

## Social Media as a Digital Marketing Tool for Agricultural Products

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### ABSTRACT

Social media is a digital platform that allows people to interact with each other, exchange information and even as a medium to promote a product or service through the internet. Social media has become an integral part of everyday life. The rapid development of technology has a major impact on the increasing use of social media. Social media is not only used to find information, communicate and socialize but also used to market a product. Social media as a means of marketing agricultural products is very important in this digital era, because in addition to being able to access a wider market, the use of social media as a marketing tool can also increase producer profits. This research uses a bibliometric analysis approach to describe the role of social media as a digital marketing tool applied to agricultural products. The practice of e-commerce and e-business turns out to have many advantages for both companies and consumers, the purpose of this study is to determine the existence of advertising, marketing and sales programs and other benefits in marketing and selling agricultural products through social media and their influence on purchasing decisions for products sold in online stores and social media in order to support producer profitability.

**Keywords:** Brand, Digital Marketing, Agricultural Products, Marketing, Social Media, Strategy

## **INTRODUCTION**

Digital development has become the spotlight of society to help and facilitate an affair because it is considered more effective and efficient. The role of social media as a means of digital marketing has also been widely reached by producers and entrepreneurs of various types of products and even social media has become one of the choices for producers as a means of promoting and selling agricultural products. The role of social media as a digital marketing tool for the sale of agricultural products has become a topic that attracts the attention of entrepreneurs and researchers in agriculture. Social media and digital marketing are two interrelated concepts in promoting products or services through digital platforms. Social media is a digital platform that allows people to interact, share information, and communicate with each other. Digital marketing is a marketing process carried out through digital media such as the internet and social media. The main goal of digital marketing is to increase sales, expand markets, and increase competitiveness through various digital strategies. In the context of agriculture, social media can be used as an effective digital marketing tool to increase sales of agricultural products. Products such as vegetables, fruits, and animal products can be promoted through various social media platforms such as Facebook, Instagram, Twitter, Tik-Tok, and also YouTube. By using social media, farmers can reach more consumers, raise awareness about their products, and increase sales. Successful marketing and promotion strategies achieve customer development, profitability, and long-term company success. Today's market is becoming more competitive through market changes, globalization, and innovative technologies that are rapidly changing the business world (Umair Manzoor et al., 2020). According to BPS data from the results of the 2022 Susenas Survey data collection, 66.48% of the Indonesian population has accessed the internet in 2022 and 62.10% in 2021. This high internet usage reflects the climate of information openness and public acceptance of technological developments and changes towards the information society. Of course, this will be a great opportunity for producers to access social media as a means of digital marketing for the sale of agricultural products. Digital marketing with social media has several significant benefits compared to conventional marketing. Digital marketing allows businesses to reach more people more quickly and effectively. Using platforms such as Instagram, Facebook, and Twitter, businesses can send messages and promotions to thousands or millions of users in a short period of time, which is difficult to do through conventional marketing. Digital marketing allows direct interaction with the audience, which increases brand awareness and purchase interest. By using features such as comments, likes, and shares, businesses can build direct relationships with customers and get quick and accurate feedback. digital marketing provides more accurate and real-time data about the target audience, which allows businesses to dynamically adjust their marketing strategies based on the responses received from the audience. This is in contrast to conventional marketing that relies on surveys and post-campaign analysis that can take a long time. Marketing using conventional methods tends to be long and very limited, because farmers sell crops to middlemen who count more than one middleman which results in the length of the marketing chain or product distribution and the price obtained by farmers and producers will be less, this is the reason why marketing and selling products by utilizing social media will have great potential because it shortens the distribution chain on the sale of agricultural products so that the profit received by farmers will increase because the distribution chain of agricultural products is getting less or shorter. In terms of selling products using social media, a strategy is needed that can increase the promotion of the products offered, this will be related to consumer analysis and product quality and a good promotion strategy. Visual-based content such as photos and videos to showcase agricultural products. This can include fresh product images, production processes, and testimonials from satisfied customers.

