framework, which is to monitor and measure performance based on the goals set in stage two. Pay attention to the established tactics and exercise control when implementing all of them.

### **AIDA Analysis**

Kotler and Keller (2009) state that the AIDA (Attention, Interest, Desire, Action) formula is the formula most often used to help plan an advertisement as a whole, and that formula can be applied to an advertisement. The following is an explanation of each AIDA component

- Attention (Attention). Generating customer attention means a message must be able to generate attention both in the form and in the medium that is conveyed. Attention is aimed in general or specifically to potential consumers or consumers who will be targeted. This can be expressed through writing and pictures that stand out and are clear, words that are interesting or easy to remember, and have their own characteristics. A message that grabs attention is a consumer. This process can be said as a process of awareness / awareness of the product being delivered to consumers (Kotler and Keller 2009: 178).
- Interest (Interest). Interested means that the message conveyed creates a feeling of curiosity, wants to observe, and wants to hear and see more closely. This

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<sup>1</sup>Email: [farhasjmi@walisongo.ac.id](mailto:farhasjmi@walisongo.ac.id)

<sup>2</sup>\*Corresponden Author, Email: [adhiwidyakto92@gmail.com](mailto:adhiwidyakto92@gmail.com)

<sup>3</sup>Email: [lusprapti@gmail.com](mailto:lusprapti@gmail.com)

happens because there is interest that attracts consumers' attention to the message shown (Kotler and Keller 2009: 178).

- Desire (Desire). Thought occurs from this desire, related to the motives and motivation of consumers in buying a product. The purchase motive can be divided into two, namely rational and emotional motives. This is where the rational motive considers consumers the advantages and disadvantages obtained, while the emotional motive occurs due to emotions about purchasing products (Kotler and Keller 2009: 178).
- Action (Action). Action occurs in the presence of a strong consumer desire so that decision making occurs in doing the buyers of the products offered (Kotler and Keller 2009: 178). Based on the facts and theories that have been described, this study aims to analyze what kind of digital marketing strategy is right for UD Amalia.

## **METHOD, DATA AND ANALYSIS**

This research is a qualitative research with a case study at UD Amalia. The data used in this study are primary data in the form of structured interviews with the marketing department of the research object. The object of this research is UD Amalia. The data collection technique is done by using literature study. The data were analyzed using the 4P, STP, SOSTAC and AIDA marketing analysis tools.

## **RESULTS**

### **A general description of the company**

UD Amalia is a trading business that is engaged in processing and trading rice products. UD Amalia offers rice processing services according to consumer demand. Consumer demand in the form of quality grade that is tailored to your needs. The production capacity in one day is 30 tons.

- Product. The main product offered by the company is rice with a minimum purchase quantity of 2 tons.
- Price. Product prices, referring to historical data, tend to be stable. Product prices are generally influenced by supply and demand. The price is set by adding

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<sup>3</sup>Email: [lusprapti@gmail.com](mailto:lusprapti@gmail.com)

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up the cost of goods manufactured and the profit margin. The price set is not a standard price, the price is negotiable based on an agreement between the buyer and the seller.

- Place (distribution channel). The company is strategically located on the Semarang-Demak km 23 Demak road. UD Amalia gets its products from traders in the supply chain directly below it and directly from the farmers. After processing, the Company distributes products to customers consisting of factories and government.
- Promotion. Promotions carried out so far are personal selling and direct marketing techniques. The costs required include telephone credit and sms, gasoline, courier services for sample delivery. The company is considering implementing digital marketing.
- Segmenting Targeting Positioning. Segmenting is the activity of categorizing markets. The company's product segmentation is carried out based on the number of purchases, namely wholesales, wholesalers, retailers. Targeting is determining which target market will be selected after the segmentation process. The target chosen by the company is large parties, with a minimum purchase of 2 tons. Positioning is how a company positions its products to be different from competitors so that they are memorable and memorable by customers. Before positioning, it is necessary to know that the company's operational activities include procurement of commodities, processing of products according to customer orders (custom) in terms of quality and quantity and sales. So the value added attached to the product lies in the company's services in processing products according to customer orders. Thus the company positions itself as a competent and trusted company. Competent in the sense that every custom given by the customer, the company can always work on it. Reliable in terms of product quality, product quantity and on time delivery.

Based on the literature review that has been described, the type of digital marketing chosen by the company refers to transactional e-commerce sites. E-commerce sites make a major contribution to product sales. Sites can also support businesses by providing information to consumers who prefer to buy products offline.

