

Digital Marketing Training to Increase Community Agricultural Products Sales Volume Nglarangan Village

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Abstract

The development of digital technology has significantly changed the way business is done, including in the field of marketing. Digital marketing is increasingly crucial for communities to achieve their business goals in this digital era. This study aims to explore the effectiveness of digital marketing training in increasing sales of agricultural products in Nglarangan Village. In a modern era dominated by digital technology, digital marketing training emerges as an effective solution to expand markets and increase sales of agricultural products locally. The research method involves delivering digital marketing training to the Nglarangan Village community, including farmers, local businesses, and individuals involved in the production of agricultural products. The training will cover a basic understanding of digital technology, social media utilization, the creation of engaging content, and the management of e-commerce platforms. This research uses qualitative methods by applying interviews and participatory observation. The data collected will be thematically analyzed to identify patterns and findings during and after the training. A pre- and post-training sales evaluation will be conducted to understand the impact on business success and increased sales. The results of this study are expected to increase understanding of the effectiveness of digital marketing training in the context of local agriculture. An important implication of this research is to provide guidance to the government and related parties in developing digital marketing training programs that suit the needs of Nglarangan Village and improve the community's skills and knowledge in digital marketing as well as the sales volume of their agricultural products.

Keywords: Training, Digital Marketing, Sales Volume, Agricultural Results, Rural Community

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INTRODUCTION

Agriculture is an important sector in Indonesia's economy, and many rural communities depend on agricultural products as their main source of livelihood. However, they often face challenges in marketing their agricultural products, mainly due to limited knowledge and access to modern marketing technology. Along with the development of information and communication technology, digital marketing has become one of the most effective tools for increasing the sales volume of agricultural products.

Nglarangan Village, located in Kanor Sub-district, is one of the areas in Indonesia where the majority of the population depends on the agricultural sector. Although they have great potential for producing quality agricultural products, they often experience difficulties effectively marketing these products.

According to Kotler & Armstrong (Kotler, 2020), "Marketing is the process by which companies create value for customers and build strong relationships with them, with the aim of capturing value from them in return." In addition, Chaffey (Chaffey et al., 2009) also argues "Marketing is the management process responsible for identifying, anticipating, and satisfying customer needs profitably." Internet marketing has been described simply as 'achieving marketing objectives through applying digital technology' (York et al., 2002). Digital marketing is the use of technology to assist marketing activities in order to increase customer knowledge by matching their needs (Yamin, 2017). In a world that has evolved, companies have realized the importance of digital marketing. For businesses to be successful, they must combine online methods with traditional methods to fulfill customer needs more precisely (M. Bala & D. Verma, 2020). The introduction of new technologies has created new business opportunities for marketers to manage their websites and achieve their business goals (Arnott & Bridgewater, 2002). Social media, with the outstanding example of Facebook, has opened the door for businesses to communicate with millions of people about their products and services and has opened up new marketing markets. This is only possible if managers fully realize the use of communication strategies to engage customers and enhance their experience (Alves et al., 2016). Marketing professionals must thoroughly understand online social marketing campaigns and programs and understand how to do them effectively with performance measurement indicators. Market dynamics around the world change in relation to young audiences' accessibility to social media and its usage. It is important that a strategic integration approach be adopted in an organization's marketing communications plan (Poorani et al., 2021). In the field of agriculture, there is great concern regarding the condition of farmers in Indonesia. As it is known, Indonesia is an agricultural country with extraordinary agricultural products, but the prices of agricultural products and basic needs continue to increase. On the other hand, farmers, as producers, receive low selling prices. This is, of course, very detrimental to farmers. The reason for the low selling price at the farm level is the long distribution chain and the dependence of farmers on middlemen. In addition, there are many trading institutions or traders involved in the distribution process, which results in high selling prices for the end consumer. Under certain conditions, farmers are even forced to sell before harvest. Currently, not many farmers have utilized information technology to support marketing activities in an era where the internet and social media have become cultured in the social life of Indonesian society (Santoso et al., 2020). Meanwhile, training in the use of the Internet in the field of E-Commerce and mentoring are needed to increase the marketing reach of products (Santi & Guntarayana, 2022). The training is expected to optimize and provide motivation for entrepreneurship (Budi Harto et al., 2021).

The results of research on the utilization of information technology to improve the marketing of agricultural products show that 55.56% of farmers' agricultural products have been purchased by middlemen before harvest time. Farmers who do not know the sales information directly hand over their crops to middlemen, so if the harvest is

good, many farmers are disadvantaged because the crops are bought by middlemen (Feryanto & Rosiana, 2021).

McDonald (McDonald, 2012) defines marketing planning simply as the planned application of marketing resources to achieve marketing objectives. Marketing planning is simply a logical sequence and set of activities that lead to the establishment of marketing objectives and the formulation of plans to achieve them.

