

SUSTAINABILITY INNOVATION: DIGITAL MARKETING OF AGRIBUSINESS PRODUCTS FOR FARMERS

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Abstract

Digital marketing allows farmers and agricultural suppliers to track and analyze market data and information in real-time. Farmers and agricultural suppliers can also create and manage effective digital marketing campaigns to promote their agricultural products. Digital marketing is a solution to overcome the problem of marketing agricultural products, where marketing channels are still relatively long, which can be detrimental to farmers as producers. Marketing plays a key role in increasing the added value of agribusiness products. Digital innovation in agribusiness has significant benefits in solving the problem of oversupply. This research in-depth investigates sustainability innovation: digital marketing of agribusiness products for farmers using a literature review approach. This research discusses digital marketing strategies for agribusiness products for farmers, marketing agricultural products through digital platforms, innovative marketing strategies in agribusiness and digitalization of agribusiness marketing in reducing oversupply of agricultural products.

Keywords: sustainability innovation, digital marketing, agribusiness products

INTRODUCTION

Agriculture is a characteristic of Indonesia because Indonesia is known as an agricultural country. Agricultural products in Indonesia are also diverse. There are many types of plants, including food crops, horticulture, plantations, and others. Food crops are plants that are very important to meet the basic needs of Indonesian people, such as rice, corn and soybeans. Horticultural crops

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are also no less important for fulfilling nutrition, such as vegetables and fruit and plantation crops are used to fulfill living needs such as tea, coffee, cocoa, etc. as well as for export needs (Waluyo, 2024).

The world of digital media is changing at a phenomenal rate. Its ever-evolving technology, and the way people use it, is changing not only how we access information, but also how we interact and communicate with each other on a global scale. It is also changing the way we choose and purchase our products and services. Digital technology has changed the way we live and work and has impacted every industry from agriculture to retail. Currently the agricultural industry is facing the challenge of developing and maintaining their business and customer engagement in an ever-evolving digital space (Bose, S. C., & Kiran, 2021). Society is embracing digital technology to communicate in ways that were unimaginable just a few years ago. Digital technology is no longer the preserve of tech-savvy early adopters, and today ordinary people integrate it seamlessly into their daily lives. People nowadays go online every day to do anything such as checking bank accounts, shopping for daily necessities and also playing games. Technology has underpinned major milestones in marketing history since its inception. Innovative marketers are jumping in to explore ways they can leverage the power of this emerging technology to connect with their target consumers.

Marketing plays a very important role for agricultural products. By providing good marketing, agricultural products can be widely known by the public. Marketing is usually carried out by farmers or other elements using traditional methods. For example, by word of mouth or done in the market. This method is considered less efficient and effective because it takes quite a long time and usually has a limited reach (Waluyo, 2022).

In the modern era, effective and efficient ways to market agricultural products can be done through digital platforms. Digital platforms are the right media to help market a product. In digital platforms, of course, you can not only market but also buy and sell transactions online. Online marketing can be through websites, social media and e-commerce. Social media can be via Instagram, TikTok, YouTube, WhatsApp and e-commerce can be via Shopee and Tokopedia (Waluyo, 2023).

Creating a website in marketing agricultural products can help or make it easier for consumers to choose the products they want. On the website there is a sales catalog. The catalog contains a product image, product name, product net, product benefits, product packaging, product expiry date, product delivery service selection (expedition), and payment method selection (cash on

delivery, ATM transfer, and credit card). Consumers are free to choose products, choose delivery services, and choose payment methods. This method is more flexible, effective and efficient (Waluyo, 2024).

