

ANALYSIS OF THE USE OF DIGITAL MARKETING IN INCREASING SALES AT THE SARI TANI TEMANGGUNG AGRICULTURAL SHOP

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Abstract

The purpose of this study is to analyze the influence of the use of digital marketing on sales carried out at Sari Tani Agricultural Stores. Marketing has become one of the efficient ways for small and medium enterprises (SMEs) to optimize sales in line with the development of digital technology. This study uses a quantitative and qualitative approach which focuses on a survey approach involving consumers and Sari Tani store managers as respondents. Research data was collected through questionnaires, interviews and linear regression analysis to examine the relationship between digital marketing variables, which include social media sites, e-commerce and paid advertising significantly. The results of this study show that the ability to optimize digital marketing has a significant influence in increasing the number of new customers, strengthening customer loyalty and having a direct impact on increasing sales at Toko Sari Tani. The regression analysis conducted shows that digital marketing strategies have a positive influence on sales. The conclusion of this study is to emphasize the importance of the role of digital marketing in increasing the competitiveness and sales growth of Sari Tani stores, as well as providing recommendations to optimize digital marketing strategies for sales growth.

Keywords: Digital Marketing, Sales Increase, Farm Stores, Marketing Strategy.

Introduction

In today's digital era, where the rapid development of information and communication technology has an influence on several aspects of life, one of which is the way of marketing and selling a product. Where one of the marketing strategies is the use of *digital marketing* which can allow business actors to promote their business products more efficiently, and can expand the reach of the target market and can improve relationships with consumers. The marketing strategy uses several *platforms* that can be easily accessed by consumers anywhere and anytime, such as social media, *websites*, *marketplaces* or *e-commerce*. Although this strategy has great potential, it is not yet fully available to business actors, especially small and medium businesses, to make optimal use of *digital marketing*. This is due to the lack of knowledge and human resources who can have an understanding of how to use and apply digital marketing itself. One of the small and medium business actors who faces this challenge is the Sari Tani agricultural store which sells agricultural products.

Sari Tani's agricultural store sells quality products that include fertilizers, seeds, pesticides and agricultural tools. However, this store has obstacles in reaching new consumers, this is because the Sari Tani store has tended to rely on conventional marketing methods, such as sales that are only *done offline* and promotions that are carried out by word of mouth only, where this promotion only reaches loyal customers. However, as time goes by and competition is getting tighter, where several competitors have taken advantage of *digital marketing* to expand their market share, and with changes in consumer behavior that more often seek information and make purchases *online*, Sari Tani agricultural stores have begun to implement *digital marketing* strategies to increase its sales as well as to expand the reach of market share. Potential opportunities from the use of *digital marketing*, such as

1. Increased market share reach, where stores can reach consumers from outside the region without having to open store branches.
2. Marketing cost efficiency, where promotion is carried out through social media and *marketplaces* is cheaper and more economical than traditional methods.
3. There is a closer relationship with consumers, where with the WhatsApp application, stores can build better communication with consumers.

From initial observation, the success of *digital marketing* does not only depend on *the digital platform*, but also on the strategy used where the store must also understand the needs of consumers, as well as choose the appropriate platform and create content that can attract consumer interest. Therefore, based on the existing problems and opportunities, this study aims to analyze how Sari Tani Agricultural Stores can take advantage of the optimal use of *digital marketing*. However, there are still few studies that specifically analyze how the use of *digital marketing* in increasing sales in agricultural stores, especially in Indonesia. Therefore, this research is important to know and understand the extent to which the use of *digital marketing* can contribute to increasing sales in Sari Tani agricultural stores. And also the results of this research are expected to be a reference for other MSMEs in utilizing *digital marketing* as a tool to develop their businesses in this *digital* era.

Research Methodology

This study uses a quantitative descriptive approach and a qualitative descriptive approach (*mixed method*). Where the quantitative descriptive approach is used to measure the impact of the use of digital marketing on sales, while the qualitative descriptive approach is used to analyze the digital marketing strategy implemented by Sari Tani Agricultural Shop. This research was conducted at the Sari Tani Agricultural Shop located on the North Ring Road of Ngadirejo No.33, Ngempon, Ngadirejo, Ngadirejo District, Temanggung Regency, Central Java, 56255.

Population and Sample.

The population in this study includes: Owner and employee of Sari Tani Agricultural Shop; Consumers who have transacted through *digital platforms*; Store sales transaction data before and after the implementation of *digital marketing*. The sample in this study includes: Store owners and employees, namely people who are directly involved in *digital marketing management*; There are 5 consumers, namely customers who are willing to fill out a questionnaire related to their experience in transacting with the *store's digital platform*.

Data Collection Techniques used in this study: Data Primer that includes 1) Observation, by observing *digital marketing activities* on *platforms* such as social media and *marketplaces*; 2) Interviews, involving the owners and employees of Sari Tani Agricultural Shop to get in-depth information about digital marketing strategies; 3) Questionnaires, distributed to consumers to find out their experience, satisfaction level and the influence of *digital platforms* on purchase decisions. Data Seconds includes 1) Monthly sales data of Sari Tani Agricultural Shop before and after the implementation of *digital marketing*. 2) Previous literature and research relevant to the research topic.