## **LITERATURE REVIEW**

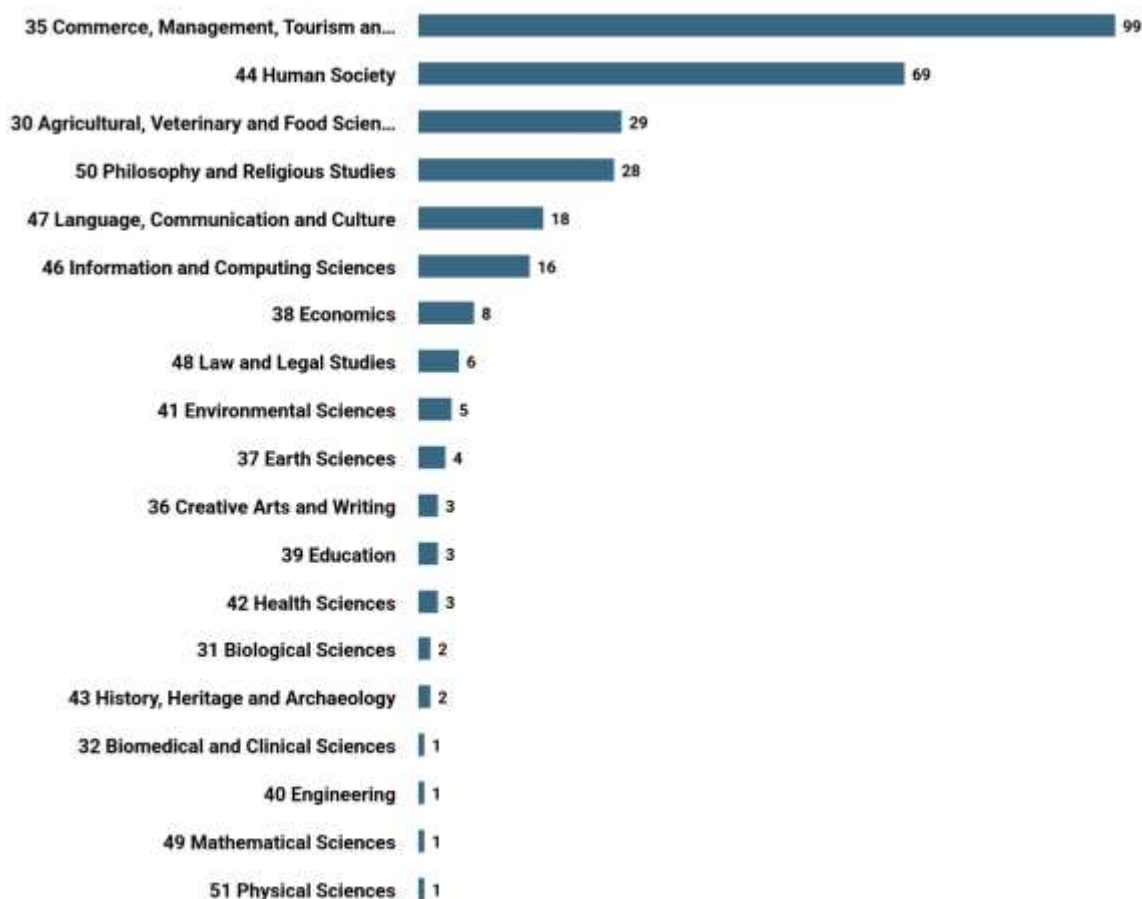
Veralianta Br Sebayang, Doni Sahat Tua Manalu, Aditya Wicaksono, Suharno, Rasidin Karo Karo Sitepu, Department of Agribusiness Management, Vocational School, IPB. Department of Software Engineering Technology, Vocational School, IPB. The development of technology and information in the field of product marketing is a challenge for all business actors, especially farmers, in marketing their products. The results of the analysis showed that farmers prefer to use digital marketing rather than billboards or billboards, with a broad and specific target importance level of 31.31%. They also agree that promotion through digital media is more effective than through billboards or billboards, with an importance level of 25.15%. Marketing media using websites and social media is preferred over market places with an importance level of 15.82%. Farmers also prefer to use mobile applications, 2024. Furthermore, according to Indah Krisnawati, Ibnu Auf Ubaidi, Hanif Rais, Reminta Lumban Batu, Management Study Program, Universitas Singaper bangsa Karawang. In the midst of the pace of development that implies the reduction of agricultural land, the use of agricultural technology along with technological/information advances can maximize agricultural yields. Business and marketing strategies also need to be changed to obtain opportunities and avoid threats (Manek, 2013). Increasing economic globalization in the world opens up broad market opportunities for companies. This will certainly lead to competition for market players in order to achieve better performance. Information is an important medium that plays a role in decision making. Fast and complete information will help marketers to win the competition. The advances in digital telephone networks, interactive cabletelevision, personal computers, online services, and the internet, make information faster and easier to obtain (Paul, 1996: 27). In line with the development of the internet, a new understanding of the marketing paradigm emerged in the form of a modern marketing concept oriented towards markets or consumers or a marketing revolution in the form of an electronic marketplace (Arnott and Bridgewater, 2002; Bakos, 1999; Chaffey et. al., 2000; Eid and Trueman, 2002) (Lakutomo, 2014). Purwana et al. (2017) stated that digital marketing is the promotion and search for markets through digital media online using various means, such as social networks. It allows farmers to monitor and fulfill the needs of potential consumers and gives them the ability to search and obtain information about products by simply browsing the world. In marketing, digital content is used in a variety of ways. It is typically used in inbound marketing to attract customers to a website and possibly create a brand community dynamic associated with the website (Holliman & Rowley, 2014). The World Wide Web, also known as "Website", is the most well-known system for accessing data on the Internet. Lauton and Laudon (2007: 133) explain that a website is not only an online library that stores information about customers but also a marketplace where goods and services are purchased. And then also according to Inaya Sari Melati, Margunani, Saringatun Mudrikah, Lola Kurnia Pitaloka, Department of Economic Education, Faculty of Economics, State University of Semarang. Digital marketing training using social media and marketplaces that are widely available in Indonesia is very important. This marketing training is aimed at officers of Klas II B Kendal Open Correctional Institution. This is done because so far, product marketing has only been marketed through websites, while social media and marketplaces have not yet begun to be used. Social media in the current era is a very interesting platform to explore in terms of how a brand develops marketing channels through social media and marketplaces. Indonesia has a huge market potential along with the growth of internet adoption and smartphone usage. A We Are Social report by Hootsuite shows that 130 million people in Indonesia are active on social media. Of the total population of 265.4 million people, 132.7 million are internet users, which is half of the total population. Therefore, most Indonesians are already using social media. Social media platforms that are widely used by the Indonesian population include Facebook, Whatsapp, Instagram, Line, Twitter, Youtube, and several other social media.