Digital marketing has become one of the most effective ways to market agricultural products and reach consumers widely. However, many farmers and agricultural suppliers in various regions still do not understand how to use technology and the internet to market their agricultural products (SINGH et al., 2020). Therefore, books and training on digital marketing for agriculture are very important to help farmers and agricultural suppliers understand how to utilize technology and the internet effectively in marketing their agricultural products. One of the main benefits of digital marketing is that it enables farmers and agricultural suppliers to expand their market reach, increases efficiency and transparency in the marketing process, and helps them understand consumer preferences and trends. By utilizing the right digital marketing techniques and strategies, farmers and agricultural suppliers can create a strong online presence through social media, websites and marketing applications. This allows them to reach potential buyers and new markets that were previously unreachable through traditional marketing. Apart from that, digital marketing also allows farmers and agricultural suppliers to track and analyze market data and information in real-time. This helps them understand consumer preferences and make better business decisions. Farmers and agricultural suppliers can also create and manage effective digital marketing campaigns to promote their agricultural products (Sakthi Srinivasan, 2018).

Digital-based marketing of agricultural products at least helps farmers. Farmers will be in more demand than with traditional methods. High public demand can increase farmers' income. In this way, people can contribute to the world of agriculture, especially farmers. Digital platforms in marketing agricultural products can help encourage economic turnaround for farmers throughout Indonesia (Hermawati et al., 2021).

Overall, digital marketing has become one of the most effective ways to market agricultural products and reach consumers at large. However, farmers and agricultural suppliers still need knowledge and skills in applying appropriate digital marketing techniques and strategies (Sarker et al., 2019). Therefore, books and training on digital marketing for agriculture are very important to help farmers and agricultural suppliers understand and apply digital marketing well in their agricultural business. By utilizing the right digital marketing techniques and strategies, farmers and agricultural suppliers can expand their market reach, increase efficiency and transparency in the marketing process,

and help them understand consumer preferences and trends. In addition, digital marketing also allows farmers and agricultural suppliers to optimize their business processes through technology and build trust and maintain relationships with customers through online interactions. Thus, books and training on digital marketing for agriculture are very important for farmers and agricultural suppliers to ensure that their agricultural products can be marketed and purchased effectively through technology and the internet.

RESEARCH METHOD

This research in-depth investigates sustainability innovation: digital marketing of agribusiness products for farmers using a literature review approach. The results include a comprehensive understanding of digital marketing of agribusiness products for farmers. Literature analysis involves an in-depth study of literature related to the wave theory of marketing innovation, digital marketing of agribusiness products for farmers. With a strong conceptual foundation, this research makes an important contribution to enriching the discussion regarding sustainability innovation theory: digital marketing of agribusiness products for farmers in this article.

RESULT AND DISCUSSION

Digital Marketing Strategy for Agribusiness Products for Farmers

Information technology is currently experiencing very rapid development and is widely applied in various sectors, ranging from business, industry, agriculture and other sectors. These sectors are competing to utilize information technology that can help their activities. One of the uses of developments in information technology that is currently widely used is the use of the internet. The internet has become part of everyday activities, from communication to marketing (Bojkić et al., 2016).

Digital marketing is an effective way to market agricultural products that can reach a wider range of consumers. Digital marketing is a solution to overcome the problem of marketing agricultural products, where marketing channels are still relatively long, which can be detrimental to farmers as producers. This is because the production land is located far away and most farmers as producers do not have direct market access. However, many farmers still do not understand the use of internet technology in marketing their products (Juswadi et al., 2020).

Digital marketing is an activity to market products by utilizing information technology to reach consumers more widely, effectively and

efficiently. Digital marketing can provide access to new markets and increase the visibility of agricultural products produced by farmers. Farmers as producers of agricultural products can market their products through various platforms such as websites, social media, and others to promote and build relationships with customers. Some of the benefits of digital marketing for agribusiness products are (BD, M. S., & Devaru, D. S. D. B., 2023):

1. Expand wider market reach through various marketing platforms that consumers can easily reach.
2. Increase efficiency and transparency in marketing activities. Through these marketing media, producers and consumers can easily negotiate, display product information clearly and accurately, thereby increasing marketing transparency.
3. Can help understand consumer preferences and trends. Producers can interact to find out current consumer preferences either through online surveys, social media, or messages. So producers can easily determine what strategies must be implemented so that the product can be accepted by consumers.
4. Create a strong online presence by introducing agricultural products to consumers through promotional and advertising strategies
5. Build trust and maintain relationships with consumers by providing interesting content about agriculture, providing feedback and input from consumers.
6. Helps understand market data and information whether there is an increase in demand for certain products or not, so that farmers can focus on adjusting pricing and marketing strategies to meet demand.