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<sup>1</sup>Email: [farhasjmi@walisongo.ac.id](mailto:farhasjmi@walisongo.ac.id)

<sup>2</sup>\*Corresponden Author, Email: [adhiwidyakto92@gmail.com](mailto:adhiwidyakto92@gmail.com)

<sup>3</sup>Email: [lusprapti@gmail.com](mailto:lusprapti@gmail.com)

E-Commerce can be used as a media for promotion, communication and information and can cut the marketing distribution chain for agricultural products (Apriadi & Saputra, 2017). Based on the classification of e-commerce sites, companies use B2B e-commerce sites. B2B e-commerce is often referred to as a marketplace. The following is a list of B2B marketplace sites engaged in agriculture (Finansialku, n.d.).

1. Agromaret. Agromaret is a community and marketplace that focuses on the agricultural sector and has been operating since 2009. Agromaret aims to reduce market dominance for a group of people, create the widest market opportunity for farmers, become a center for information in the agricultural sector.
2. Tanihub. Tanihub was founded in 2016. TaniHub targets 2 categories of buyers, namely the community (individual consumers) and also commodities. This is because there are still many people who prefer to shop for fruit and vegetables in markets and supermarkets rather than online.
3. Farmers. Farmers were founded in 2017. The Farmer Application focuses on information services for farmers. It is hoped that they will be able to educate Indonesian farmers to become more modern by adding to their information and insight about agricultural problems.
4. Monitor Prices. Pantau Harga was established in 2015. Pantau Harga aims to help consumers monitor the prices of food commodities in their neighborhood, and buy these products with good quality and competitive prices.
5. Five Kilos. Lima Kilo was established in 2015. The aim is to cut the distribution pattern of agricultural products, where buyers are directly met with sellers. With the hope that farmers' income can increase up to 15% and also the purchase price at consumers can decrease by 15%.
6. RegoPantes. Rego Pantes was founded in 2017. The purpose of this application is to help many farmers in Central Java so that their agricultural products / products are marketed in Jakarta at a reasonable price and the farmers have already received their payment. After that, all products ordered by consumers will be packed and shipped to Jakarta.

From the list of marketplaces, the company chose Agromaret. Agromaret was chosen with various considerations including age, user friendliness, completeness of

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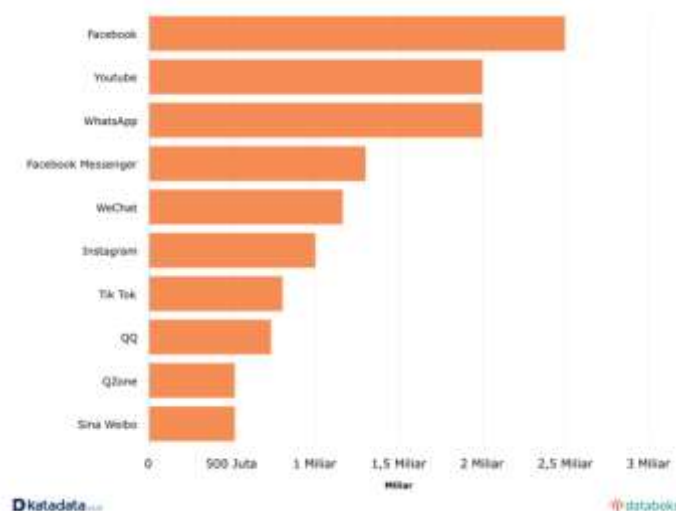
<sup>1</sup>Email: [farhasjmi@walisongo.ac.id](mailto:farhasjmi@walisongo.ac.id)

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<sup>3</sup>Email: [lusprapti@gmail.com](mailto:lusprapti@gmail.com)

features and availability of mobile applications. Agromaret is a pioneer agricultural marketplace in Indonesia which was founded in 2009 and will still survive until 2020. This means that agromaret has a good track record and credibility. Agromaret has a user-friendly interface that makes it easier for users to learn how to work and transactions. Agromaret is an agricultural marketplace that can be accessed through websites and applications that can be downloaded from the Appstore or Playstore. This is an indigo plus in flexibility. The advantages of agromaret that other marketplaces do not have is the work system category consisting of sales, demand and cooperation. The scale of sale and purchase offered by agromaret starts from one kilogram to tens of tons. Companies can use agromaret as a means to promote their products to encourage sales transactions both online and offline.