## RESEARCH METHODS

This research method uses a bibliometric approach to determine the influence and role of social media on digital marketing in agricultural products in Indonesia. In this research, the data used comes from scientific information sources, for example from journals, articles, and scientific literature. Data collection using dimension ai with the keywords “social media on digital marketing in agriculture”, then the data collected is described and analyzed using bibliometric methods and conducting literature analysis to find patterns, trends, and relationships between related concepts. It is expected that this methodology will provide a comprehensive understanding of social media on digital marketing in agricultural products in Indonesia. In addition, this methodology will make a significant contribution to the development of knowledge and practice in this field.

## RESULTS AND DISCUSSION

number of publications in each research category. (Criteria: see below)



Source: <https://app.dimensions.ai>

Exported: June 28, 2024

Criteria: 'pengaruh social media marketing terhadap pemasaran komoditas pertanian' in full data.

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Figure 1  
Source: Dimension ai, 2024

Figure 1 explains the number of publication research categories from the keyword “social media as a means of digital marketing in agricultural products” and produces a total of 305 publication articles from 2015 - 2024 with the most publication articles namely Commerce, Management, Tourism and services as many as 99. This is followed by the publication of Human society articles with a total of 69 publications. Publication of agricultural, veterinary and food sciences articles amounted to 29 publications. Publication of Philosophy and Religious studies articles with a total of 28. Next is the publication of language, communication, and culture articles totaling 18 publications. Furthermore, followed by the publication of information and computing sciences articles with a total of 16 publications. This data provides an overview of how much research on the role or influence of social media as a means of digital marketing in agricultural products in Indonesia.