For the success of digital marketing so that the benefits and benefits can be felt by both producers and consumers, it is necessary to pay attention to several appropriate marketing strategies, namely (Qasas et al., 2022):

1. Determine the right marketing channels, namely by recognizing market characteristics, marketing budget, risk assessment, and considering internal and external factors.
2. Determine prices that suit market needs by analyzing costs, competitors and consumer demand.
3. Develop interactions or messages that attract consumers
4. Create product branding that is unique and acceptable to consumers

Marketing agricultural products via digital platforms

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 the use of data and analytics to understand consumer behavior, create more effective campaigns, and increase sales results (Tomičić-Pupek et al., 2020). 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. 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.

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 (Reddy, T. S., 2021).

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 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 (Deng., 2023).

Digital marketing is an effective solution for marketing agricultural products. Farmers and agricultural suppliers must understand how to effectively utilize technology and the internet in marketing their products, so

as to expand market reach, increase efficiency and transparency in the marketing process, understand consumer preferences and trends, and create effective digital marketing campaigns. This is proven by several pieces of evidence and data, including according to Kadoić et al., 2020):

1. Growth of Internet Users: According to the Statista report, the number of internet users worldwide reached 4.9 billion in 2020 and is expected to continue to grow to 5.5 billion in 2025. This shows that the market potential for agricultural products via the internet is very large.
2. Marketing Process Efficiency: Digital marketing allows farmers and agricultural suppliers to reach markets efficiently and at lower costs compared to traditional marketing methods. They can manage targeted digital marketing campaigns and target the right audience through platforms like Google Ads, Facebook Ads, and so on.
3. Increase Visibility and Trust: Digital marketing allows farmers and agricultural suppliers to build a strong online presence and strengthen relationships with customers through platforms such as websites, social media, and email marketing. This helps them increase their visibility and build customer trust in them and their products.
4. Understanding Consumer Preferences and Trends: Digital marketing allows farmers and agricultural suppliers to understand consumer preferences and trends through data analysis and market information. They can use this information to adapt their strategies and products according to consumer needs and preferences.
5. Significant Business Growth: A study conducted by Forbes shows that businesses that use digital marketing achieve an average of 15% higher growth than businesses that do not use digital marketing. This shows that digital marketing has the potential to help farmers and agricultural suppliers expand their markets and improve their businesses.
6. Use of the internet and mobile technology is increasing. According to We Are Social and Hootsuite reports, the number of internet users in the world currently reaches 4.9 billion and smartphone penetration has reached 63%. This shows that more people have access to and utilize the internet and mobile technology, making digital marketing an effective way of marketing.
7. More businesses are turning to digital marketing. According to an eMarketer report, more than half of global marketing budgets will be allocated to digital marketing in 2021. This shows that businesses are starting to realize that digital marketing is an effective way to market their products, including agricultural products.

8. Efficiency and transparency in the marketing process. Digital marketing helps farmers and agricultural suppliers expand market reach and understand consumer preferences and trends. Apart from that, digital marketing also helps speed up and simplify the marketing process, thereby increasing efficiency and transparency in the marketing process.
9. Ability to manage and monitor digital marketing campaigns. Digital marketing enables farmers and agricultural suppliers to create and manage effective digital marketing campaigns, helping them understand market data and information, and optimize their business processes.
10. Improved customer shopping experience. Digital marketing helps build trust and maintain relationships with customers, as well as improve the customer shopping experience.