Research Variables:

- 1) Independent Variable: The use of *digital marketing* that includes social media such as *Instagram*, *Facebook* and *Whatsapp*, *marketplaces*, and other *digital* promotions.
- 2) Dependent Variable: Increase in sales at Sari Tani Agricultural Stores.

Data Analysis Techniques

- 1) Quantitative Analysis
 - a. Sales data is analyzed using a simple statistical method to compare changes before and after the implementation of *digital marketing*.
 - b. The results of the questionnaire were analyzed to determine the level of effectiveness of *digital* media used by stores.
- 2) Qualitative Analysis

Data from interviews and observations were analyzed using thematic methods to understand the strategies applied and the challenges faced in the use of *digital marketing*.

Data Validity and Reliability

1. Validity: Questionnaire data is tested using a validity test to ensure that the research instrument is able to measure the variables appropriately.
2. Reliability: The instrument is tested using a reliability test to ensure consistency of measurement results.

Results and Discussion

Overview of Sari Tani Farm Store

Sari Tani Agricultural Shop is an MSME engaged in agriculture, which sells agricultural products, such as fertilizers, seeds, pesticides and agricultural tools. This store was established on January 8, 1986, this store serves the needs of farmers in the surrounding area and has regular customers. Where in the past, before the implementation of digital marketing, this store carried out promotions through *one-day promos* which were only done when purchasing directly at the store and promotions through word-of-mouth recommendations.

In the past year, Toko Sari Tani has begun to utilize *digital marketing* by using *digital platforms*, such as advertising promotions through the *Seputar Temanggung* Facebook account and *Tunas Agro* Instagram account, *Whatsapp Business* and *marketplaces* such as *Shopee* and *Tiktok Shop*. The implementation of this strategy aims to expand the reach of market share and increase sales, especially in the midst of increasing business competition and changing consumer behavior where they are currently more interested in shopping *online*.

Use of *Digital Marketing* in Sari Tani Agricultural Stores

The results of the study show that Toko Sari Tani has implemented various *digital marketing* strategies, including:

1. Social media:
2. Toko Sari Tani conducts promotional activities in the form of *digital* advertising through the *Seputar Temanggung* Facebook account channel and the *Tunas Agro* Instagram account.
3. *Marketplace*:
4. The store takes advantage of the use of the *Shopee* and *Tiktok Shop* platforms to sell products directly to consumers outside the region with prices and product descriptions that are arranged in detail along with attractive product photos. The proceeds of sales through the *marketplace* accounted for 30% of the total store revenue over the last 6 months.
5. *Whatsapp Business*:
6. It is used to communicate with consumers directly, as well as provide consultation related to products. As a result, customers feel more served by personal communication with *Whatsapp* so that their loyalty is maintained.
7. Digital Promotion:
8. Where the store offers special discounts for customers who buy through *digital platforms*.

Analysis of the Impact of the Use of *Digital Marketing* in Sales

The implementation of *digital marketing* has a significant impact on store sales. Here are the findings:

1. Increased Sales
2. Based on the analysis of sales data for 6 months before and after the use of *digital marketing*, sales increased by 25% after the digital marketing strategy was implemented.
3. Wider Market Segmentation
4. Before the implementation of *digital marketing*, as many as 80% of customers were consumers from the area around the store. However, after the implementation of the *marketplace*, as many as 30% of customers come from areas outside the store area.
5. Promotion Cost Efficiency, where promotional costs using social media are more economical.
6. Increased Customer Interaction and Satisfaction
7. Customers find it easier to get information related to products and can make purchases *online* and can consult related to products. This causes the customer satisfaction level to reach 85% satisfaction with the digital services carried out by the store.

Discussion

1. The Effectiveness of Social Media as a Promotional Tool

Instagram and *Facebook* have proven to be effective in increasing *brand awareness* and attracting new customers. With engaging content, social media can attract new consumers in making decisions.

2. *Marketplace* as a Primary Sales Channel

Marketplace contributes greatly to the increase in sales because it offers convenience to transact for consumers. However, stores also need to compete with the prices of similar products offered by competitors on *the same* digital platform.

3. *Whatsapp Business* to Increase Customer Loyalty

Customers still tend to use *Whatsapp* to communicate because it is considered more personal and accessible. The use of product consultation and quick response can also increase customer satisfaction.

4. Challenges and Opportunities

The main challenges are price competition in *the marketplace* and the need to constantly update content on social media. As well as the challenge of maintaining consistency in doing content that attracts consumer purchasing power. Great opportunities from the implementation of this strategy are still open for stores, such as utilizing paid advertising on social media to reach a wider range of consumers and being able to develop *their own* e-commerce website.

5. Elevation of Findings

This finding is in line with previous research which shows that the use of *digital marketing* is able to increase the turnover of MSMEs by up to 30% in a relatively short time. Sari Tani Agricultural Shop can also continue to improve *its digital* marketing strategy to maintain and improve sales performance.

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