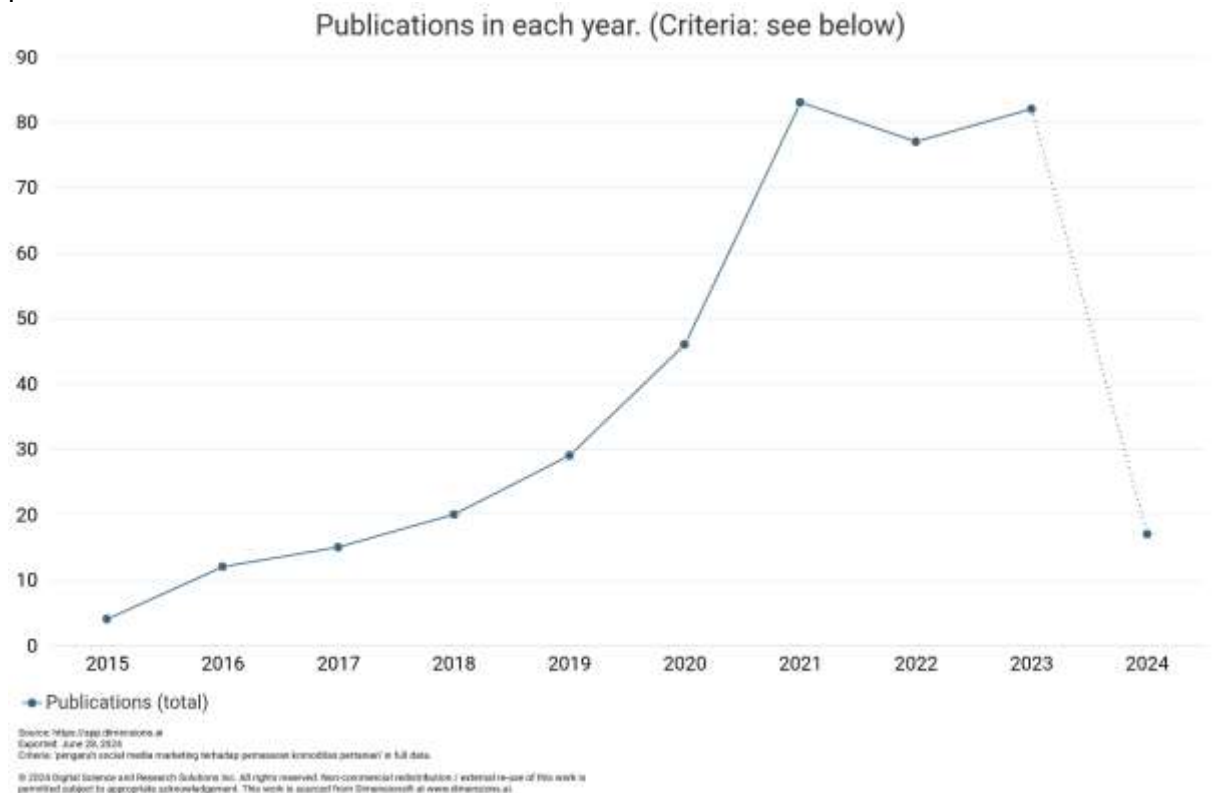


Figure 2.

Figure 2 explains that the number of publication research categories from the keyword “social media as a means of digital marketing in agricultural products” from 2015 - 2021 always increases in that year every year many people research on this subject until they experience a decline in researching this subject in 2022, but experienced an increase again in researching this keyword in 2023 and experienced a very significant decline again in this year, namely 2024.