Digital marketing provides access to reach new markets and increase the visibility of their agricultural products. Recent studies show that as many as 68% of consumers start their product search process via the internet, and this is a great opportunity for farmers and agricultural suppliers to utilize digital marketing to market their products (Ezeomah, B., & Duncombe, R. (2019). More than that, digital marketing can also increase efficiency and transparency in the marketing process. Farmers and agricultural suppliers can easily monitor and track the performance of their campaigns and make adjustments as necessary to ensure marketing effectiveness understand consumer preferences and trends, so they can adapt their marketing strategies according to consumer needs. Digital marketing also helps farmers and agricultural suppliers build a strong online presence. They can use platforms such as websites, blogs, social media, and others to promote products them and build relationships with customers.

With a strong online presence, farmers and agricultural suppliers can build trust and maintain relationships with their customers. Digital marketing also helps farmers and agricultural suppliers in creating and managing effective marketing campaigns. Farmers and agricultural suppliers can use analytical tools and data to understand target markets and create marketing campaigns accordingly. In addition, digital marketing helps farmers and agricultural suppliers optimize their business processes and improve customer shopping experiences (Abate et al., 2023).

Innovative Marketing Strategies in Agribusiness

Marketing plays a key role in increasing the added value of agribusiness products. With the right marketing strategy, agribusiness products can gain wider market recognition, improve brand image, and achieve significant differentiation. The following are several important roles of marketing in increasing the added value of agribusiness products:

Product Differentiation: Through marketing, agribusiness products can be differentiated from those of their competitors. This differentiation strategy may include product uniqueness, authenticity, or higher quality. By highlighting product features, consumers tend to see greater added value (Suman et al., 2023).

Strong Branding: Marketing helps in building and strengthening the brand of agribusiness products. Strong branding creates a compelling identity and builds consumer trust. A well-known brand can increase the perception of the added value of the product.

Market Introduction: Marketing strategies help introduce the product to a wider market. It involves promotional activities, advertising, and campaigns designed to increase consumer awareness of agribusiness products. The more people know about the product, the greater the added value.

Consumer Education: Marketing can be used as a tool to educate consumers about nutritional value, sustainability, or optimal consumption methods. This education not only increases consumer understanding but also provides added value to products through enhanced consumer intelligence.

Promotion of Product Quality: Through marketing, the quality of agribusiness products can be promoted. Information about the farming methods used, quality ingredients, or innovative production processes can be disclosed to consumers, creating added value to the product.

Right Pricing Strategy: Marketing helps in designing a pricing strategy that matches the added value provided by the product. Consumers tend to be willing to pay more for products that are considered to have certain added value. Smart pricing can increase the value of products in the eyes of consumers (DuBreuil, K. M., 2013).

In the ever-growing world of agribusiness, marketing strategies must always adapt to technological developments. By making good use of technology, producers can reach a wider audience and build a strong brand in the world of agribusiness.

The use of effective branding strategies in agribusiness can help create a strong brand identity, increase consumer awareness, and differentiate

products from competitors. The way to do this is by identifying the value and uniqueness of the product. What makes a product different and valuable to consumers? That is uniqueness that can be the focus of a branding strategy. Convey a clear and consistent brand message so that the message must be able to reflect the brand values and product benefits. create logo designs and visual identities that are striking and memorable (Chen et al., 2016).

Consumer education programs are run in parallel with promotions to provide more in-depth information about sustainable agricultural products and practices. The company puts together a series of educational content, such as blog articles, webinars and video tutorials that explain the benefits of choosing organic products and their positive impact on the environment.

They explained the principles of sustainable agriculture, such as the use of organic fertilizer, environmentally friendly planting patterns, and reducing waste. The company's education team also collaborates with schools and local communities to provide presentations and workshops on sustainability and the importance of choosing organic agricultural products. A sustainable marketing plan involves developing long-term strategies to maintain and increase market share. this includes wise budget allocation, as well as regular evaluation to ensure compliance with objectives and changing market conditions.

