

THE ROLE OF DIGITAL MARKETING FOR MARKETING AGRICULTURAL PRODUCTS BASED ON AGRIBUSINESS

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Abstract

Agricultural digital marketing helps build closer relationships between farmers or agricultural producers and their consumers. By using social media, email marketing, or websites, farmers or agricultural producers can interact with their consumers directly, providing product information, offering promotions, or getting feedback from consumers. Through digital marketing, farmers or agricultural producers can also build strong brands, increase brand awareness, and expand the reach of their business. In the context of agricultural business, digital marketing is a very important marketing strategy, because it allows farmers or agricultural producers to produce more crops, increase business profitability, and introduce their products to a wider market. Digital marketing has an important role in marketing agricultural products based on agribusiness. Digital marketing has a significant role in marketing agricultural products based on agribusiness. By utilizing the right digital marketing strategy, farmers can achieve success in marketing agricultural products.

Keywords: role, digital marketing, marketing, agricultural products, agribusiness

INTRODUCTION

Currently we have entered the digital era whose use has touched almost all aspects of life. Likewise, business people in the agricultural sector must be responsive in utilizing technology. Businesspeople who cannot keep up with the current developments will be left even further behind. The

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business being run remains stagnant and even experiences losses. With regard to business in the agricultural sector, there is great concern regarding the condition of farmers in Indonesia. As is known, although Indonesia is an agricultural nation with exceptional agricultural output, the cost of basic commodities and agricultural products is still rising. Meanwhile, on the other hand, farmers as producers get low selling prices. This is of course very detrimental to farmers. The cause of low selling prices at the farmer level is the long distribution chain and farmers' dependence on middlemen. Apart from that, many trading institutions or traders are involved in the distribution process so that the selling price for final consumers is quite high. In certain conditions, farmers are even forced to sell before the harvest arrives. Currently, not many farmers utilize information technology to support marketing activities where the internet and social media era have become entrenched in the social life of Indonesian society (Bojkić et al., 2016).

To be able to market products widely in this day and age requires knowledge of online marketing. Many scientific publications explain the advantages of online marketing (Bose, S. C., & Kiran, 2021). As is known, currently many agricultural marketplaces have been established by the government and the private sector with the aim of helping farmers in buying and selling. One example is that selling agricultural products using the TaniHub application will increase farmers' profits by around 20% compared to selling them directly to middlemen (Vasumathi, P., & Arun, 2021).

In summary, marketing using online media means that people can easily find out about the products offered by sellers, potential buyers can compare with other products before making a transaction, promotions are easier and cheaper, and the market reach is very wide (Waluyo, 2024). However, implementing online marketing still takes a while and requires the availability of suitable infrastructure, especially for farmers in remote areas. This is consistent with study findings that indicate Indonesia still has a long and winding path ahead of it when it comes to e-commerce development. Both technological and non-technical barriers may arise during implementation, necessitating full collaboration between the government, e-commerce developers, businesses, and end users. Online shopping still takes a long time to be known and accepted in rural areas of Indonesia (Hermawati et al., 2021).

According to Juswadi et al., (2020) the goal of digital marketing is to advertise and publicize goods using all forms of digital media, whether they are accessed through the internet or other connected networks. Given the

abundance of digital media available to us now, it is obvious that digital marketing is a very successful strategy. Communication channels that we frequently use, whether through the Internet or other networks like the phone and television, are included in digital marketing media. Nowadays, a lot of businesses are starting to fight with one other to enhance their digital efforts. Digital marketing is a marketing activity that involves the application of technology and digital networks to specific marketing objectives. In order to reach customers more broadly, a variety of organizations are now beginning to deploy internet-based solutions. With 59.5% of people on the planet now using the internet, this has also led to an increase in e-commerce sites and other online transactions. Today's successful marketing strategies include the advantages of digital marketing. Naturally, as we have already mentioned, the primary element contributing to the success of a digital marketing strategy is the vast number of Internet users worldwide (Solekan et al., 2024).