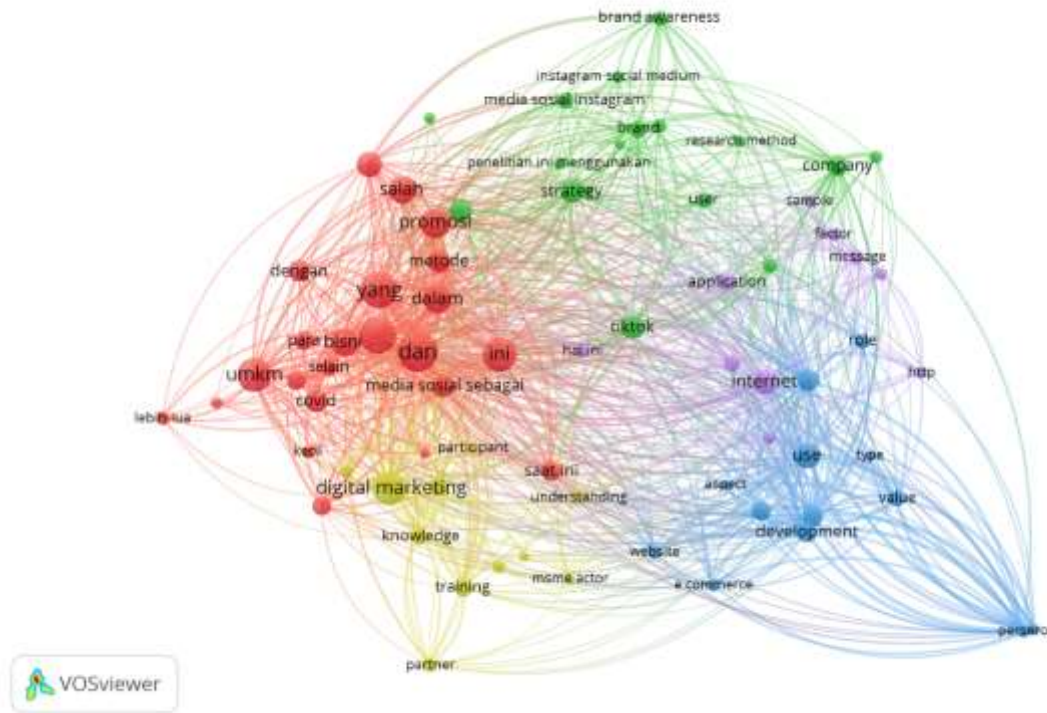


Figure 3. Network Visualization  
Source: Dimension ai, 2024

A term network mapping analysis automatically generated by VOS Viewer was conducted to determine how the current research is classified based on similarity and closeness of themes. In the yellow cluster with the keyword “digital marketing” which covers several important sectors and can affect the marketing of agricultural products using digital marketing, for example, it can promote agricultural products on social media such as Instagram, Facebook, and Tik-Tok and can expand the marketing reach more. and bigger.