According to (Suyono et al., 2011), So basically, digital marketing is a marketing activity that uses digital media using the internet, which utilizes media in the form of web, social media, e-mail, databases, mobile or wireless, and digital TV, in order to increase target consumers and to know the profile, behavior, product value, and loyalty of customers to target consumers to achieve marketing goals. From the explanation above, it can be concluded that digital marketing is the marketing of products and services using the internet by utilizing the web, social media, e-mail, databases, mobile/wireless, and digital TV in order to increase marketing and target consumers.

The problems faced by farmer groups include restrictions on marketing agricultural products that are limited to their own circles through conventional buying and selling to friends, family, and friends and have not been able to penetrate a wider market. To overcome these problems, the solution can involve the fields of business administration and informatics. Of course, to achieve the goal of empowering the Nglarangan Village community through digital marketing, there are several alternative solutions that can be explored. Here are some examples of alternative solutions that can be considered:

1. Formation of a cooperative or joint business group: The community can form cooperatives or joint business groups to optimize the marketing of agricultural products collectively. In this case, they can use digital technology to promote and sell their products.
2. Creation of an online marketing platform: Nglarangan Village communities can build or utilize specialized online marketing platforms that can reach potential consumers outside their area. This could include creating a website or utilizing an existing e-commerce platform.
3. Cooperation with existing marketing platforms: Communities can collaborate with existing online marketing platforms, such as e-commerce platforms or food delivery apps. By partnering with such platforms, they can expand the marketing reach of their agricultural products.
4. Utilization of social media: Communities can utilize social media such as Facebook, Instagram, or YouTube to promote their agricultural products. By creating engaging content and sharing information about their products, they can attract the interest of potential consumers.
5. Follow-up training and mentoring: In addition to digital marketing training, communities can also access advanced training and mentoring in terms of business management, inventory management, and developing more effective marketing strategies.

In the field of informatics, by prioritizing information technology, an online marketing system can be offered. The general objective of this activity is to empower the neglected potential of human resources in the Nglarangan Village community. Through the implementation of empowerment and mentoring, it is hoped that the community can be empowered through the utilization of yard land, processing agricultural products, and developing an entrepreneurial spirit from the products produced so that they can become an additional source of income that helps the family economy in this new normal period. In addition, a special target is for the community to be able to use digital information technology in managing information systems for agricultural products and processed products.

With the online marketing system, Nglarangan Villagers can reach a wider market through digital platforms such as websites, apps, or social media. They can promote

their agricultural products, connect directly with consumers, receive orders online, and make product deliveries. With this system in place, Nglarangan Village Community can expand their marketing reach and increase sales potential.

In addition, the application of information technology in the management of agricultural and processed product information systems will also provide benefits in terms of efficiency and data management. The community can use information technology to monitor stock, conduct product quality monitoring, manage orders and deliveries, and analyze sales data for better decision-making.

By integrating the fields of business administration and informatics through an online marketing system and information system management, it is hoped that the Nglarangan Village Community can overcome obstacles in marketing their agricultural products and increase their economic potential and independence in managing agricultural businesses.

Integrated marketing communication activities cannot be separated from the existing promotional mix. The promotional mix consists of advertising, personal selling, promotional selling, public relations, and direct marketing. There is one element that is included in this promotion mix, namely digital marketing. For the other five elements of the promotion mix, their existence, respectively, and together, supports the creation of an effective marketing communication activity (Hasiholan & Amboningtyas, 2021). In this explanation, digital marketing is identified as an important component in creating effective marketing communication activities. The recognition of the importance of digital marketing as an element of the promotional mix shows the development and changes in marketing practices that are adapted to the development of digital technology. This shows an understanding of the importance of utilizing digital technology as a means to achieve effective marketing objectives.

In this context, digital marketing training can be an effective solution to increase the sales volume of agricultural products in Nglarangan Village. By providing the necessary knowledge and skills in digital marketing, Nglarangan villagers can optimize the use of technology and digital platforms to reach a wider market, improve competitiveness, and increase the sales volume of their agricultural products.

METHODS

In order to gather more detailed information regarding the utilization of information technology, this research adopts the descriptive-qualitative method as the approach used. Qualitative and descriptive research methods have become widely applied procedures in various disciplines, such as education, psychology, and the social sciences. Both methods are generally applied to gain an in-depth and detailed understanding of the phenomenon under study, with a focus on description, interpretation, and understanding of the accompanying context. In this study, these methods were chosen to explore in-depth information, analyze characteristics, and explain and describe important aspects related to the topic under study. This is because researchers do not prove or reject hypotheses made before the research but process data and analyze a problem non-numerically. Qualitative methods to test hypotheses or theories (Sugiyono, 2016). The data collection techniques used in this research are observation and interviews conducted on each human resource owned, documentation of each stage of training, and documentation of sales made on the sale of agricultural products from the Nglarangan Village Community. After that, it will be analyzed and written about in the results and discussion of this study.