To allow interaction between communities between different consumers and build relationships with customers, social networking is needed.



Source: Katadata, 2020

Figure 1. Social Media Users

Based on data reported by (Berita Terkini Ekonomi dan Bisnis Indonesia - Katadata, n.d.), Facebook is the social media with the greatest number of users. (Muttaqin, 2012) states that Facebook can be used to manage customer relationships. Facebook also provides an information function that companies can use to store detailed product information.

1. Facebook provides an information function. Facebook provides a column to fill

<sup>1</sup>Email: [farhasjmi@walisongo.ac.id](mailto:farhasjmi@walisongo.ac.id)

<sup>2</sup>\*Corresponden Author, Email: [adhiwidyakto92@gmail.com](mailto:adhiwidyakto92@gmail.com)

<sup>3</sup>Email: [lusprapti@gmail.com](mailto:lusprapti@gmail.com)

in various user information, such as age, location, hobbies, activities and other information that is needed to determine market segmentation in marketing activities.

2. Market segmentation is more focused. With Facebook, we can filter the target market with the right target based on the information presented by its users.
3. Can be accessed at any time. Facebook can be accessed via the internet at any time, either from a computer or from a cellphone.
4. Communication made easier. Facebook provides communication functions, including the message function (message), chat (chat) and others.
5. Zero Time Feedback. Feedback or feedback on products can be in the form of criticism and suggestions can be submitted via Facebook right away without bothering the user.
6. Always connected. Facebook as a communication tool with the business world, so that the business will be well maintained throughout the years.
7. Low Budget, High Impact. Using Facebook is 100% free, so a lot of savings can be made.
8. New Wave Marketing. (Lasmadiarta, 2011) said that currently the world of marketing has changed and now it has entered the era of New Wave Marketing (a new wave of marketing) where Facebook is one of the main causes.

### **Analisis SOSTAC**

Situation analysis begins by identifying the company's current position in digital marketing. The company has been implementing digital marketing for six months after years of the company doing promotions with personal selling and direct marketing. Furthermore, a SWOT analysis is carried out on digital marketing carried out by the company, namely:

*Table 1. SWOT Analysis*

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Strength	Reach more potential consumers, lower marketing costs
Weakness	Product images sometimes do not reflect the actual quality because the screen resolution of each gadget is different, consumers cannot measure the texture of the product, there is postage

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<sup>1</sup>Email: [farhasjmi@walisongo.ac.id](mailto:farhasjmi@walisongo.ac.id)

<sup>2</sup>\*Corresponden Author, Email: [adhiwidyakto92@gmail.com](mailto:adhiwidyakto92@gmail.com)

<sup>3</sup>Email: [lusprapti@gmail.com](mailto:lusprapti@gmail.com)

Opportunity	Not many competing companies engaged in the processing and trading of agricultural products have gone online, the availability of various types of marketplaces (general and specific)
Threat	The number of frauds that occur in online businesses, awareness of competitors to carry out digital marketing, the phenomenon of cluelessness (stuttering technology) for a number of consumers who then have a tendency to transact offline

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Political and economic variables have no effect on product marketing. Meanwhile, social and technological variables affect the way the product is marketed. With the development of technology, social life has experienced a shift in lifestyle. Everyone has a device and access to the internet. This changes the pattern of online shopping in any case. High mobility and attractive offers also support one to choose to shop online.

The company's goal in the short term marketing perspective is sales. Meanwhile, the long-term goals to be achieved are customer satisfaction and customer loyalty.

- Strategy. Based on the situation analysis carried out and taking into account the company's objectives, the company will implement a blended marketing system, namely online and offline marketing. Offline marketing is carried out by methods that have been implemented previously, namely personal selling and direct marketing. Online marketing is carried out through marketplaces and social media. The combination of the marketplace and social media can improve consumer purchasing decisions (Kusdiartini & Anugraheni, 2018).
- Tactics. Online marketing will be carried out through the agromaret marketplace. The company prepares good advertising materials in the form of :
  - 1) Real product pictures and show product details.
  - 2) Detailed description of product specifications
  - 3) Image of company assets and company operations
  - 4) Testimonials are packaged with confidence
  - 5) Attractive offers in the form of discounts or discounts with a minimum purchase

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<sup>1</sup>Email: [farhasjmi@walisongo.ac.id](mailto:farhasjmi@walisongo.ac.id)

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<sup>3</sup>Email: [lusprapti@gmail.com](mailto:lusprapti@gmail.com)