Almost everyone now prefers to conduct business online, particularly in light of the pandemic. If you are just starting out or already have a firm, there are a number of reasons why using technology and efficiency in marketing is something you should definitely explore (Nezamova, O., & Olentsova, 2021). Meanwhile, agribusiness from an economic perspective means efforts to study strategies to gain profits through managing cultivation aspects, providing raw materials, post-harvest, processing and entering the marketing stage. So agribusiness is often linked in the context of management in the academic world as a science to study strategies for running the production chain as effectively as possible. Developing agribusiness in Indonesia can be done by increasing the use of new technology and making efficiencies in all fields to reduce production costs. Because if a good agribusiness system is provided, greater profits can be obtained. For example with meningkatkan prioritas pada komoditas unggulan di Indonesia.

RESEARCH METHOD

This research in-depth investigates the role of digital marketing for marketing agribusiness-based agricultural products using a literature review approach. The results include a comprehensive understanding of the definition and concept of digital marketing, digital marketing strategies for farmers, and the use of digital marketing in marketing agricultural products to improve the community's economy. Literature analysis involves an in-depth study of the role of digital marketing for marketing agricultural products

based on agribusiness. With a strong conceptual foundation, this research makes an important contribution to enriching the discussion regarding what and how digital marketing plays a role in marketing agricultural products based on agribusiness.

RESULT AND DISCUSSION

Definition and Concept of Digital Marketing

Minculete, G., & Olar, P. (2018) stated that digital marketing is a way to promote products or services using digital technology, such as the internet, smart phones, mobile devices and social media platforms, with the aim of reaching a wider audience. and more segmented, and increase business profits. This includes various tactics, such as SEO, online advertising, email marketing, social media, digital content, and others. Digital marketing also involves the use of data and analysis to understand consumer behavior and optimize marketing campaigns. Digital marketing can also help increase interactions with customers, build brand awareness, increase conversions, and measure campaign results more accurately. In addition, digital marketing can provide the opportunity to communicate with customers directly, expand business reach, and develop more effective marketing strategies. This is important for businesses today because many customers search for product and service information online, so digital marketing becomes increasingly important to reach and retain customers (Ali et al., 2020).

According to Saura et al., (2019). Digital marketing continues to develop along with technological developments and changes in consumer behavior. In recent years, trends such as AI, AR/VR, chatbots, and influencer marketing have been increasingly used in digital marketing campaigns. Companies that want to succeed in today's digital era need to continually update their digital marketing strategies and keep up with the latest trends in the industry to stay relevant and effective. Thus, digital marketing has become one of the most important marketing strategies for businesses today and in the future. The definition and concept of Digital Marketing refers to the use of digital platforms such as websites, social media, email, and applications to market products or services offered by businesses or agricultural enterprises. Agricultural digital marketing is the application of digital marketing strategies to increase sales of agricultural products or agricultural-related services, such as sales of plant seeds, fertilizers, pesticides, agricultural tools, or food products produced from agriculture.

Digital marketing strategies used in agriculture include SEO, online advertising, email marketing, social media, digital content, and others, which are adapted specifically for agricultural products and services. Agricultural digital marketing also involves using data and analytics to understand consumer behavior, create more effective campaigns, and improve sales results. In the current digital era, agricultural digital marketing is becoming increasingly important because it can help farmers or agricultural producers to reach a wider market and optimize sales results more cost effectively (Kannan, 2017).

Agricultural digital marketing also helps build closer relationships between farmers or agricultural producers and their consumers. By using social media, email marketing, or websites, farmers or agricultural producers can interact with their consumers directly, providing product information, offering promotions, or getting feedback from consumers (Soylemez, 2019). Apart from that, digital marketing can also help increase consumer confidence in the agricultural products produced, by providing information about the production methods used, food safety certification, or sustainability programs implemented. Through digital marketing, farmers or agricultural producers can also build strong brands, increase brand awareness, and expand the reach of their business. Therefore, agricultural digital marketing is becoming increasingly important to increase sales of agricultural products and optimize business profits in the current digital era. In the context of agricultural business, Digital Marketing is a very important marketing strategy, because it allows farmers or agricultural producers to produce more crops, increase business profitability, and introduce their products to a wider market (Khan, F., & Siddiqui, 2023).

Digital marketing is very important in agribusiness because the current digital era has changed the way consumers search for and buy agricultural products. Consumers are increasingly using the internet and social media to search for product and price information, so digital marketing can help farmers or agricultural producers reach a wider audience, introduce their brands and offer their products online. Several reasons why digital marketing is important in agribusiness are (Morzhyna et al., 2019):

1. Increase market access: Digital marketing allows farmers or agricultural producers to reach a wider market than can be achieved through traditional methods. By adopting digital marketing, farmers or agricultural producers can reach consumers outside their geographic area and offer their products online.