Data will be collected using the following methods:

- Observation: Direct observations will be conducted during the digital marketing training to gain an in-depth understanding of the research participants, their interactions with the training materials, and their responses to the training.
- Interviews: Interviews will be conducted before and after the training to gather information about the participants' knowledge, skills, and experience in digital marketing and the changes they experienced after the training.
- Questionnaire: Questionnaires will be used to measure participants' level of satisfaction with the training, their perceptions of the impact of the training on agricultural sales, and their responses to the training materials.

RESULTS AND DISCUSSIONS

The results of the android-based training with the theme of digital marketing can be given a brief explanation through the following chart:



The first step in the Preparation and Planning stages was to identify the Nglarangan Village Community Farmers. The purpose of this identification was to gather further information as a foundation for Android-based and digital marketing training. In addition, preparation of the materials to be presented and the use of technological media that support the implementation of the training were also carried out. The limited utilization of digital marketing in the community is in line with the results of research on the selection of marketing strategies in the digital era among farmers in Nglarangan village. Most already have smartphones but have not been able to maximize the functions of these smartphones to implement digital marketing strategies, have not fully understood digital marketing strategies in the industrial era of 4.0, and the products that have been made have not been marketed widely (Hadi et al., 2022).

Based on the identification of the target audience, it is known that the target audience has knowledge about digital marketing. However, the use of social media for promotion and sales is still very limited. The detailed target audience identification results are shown in Table 1.

Table 1: Identification of target audiences

No	Description	Number (person)	Percentage (%)
1	Having an Android phone	50	100%
2	Internet Network Smoothness:		
	Smooth	25	50,00 %
	Sometimes	20	40,00 %
	Difficult	5	10,00 %
3	Social Media Usage:		
	WA	50	100,00 %
	Facebook	40	80,00 %
	Instagram	15	30,00 %
	Website	5	10,00 %
4	Digital Marketing Knowledge:		
	Know	20	40,00 %
	Understand and be able to use	20	40,00 %

5	Using social media for marketing activities:		
	WA and Facebook	20	40,00 %
	Instagram	0	00, 00 %
6	Knowing Online Marketing Applications (Marketplace)	20	40,00 %
7	Using Online Marketing applications (Marketplace)	4	08,00 %

All millennial farmers, especially in this context in Nglarangan Village, have Android smartphones but have not fully utilized them to support online marketing or digital marketing activities. A total of 100 percent (50 people) of them have used social media such as WhatsApp (WA) and Facebook for product promotion and sales activities. Only 8.00% (4 people) of millennial farmers have used marketplaces as a means of sales. The main reason for using WA and Facebook is their ease of use, and almost everyone uses WA. Most farmers also still sell conventionally due to the small scale of their business and the fact that agricultural products are prone to spoilage, so they prefer to sell directly to the market.

Research on the use of the internet among farmers to obtain agricultural information in Bojonegoro district also shows that the level of internet and social media utilization is still low, at less than 15%. Farmers are more likely to rely on extension workers and experts, including fertilizer and pesticide traders, to obtain information directly. They prefer direct personal contact rather than relying on the media. The reason for this is that farmers trust seeking information directly rather than through the media. They feel that information on social media often changes quickly and can be highly biased towards their products. Therefore, farmers prefer to build interpersonal communication through extension agents, brokers, farming experts, community leaders, and market traders (Village, 2022). Participants in extension activities are also active, as can be seen from their enthusiasm in discussions. The table shows the questions and suggestions raised during the discussion sessions.

Tabel 2. Questions and Suggestions from Target Audience during Discussion Session

No	Question
1	Is online marketing effective for selling agricultural products?
2	What should we do if we have few products to sell?
3	With online marketing, buyers can come from quite far locations, does this not cause high transport costs?
4	There should be mentoring activities from the campus so that farmers really understand and are able to use the online marketing system.
5	For better understanding, digital marketing application training should also be conducted.

After the identification stage, an approach was made to the Nglarangan Village Community Farmer Group, which consists of around 100 Farmers who are members of the farmer group. This approach was taken to introduce and explain the training that was held. The Farmers were briefed on the benefits and objectives of the training and how to improve their knowledge of digital marketing. During this engagement, there was also discussion and an exchange of ideas between the instructors and participants.

The next stage was the implementation of the training. The training was conducted for a number of Farmers who already had a better understanding of the digital world. The Android-based training was a success, and participants were given detailed

explanations on using digital platforms to market their products. During the training, participants were directly guided through the process of creating social commerce accounts using e-commerce platforms. They also started to create videos that will be uploaded through the Farmers' personal accounts, such as their website, Facebook, Instagram, and other social media platforms.