Although important, marketing agribusiness products has unique challenges. These products often depend on natural factors, such as weather, which are not always predictable. Agribusiness also has certain production cycles that must be taken into account in marketing strategies. This challenge requires strategies to be more flexible and adaptive. Consumers are increasingly aware of the origins of agribusiness products. They want to know how the product was cultivated or produced. This puts pressure on manufacturers to maintain transparency and sustainability in their supply chains. In this situation, marketing strategies must reflect these values, giving consumers confidence that the agribusiness products are good for them and the environment (Kamarulzaman, 2023).

Digitalization of Agribusiness Marketing in Reducing Over Supply of Agricultural Products

Over supply of agricultural products is a common problem faced by many countries around the world. This occurs when the amount of agricultural production exceeds existing market demand. As a result, prices of agricultural products can fall drastically and farmers experience large financial losses. Along with advances in technology, digitalization has become something that cannot

be avoided in almost all sectors, including agriculture. In the current era of information technology, digitalization has changed the way agribusinesses market their products. Agricultural business players no longer rely on traditional marketing methods, but have switched to digital marketing strategies that are more effective and efficient. Agricultural businesses utilize digital platforms to promote and distribute their products. For example, through websites, social media, or mobile applications.

Digitalization of agribusiness marketing has the potential to encourage marketing outside the region. With marketing digitalization, MSMEs can expand their market reach, increase sales, and contribute to sustainable economic growth (Mudda et al., 2017).

Utilizing marketing digitalization can also have a positive impact on other business supporting sectors. In the digitalization ecosystem, there are various sectors involved, such as logistics, online payments, and application development. The growth of these sectors also has the potential to provide new jobs and contribute to overall economic growth, namely improving the welfare of society.

Digital innovation in agribusiness has significant benefits in solving the problem of oversupply. The following are some of the benefits of digitizing agribusiness marketing in overcoming oversupply according to Panetto et al., (2020):

1. Expand market reach
With digital innovation, farmers and agribusiness people can sell their products directly to consumers via online platforms. This allows them to reach a wider market without having to go through middlemen or traditional retailers.
2. Obtain real-time market information
By utilizing digital technology, farmers can monitor market trends and consumer demand in real-time. This helps them to organize their production according to market needs, avoid oversupply, and increase production efficiency.
3. Improve inventory management
Digitalization allows farmers to better track and manage their inventory. By using special applications or software, they can monitor their stock, take into account factors such as weather and seasons, and organize their production more effectively. This helps avoid oversupply and minimizes the risk of loss due to spoilage or damage to agricultural products.
4. Increase product promotion

Digital innovations in agribusiness marketing enable farmers to promote their products more effectively. By using social media, websites, or mobile applications, they can introduce their products to potential consumers in a more interesting and interactive way. This helps build the brand and increase consumer awareness about the agricultural products produced, thereby increasing demand and reducing the possibility of oversupply.

CONCLUSION

Digital marketing is a solution to overcome the problem of marketing agricultural products, where marketing channels are still relatively long, which can be detrimental to farmers as producers. Digital marketing is an activity to market products by utilizing information technology to reach consumers more widely, effectively and efficiently. Digital marketing can provide access to new markets and increase the visibility of agricultural products produced by farmers.

Digital marketing can 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.

Marketing plays a key role in increasing the added value of agribusiness products. With the right marketing strategy, agribusiness products can gain wider market recognition, improve brand image, and achieve significant differentiation. The following are several important roles of marketing in increasing the added value of agribusiness products:

1. Product Differentiation
2. Strong Branding
3. Market Introduction
4. Consumer Education
5. Promotion of Product Quality
6. The Right Pricing Strategy

Digital innovation in agribusiness has significant benefits in solving the problem of oversupply.

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