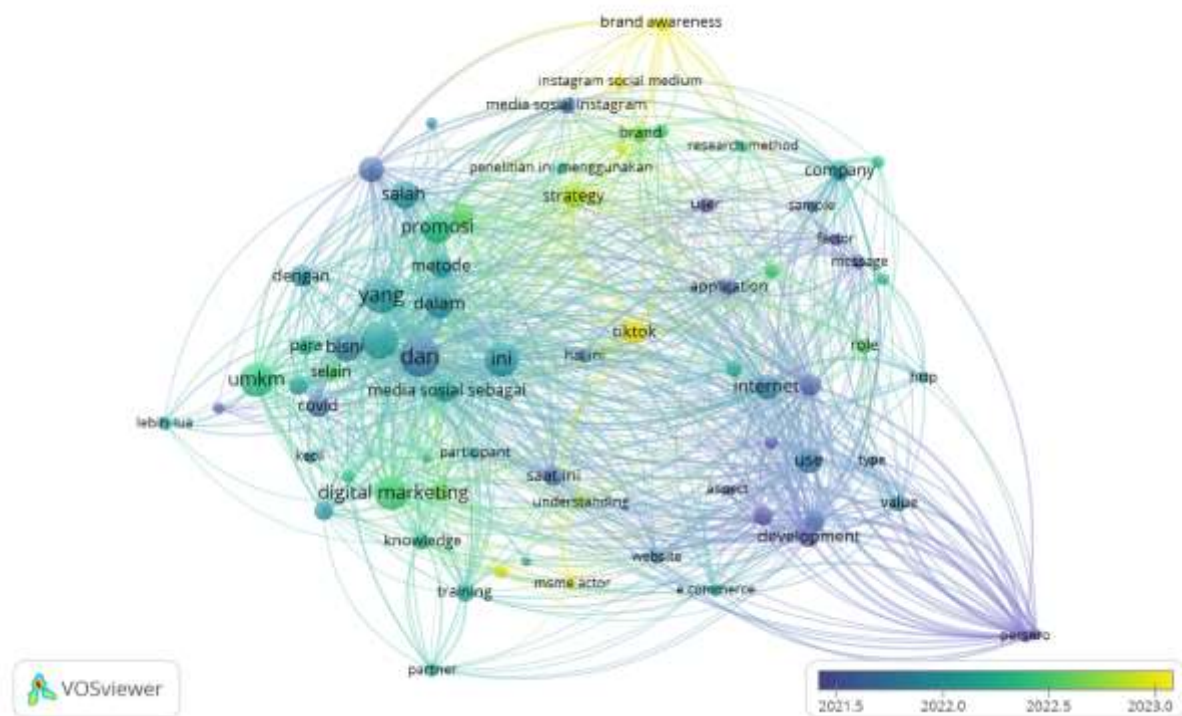


Figure 4. Network Visualization  
Source: Dimension ai, 2024

The network map with the keyword “social media as a means of digital marketing in agricultural products” features a time element, which is displayed with a color gradient from yellow (2022) to blue (2021). The mapping can show how the research focus in planning a sustainable agricultural investment model has changed within three (3) years. 2021 (biru): Pada tahun ini, karena masih lumayan tingginya kasus covid, pemasaran dengan cara digital marketing produk pertanian belum terlalu banyak dan ramai hal ini terjadi juga karena masih banyaknya petani yang belum paham akan internet dan sosial media, petani juga belum terlalu mengetahui bagaimana cara memasarkan produk mereka dengan cara digital marketing.

1. Around 2022 (Green): Keywords such as “digital marketing”, “promotion”, and “brand” become more prominent, signaling a transition towards more and more issues of marketing agricultural products by digital marketing. Research is likely to turn to developing the potential of social media as a means of digital marketing in agricultural products.
2. 2023 (yellow): Keywords such as “tik-tok”, “strategy” and “Instagram social medium” are prominent at the end of the period, indicating that research has moved towards understanding the impact of the COVID-19 pandemic on the agricultural sector and the economy, as many farmers are open to and understand the importance of digital marketing in promoting and marketing their products. This also includes farmers' strategies to be able to generate greater yields and how the importance of social media as a digital marketing tool in marketing agricultural products can expand their marketing reach bigger and more.

Table 1. Top Literature Cited

Citations	Authors and year	Title
7	Megawati Simanjuntak IPB University, Indonesia	The Effect of Educational Innovation Based on Social Media Marketing on Public Knowledge.
6	Meirinawati Meirinawati State University of Surabaya, Indonesia	Strategic Management of Agrotourism Village by Village-Owned Enterprises (BUMDES) during the Covid-19 Pandemic.
2	Idiatul Fitri Danasari University of Mataram, Indonesia	Assistance in making Social Media facebook and Instagram as a means of promotion.
2	Heru Novitasaridicka Sebelas Maret University, Indonesia	Digitalization of MSMEs as an Effort to Increase Online Marketing and Sales.
2	Firman- Mansir Muhammadiyah University of Yogyakarta, Indonesia	Product Marketing Strategy Based on Digital Marketing.

Table 1 displays the top literature most frequently cited in the context of the influence of social media as a means of digital marketing of agricultural products. The most frequently cited work is Megawati Simanjuntak's (2022) article titled "The Effect of Educational Innovation Based on Social Media Marketing on Public Knowledge." with a total of 7 citations, which discusses the Effect of Educational Innovation Based on Social Media Marketing on Public Knowledge. Followed by Meirinawati (2021) with 6 citations in the article "Management of Agrotourism Village Strategy by Village-Owned Enterprises (BUMDES) during the Covid-19 Pandemic." which manages digital marketing strategies in agrotourism villages. Idiatul Fitri Danasari (2023) with the article "Assistance in Making Social Media facebook and Instagram as a means of promotion." It has 2 citations, discussing how to create accounts on social media to be used as a promotional medium with digital marketing. Furthermore, Heru Novitasaridicka (2023) in "Digitalization of MSMEs as an Effort to Increase Online Marketing and Sales" gets 2 citations, about how efforts to increase online marketing and sales by means of digital marketing. Firman - Mansir (2023) with the article "Digital Marketing-Based Product Marketing Strategy" has 2 citations, reviewing how strategies are used in marketing products in a digital marketing-based way. This data provides an overview of the variety of topics and approaches that are relevant in the context of the influence of social media as a means of digital marketing of agricultural products.