In implementing this training, it was important to provide the technical support and guidance needed by the participants. Instructors focused on providing a clear and practical understanding of digital marketing strategies, platform usage, and effective content creation techniques. Periodic evaluations were also conducted to ensure participants' understanding and progress and to identify areas for improvement. The interview results show that the use of online facilities in terms of marketing, promotion, and transactions will increase the sales volume of Nglarangan Village Community Harvest Products. According to (Tufahati et al., 2021), buying interest can be grouped into several types and levels, namely

1. Transactional interest, namely a person's tendency to buy a product. This means that consumers already have an interest in purchasing a certain product that they want.
2. Referential interest, namely a person's tendency to refer products to others, This means that a consumer who has an interest in buying will advise his closest friend to also purchase the same product.
3. Preferential interest, which is an interest that describes the behavior of a person who has a primary preference for the product. This preference can only be changed if something happens to the preference product.
4. Explorative interest, which describes the behavior of a person who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product,

Online marketing, also known as digital marketing, is a marketing method that uses interactive online computer systems to connect consumers with sellers electronically. The goal of this marketing is to reach potential customers through online channels where they spend time reading, searching for information, shopping, or interacting socially.

In this extension activity, participants, especially farmers, will be introduced to the various forms of online marketing and the benefits that can be gained when using digital marketing. There are four main ways to do online marketing:

1. Creating an online store or e-storefront
2. Placing online ads
3. Engaging in internet forums or web communities, such as mailing lists.
4. Using online email or webcasting.

There are various tools that can be used to build and run an effective online marketing program, including:

1. Email marketing.
2. Social media marketing
3. Display adverts.
4. Organizing events and webinars.
5. Optimizing the website.
6. Content marketing.
7. Video marketing.
8. Marketing analytics.
9. Marketing automation.

By utilizing such tools, farmers can build and manage a robust online marketing strategy to achieve success in their businesses, and it is expected that the structured planning, socialization, and implementation stages will yield positive results in

improving Nglarangan Village Community Farmers' understanding of digital marketing. With the help of this training, it is expected that they can use digital platforms more effectively to market their products and increase profits in their agricultural endeavors. The following are the benefits that can be gained by farmers when they understand digital marketing:

1. High profit margin: online business competition is tougher than traditional businesses. Price, product quality, and service quality must be competitive.
2. Products are either self-produced or produced by others, but we control the product so as to open up the market.
3. If you do not have a product, you can open a market through product search.
4. Wherever you start, the point is that you have to do one or both of them, namely opening the market and/or finding products.

From the observations, it can be seen that the training participants were very enthusiastic about participating in this socialization activity. This was reflected in the number of participants who attended, which was 100 farmers in Nglarangan Village, Kanor Subdistrict, and Bojonegoro Regency. In addition, the participants were also very focused and serious about following the entire series of activities, starting from the opening ceremony to the closing ceremony. The speaker also successfully presented an introduction to digital marketing.

CONCLUSION

The Android-based digital marketing training using the social commerce platform has been enthusiastically received by the Nglarangan Village Community and received a very positive response. During the one-month period of digital marketing implementation, the results were very satisfactory, with a significant increase in sales of their Agricultural products. The trainees showed high interest and engagement in learning digital marketing strategies using Android and social commerce platforms. They enthusiastically applied the knowledge they gained, such as building social-commerce accounts, producing engaging content, and uploading promotional videos to various platforms such as websites, Facebook, Instagram, and others. The results of the digital marketing strategy's implementation were very satisfying. The sales of their agricultural products have increased significantly. With this increase, it can be concluded that the Android-based training has had a real positive impact on increasing the sales of Farmers in Nglarangan Village. The success of this training also shows that the utilization of technology and digital platforms is the right step in expanding market reach and increasing the profitability of Agricultural businesses. With a significant increase in sales, Farmers can now directly benefit from implementing the digital marketing strategies they learned through the training. Overall, the Android-based digital marketing training has delivered satisfactory results for the Nglarangan Village Community. With a significant increase in sales, it can be concluded that the training has been successful in delivering tangible benefits and providing a good understanding of the importance of digital marketing in agriculture. The success of this training also shows that the utilization of technology and digital platforms is the right step in expanding market reach and increasing the profitability of Agricultural businesses. With a significant increase in sales, Farmers can now directly benefit from implementing the digital marketing strategies they learned through the training. Overall, the Android-based digital marketing training has delivered satisfactory results for the Nglarangan Village Community. With a significant increase in sales, it can be concluded that the training has been successful in delivering tangible benefits and providing a good understanding of the importance of digital marketing in agriculture

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