2. Increase brand awareness: With digital marketing, farmers or agricultural producers can build their brand online and increase their brand awareness among consumers. Digital content, social media and online advertising can help introduce a brand, showcase products and their added value, and build relationships with customers.
3. Increase marketing efficiency: Digital marketing can help farmers or agricultural producers to improve their marketing processes by identifying new opportunities and implementing more effective marketing strategies. For example, digital data and analytics can help farmers or agricultural producers understand consumer behavior and improve their marketing decisions.
4. Strengthen customer relationships: Digital marketing can help farmers or agricultural producers to strengthen relationships with their customers through email marketing, social media, and online customer service. The availability of 24/7 customer service and the ability to respond quickly can help build customer trust and brand loyalty. Digital marketing can change the face of agriculture by increasing brand awareness, accelerating technology adoption, improving efficiency and decision making, and encouraging community engagement. Digital marketing can help farmers and agricultural producers to reach a wider market, increase the profitability of their business, and produce products that are more sustainable and beneficial to the environment.

Digital Marketing Strategy for Farmers

Income-based digital marketing tactics for the farming sector that are widely implemented are as follows (Devi et al., 2021):

1. Website

Websites are like farmer business premises that will advertise farmer items online, every day of the year, for 365 days. Farmers might establish an online brand by purchasing a website. Farmers will visit the website to establish their online presence and draw in additional customers. Because consumers visit websites to take action rather than to stare at web art, create a modern website to market agricultural products with clear, concise text. While design is important, don't let it consume your life. More people will visit an easy-to-use website than one that doesn't draw any traffic. First impressions go a long way for farmers, so when creating a website, consider how they promote their goods.

2. PPC advertising

Running PPC campaigns is a successful digital marketing tactic that promotes lead generation and conversions. Modern agricultural equipment that has evolved can be widely advertised to the public with the use of digital marketing. PPC advertising will assist in enhancing SERP rankings and organic farming search results. Paying is only necessary when consumers click on PPC advertisements. Users of PCC can use different keywords or phrases when searching for items, allowing advertisements to show up in the top search engine results. When it comes to producing leads or sales, digital marketing methods can be a huge game changer. This raises follower engagement by improving agricultural products. Paid advertising is running targeted ads to potential consumers, unlike traditional advertising. Paid advertising is extremely economical and aimed at possible customers. Three categories of paid digital advertising exist: (1) Search ads also referred to as search engine marketing or paid search. Users' search results pages display advertisements. By doing this, you can outperform rivals and maintain your top spot on search engine results pages. When a user clicks on a farmer's paid advertisement, the farmer pays the search engine for the traffic that is created for that specific page. This is how paid advertising works. (2) Social Ads. Farmers can advertise their businesses on social media sites such as Facebook, Instagram, Twitter, and so on by making a payment on these platforms. Social media advertising has the benefit of directly targeting prospective customers. Farmers are able to target social media sponsored ads effectively by utilizing call-to-action buttons and generating the necessary data for tracking and analysis in order to obtain more relevant results. (3) Advertising on Display. These are banner or video advertising with a call to action that show up at the top of websites or in areas designated for paid ad display. Millions of websites have display advertising, which are highly pushy. Based on specific user interests, search engines display farmer adverts on websites. These kinds of advertisements can be found by farmers on news portal websites or websites with relevant online traffic.

3. Effective SEO (Search Engine Optimization) Strategy

The goal of an effective SEO strategy is to improve the optimization of farmer websites. Using efficient SEO techniques will help you rank higher and stand out from the competition in search results. Website optimization and effective SEO tactics will raise your website's search engine ranking.

Farmers may increase leads, conversions, and relevant internet traffic with the use of a visually appealing and responsive website. Use long tail keywords that are compatible with industry technologies. Make sure your on-page SEO is optimized for search ranking signals, internal linking, and a sensible keyword density. Implementing responsive website design, conducting keyword research, speeding up page loading, and enhancing user experience are all crucial. Given the agricultural sector's increasing market share, search engine optimization is a perfect component of a digital marketing plan for this area. The first thing someone on the internet will want to do when trying to find out what they need is to open a search engine. Farmers must spend money on SEO since it is essential to the digital marketing of agricultural goods. What is the purpose of SEO, and why is it essential to the marketing plan for agricultural products? It takes more time and effort to rank at the top of the page, but the long-term benefits will directly improve sales and revenue for the business. SEO finds relevant keywords for the business and ranks the specific page in search engines, giving the farmer business recognition in the online market and increasing web traffic, which gives the farmer business credibility in the market. Optimization of search engines is a long-term approach.