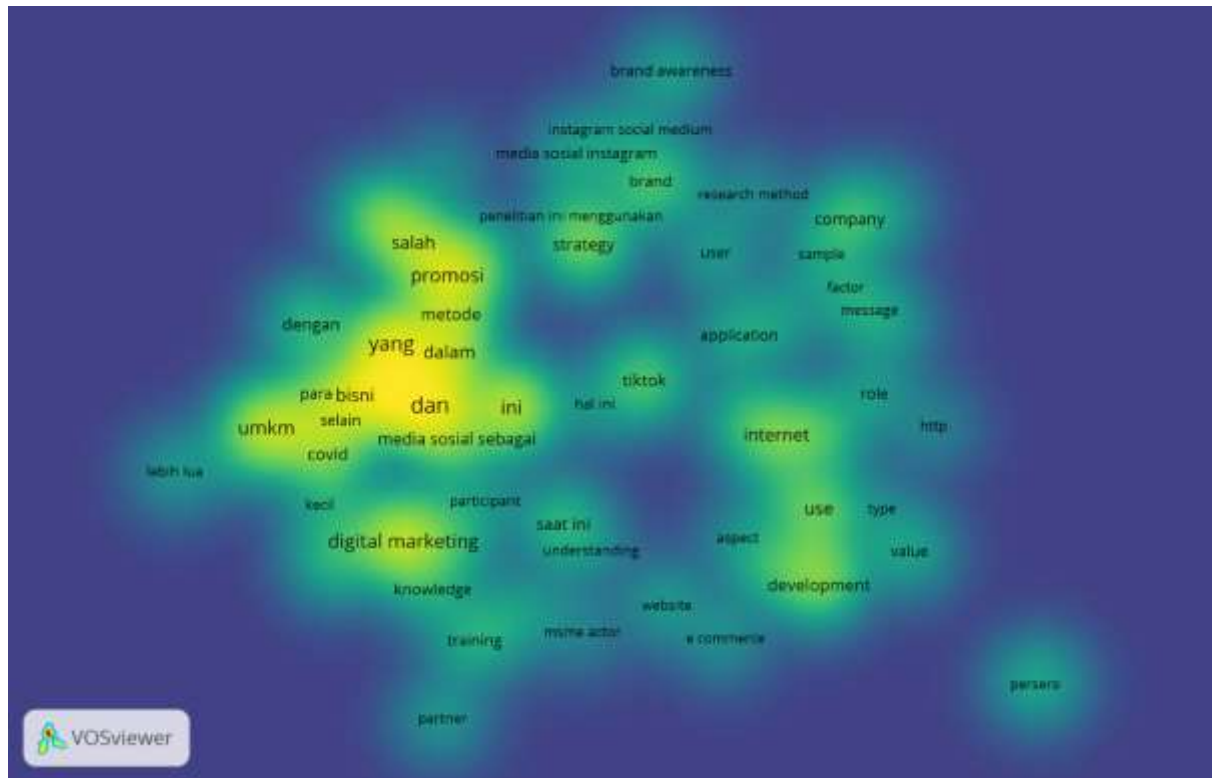


Figure 5. Density visualization

In the dataset being analyzed above, less frequently occurring or less connected topics may be shown in the fainter light areas of this VOSviewer keyword network map. In the context of agribusiness and food systems, topics that have not been sufficiently researched may indicate under-researched areas that could be potential research opportunities in the future. These topics are:

1. Research Method: Being in a faint position, this illustrates that there is room for further research on sustainability in digital marketing of agricultural products. As well as enabling the potential for sustainable marketing of agricultural products.
2. E-commerce: this theme is one of the important factors to support the sustainability of sustainable agriculture which will help farmers and communities increase productivity and apply digital marketing in agricultural products as one of the marketing that must be done because nowadays promoting products on social media can expand the marketing reach even wider and more this can also benefit farmers in this day and age where technology is really very helpful and profitable for marketing.

## CONCLUSIONS

From the results and discussion that have been presented, it can be concluded that this research provides an overview of the role of social media as a means of digital marketing in agricultural products. The use of social media platforms is very effective for digital marketing of agricultural products because social media has a very broad reach so that it can reach various groups of consumers around the world. The use of social media as digital marketing also allows direct interaction with consumers which can help build trust and loyalty. Social media can be used effectively at a relatively low cost, compared to traditional marketing methods. Social media allows users to share various types of content, such as photos, videos, and stories, which can attract consumer attention. The use of social media as digital marketing will certainly be very efficient for farmers or producers because farmers or producers can further improve the quality of agricultural

products so that profitability will increase. The sale of agricultural products using social media may seem dubious for consumers to make purchasing decisions but this can be overcome by the product assessment feature provided so that potential buyers can see the quality of the products sold when they reach consumers. Promotion and sales by utilizing social media will be more effective because it saves time for producers and consumers, so farmers or producers have more time to evaluate and make efforts to optimize cultivation and production of agricultural commodities.

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