6) Persuasion or in digital marketing terms is known as copywriting

7) Company contacts that can be contacted and fast response

To support the marketplace, companies can use the group feature in the Facebook social media. As many as 37 agricultural product trading groups were recorded with the keyword rice found on Facebook. The group has a number of members ranging from hundreds to tens of thousands of people. (Lasmadiarta, 2011) added that trust is an important thing in making an offer, through Facebook people can build trust by conveying messages in the form of the following information:

- Include as much information about the profile as possible (as long as it doesn't disturb privacy)
- Enter the address and contact person to call
- Include the names of partner companies (if any)
- Become a member of the famous people's page
- Post something useful
- Include photos of a compelling presentation
- Delivery of Messages

In the actions stage, all tactics will be applied. At the same time, a control stage is implemented. The control stage is carried out with the aim of ensuring that what happens in the field is according to plan. If there is a change, an evaluation will be carried out.

## **DISCUSSION**

### **AIDA Analysis**

Attention or attention can be translated as a strategy for how a company can attract attention so that potential consumers are aware of the product's existence (product awareness). A strategy that can be done is by placing massive advertisements on several marketplaces and social media. Companies can also promote products offline and in the traditional way of word of mouth. After obtaining product awareness, interest will appear.

Prospective consumers will find out product information offline and online. Search for information offline can be done by research and interviews. Offline

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<sup>1</sup>Email: [farhasjmi@walisongo.ac.id](mailto:farhasjmi@walisongo.ac.id)

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<sup>3</sup>Email: [lusprapti@gmail.com](mailto:lusprapti@gmail.com)

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information searches can be done via search engines, marketplaces and social media. The strategy that can be done by companies is to install an attractive display. The visual quality of the product has a significant effect on consumer purchase interest (Handoko, 2017). Agricultural product displays of interest are displays that show real product details without the aid of filters or edits and reflect trust. To be able to make product details, a camera with original color sharpness and good pixel capacity is needed. To be able to create displays that reflect trust, companies can display images of company assets, company operational activities and company locations that are integrated with maps. If this strategy is successful, prospective consumers will feel confident and begin to appear desire (desire) to make purchase transactions. At this stage, the company must present a complete and honest product description. Companies can also add other consumer testimonials. Visual communication factors and recommendations also have an influence on increasing brand awareness (Sarastuti, 2017). The next stage is action, namely the decision whether the purchase will be carried out or not. At this stage the company can provide the best offers accompanied by a sentence of persuasion. Companies can add whatsapp contact hyperlinks that make it easier for potential customers to interact with the company. Service quality has a significant effect on consumer purchase interest (Handoko, 2017).

## CONCLUSIONS

Based on the 4P, STP, SOSTACS and AIDA analysis that has been implemented, it can be concluded that the company's position is a beginner in digital marketing. However, through offline marketing, the company has hundreds of loyal customers. So that the marketing strategy carried out is to combine online and offline marketing. In digital marketing, companies can use social media and marketplaces. The agromaret marketplace is focused on providing complete information regarding massive products and promotions to drive sales transactions. Meanwhile, Facebook's social media is more focused on building relationships with customers and personal closeness to increase sales. The recommendation given for future research is to use more analytical tools. With more and more analytical tools used, the sharper and more precise the analysis will be.

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<sup>1</sup>Email: [farhasjmi@walisongo.ac.id](mailto:farhasjmi@walisongo.ac.id)

<sup>2</sup>\*Corresponden Author, Email: [adhiwidyakto92@gmail.com](mailto:adhiwidyakto92@gmail.com)

<sup>3</sup>Email: [lusprapti@gmail.com](mailto:lusprapti@gmail.com)

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<sup>1</sup>Email: [farhasjmi@walisongo.ac.id](mailto:farhasjmi@walisongo.ac.id)

<sup>2</sup>\*Corresponden Author, Email: [adhiwidyakto92@gmail.com](mailto:adhiwidyakto92@gmail.com)

<sup>3</sup>Email: [lusprapti@gmail.com](mailto:lusprapti@gmail.com)

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<sup>1</sup>Email: [farhasjmi@walisongo.ac.id](mailto:farhasjmi@walisongo.ac.id)

<sup>2</sup>\*Corresponden Author, Email: [adhiwidyakto92@gmail.com](mailto:adhiwidyakto92@gmail.com)

<sup>3</sup>Email: [lusprapti@gmail.com](mailto:lusprapti@gmail.com)