4. Sponsored Social Media Promotion

There are growth prospects for e-commerce or business-to-business expansion through paid social media advertising. The expense of paid social media marketing is same to that of cost per click advertising. Via well-liked mainstream platforms, paid social media marketing promotes products and simplifies the user experience. Agricultural firms can enhance their internet presence and boost revenue by utilizing paid social media marketing. Paid social media advertising advances the development of e-commerce. This improves agricultural marketing goals and provides net expansion social media outreach chances. Expert social media management solutions assist in honing marketing concepts for optimal outcomes. Paid social media marketing provides SEO with reputable and authoritative backlinks while also assisting in building a strong social media presence. In summary, paid social media marketing aids in expanding into new geographic markets and supporting farmers' agricultural enterprises.

5. Keep Up a Solid E-Commerce Website

Creating an e-commerce website will assist farmers advance their agriculture. A good E-Commerce Website helps increase sales for agribusinesses and allows prospects to explore the offerings of farmer businesses. A good E-Commerce Website also aids in

showcasing the full line of agricultural goods, equipment for food processing, and accessories. Using e-commerce websites to promote brand deals is a productive strategy. Work along with site development companies that provide comprehensive digital marketing services. Having a website will help you reach a larger audience and raise brand awareness.

6. Optimization for Mobile

Make agricultural websites mobile-friendly. SEO services include mobile optimization as a fundamental component. Users of mobile devices can access website content thanks to mobile optimization. Content that has been optimized runs smoothly on desktop and mobile platforms. This enhances the user's experience. WordPress should be mobile-friendly. Utilize a variety of plugins to improve compatibility with mobile devices.

Utilization of Digital Marketing in Marketing Agricultural Products to Improve the Community's Economy

MARINA, I., & DINAR, D. (2024) stated that digital marketing is promotion and market search activities using digital media on the internet by employing different strategies like social networks. Cyberspace may now link people with each other and with equipment as well as with other people worldwide. Producers, market intermediaries, and potential consumers can communicate more easily thanks to digital marketing, which often comprises of interactive and integrated marketing. While digital marketing helps businesses keep an eye on and cater to every need and desire of potential customers, it also facilitates the process for potential customers who simply need to browse the internet to look for and receive product information.

Based on their search engine results, buyers are becoming more and more independent in their decision-making. There are neither temporal nor geographic restrictions on who can be reached by digital marketing. Digital marketing products built as marketing strategies for agricultural products include rice sales websites and social media that are integrated with e-commerce (Manan, M. A., Sudyanto, S., & Rejkiningsih).

There are several advantages of digital marketing such as: speed of distribution: Digital media marketing tactics can be implemented in a matter of seconds. In addition, precise and real-time measurement of digital marketing is possible. Next, assessment ease. The results of marketing initiatives can be quickly ascertained by employing online media.

Indonesia is known for its extraordinary natural resource potential. This is proven by the high biodiversity it has, both from the agricultural, fisheries

and livestock sectors. Indonesia is also known as an agricultural and maritime country, because of its wealth of natural resources (Syahza et al., 2021). Apart from that, strategic geographical conditions and a tropical climate make the quality of natural potential superior compared to other countries. This potential must be utilized optimally to make the country developed, especially from sectors that are close to natural resources, namely agriculture. Agriculture in Indonesia can be said to be the driving wheel of the national economy. Apart from producing food to meet people's needs, agriculture is also becoming a priority for increasing productivity. Currently, Indonesia's agricultural sector, in terms of production, is the second most influential sector on national economic growth, after the processing industry.

Currently, agricultural products in Indonesia have not experienced good development, causing the economy of the surrounding community to remain static. Most of the livelihoods as farmers only encourage them to meet their daily needs. There are several obstacles faced by farmers that have not improved, such as: optimal land use, because most farmers understand the potential of the land they have. So it is not uncommon for them to overcome these problems in their own way, which actually results in the quality of the land getting worse. Then, the technology used by village farmers mostly uses manual tools, such as plowing fields using buffalo, so it takes quite a long time, harvesting tools still use human power, watering also sometimes still uses human power (Deichmann et al., 2016).

Furthermore, the marketing stage of agricultural products in remote villages is mostly selling at low prices, namely by selling to neighbors, close relatives and even wholesalers. This causes ineffectiveness in marketing carried out by the village community (Magesa et al., 2020). This problem can be solved with digital marketing. Digital marketing refers to advertising campaigns and market research conducted via digital media on the internet using a variety of platforms, including social media. We can market more broadly with the help of digital marketing, ensuring that the prices we give match the demand for and caliber of our agricultural products. Digital marketing in its implementation requires a long process and time. Plus, parents who rarely or even don't have social media to carry out promotions can hinder the progress of this digital marketing. Therefore, there are five stages that farmers must pay attention to when starting digital marketing, namely (Suhardjadinata et al., 2024):

1. Farmers must prepare the tools that will be used to market their products. There are tools that can be used on social media. Because almost everyone

has social media and is easy to use. So this tool is considered suitable in the world of marketing agricultural products in Bungaraya village.

2. Farmers must prepare content that attracts attention and is shareable. This content contains photos, videos, writing that can illustrate the product you are marketing. And farmers must also Establish marketing objectives and target audiences based on pre-approved material.
3. Next, farmers can start uploading and evaluating every upload of products marketed on every social media. So that farmers can find out the feedback from each consumer regarding whether the product offered is in accordance with the consumer's wishes or not.
4. Farmers can join the public marketplace forum. So this encourages farmers to create attractive product promotions so that they can attract consumers to buy their products.

Based on these stages regarding starting digital marketing, to implement it in everyday life, it takes time so that digital marketing can run smoothly. If you look at the majority of farmers in various villages in Indonesia, many of them still don't understand the use of smartphones or digital marketing. So, training is needed for farmers so they can master their skills in using smartphones and digital marketing. Apart from that, to learn more, farmers can ask their children about the use of smartphones and digital marketing, because most of their children are used to using these two things, although not all of them are used to using them (Tiwari, 2022).

It can be concluded that digital marketing is able to provide added value to the agricultural products of Bungaraya village. So this can encourage economic improvement for the surrounding community, especially farmers. Therefore, further action needs to be taken bagi pemerintah setempat untuk mengembangkan digital marketing ini.

CONCLUSION

Digital marketing has an important role in marketing agricultural products based on agribusiness. The following are some of the roles of digital marketing in marketing agricultural products:

1. Increase visibility and reach: Digital marketing enables farmers and agricultural producers to expand their market reach through online platforms such as social media, websites, and mobile applications. By using the right digital marketing strategy, farmers can reach a wider range of potential consumers and increase the visibility of their products.

2. Facilitate access to information: Through digital marketing, farmers can convey information about their agricultural products to consumers more easily and quickly. They can use social media, websites and blogs to share information about products, cultivation methods, sustainability and other added value. This helps consumers make more informed purchasing decisions.
3. Increase interaction with consumers: Digital marketing allows farmers to interact directly with consumers via social media, email and other communication platforms. They can answer questions, make suggestions, and receive feedback from consumers. This interaction can help build closer relationships between farmers and consumers, as well as increase consumer confidence in agricultural products
4. Increase marketing efficiency: By using digital marketing, farmers can optimize their marketing process by reducing costs and time required. They can use online platforms to market products directly to consumers, avoiding long distribution chains and associated costs. Apart from that, digital marketing also allows farmers to track and analyze marketing data, so they can make better decisions in their marketing strategies.
5. Increase brand awareness: Digital marketing can help farmers and agricultural producers in building their brand awareness. They can use social media, digital content, and online marketing campaigns to introduce their brand to potential consumers. By building strong brand awareness, farmers can differentiate their products from competitors and increase the value of their products in the marketplace.

In conclusion, digital marketing has a significant role in marketing agricultural products based on agribusiness. Through digital marketing, farmers can increase product visibility, facilitate access to information, increase interaction with consumers, increase marketing efficiency, and build brand awareness. By utilizing the right digital marketing strategy, farmers can achieve success in marketing agricultural products.

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