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Digital Marketing Strategies in Increasing the Competitiveness of Agricultural Products in the Digital Economy Era

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This study explores the role of digital marketing strategies in enhancing the competitiveness of agricultural products in the digital economy era. As the global market becomes increasingly digitalized, agricultural producers face new challenges and opportunities to reach broader audiences and improve their market position. **5**
This paper examines how digital marketing tools, such as social media, e-commerce platforms, and search engine optimization (SEO), can be leveraged to promote agricultural products and create value for both producers and consumers. **10**
Using a literature review approach, the study synthesizes findings from recent research on the impact of digital marketing in the agricultural sector, focusing on case studies and empirical data from various regions. The results indicate that digital marketing significantly increases market reach, customer engagement, and sales for agricultural products, particularly when combined with sustainable practices and transparent supply chain communication. However, the research also identifies challenges such as digital literacy gaps and infrastructure limitations in rural areas. **2**
The findings suggest that for agricultural producers to remain competitive in the digital era, adopting comprehensive digital marketing strategies is crucial. The study concludes with recommendations for policymakers to support digital infrastructure in rural areas and for businesses to invest in training and technology to fully capitalize on the opportunities presented by the digital economy.

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1. Introduction

The rapid digitalization of the global economy has transformed the way businesses operate, including the agricultural sector. Digital marketing has emerged as a critical tool for agricultural producers seeking to enhance their competitiveness in an increasingly connected world (Zhang & Zuo, 2020). Traditionally, the agricultural industry has relied on local markets and conventional distribution channels, limiting the market reach of producers, especially in rural areas. However, with the rise of the digital economy, there is a growing opportunity to leverage digital platforms to expand market access and engage with consumers directly (Doherty, Ashurst, & Peppard, 2021). Despite this potential, the adoption of digital marketing strategies in the agricultural sector remains limited, particularly in developing regions, creating a significant research gap (Lee & Kotler, 2022).

Existing research indicates that digital marketing tools such as social media, search engine optimization (SEO), and e-commerce can play a transformative role in marketing agricultural products (Nguyen & Cho, 2021). However, many agricultural producers face challenges in effectively implementing these strategies, due to barriers such as digital literacy, inadequate infrastructure, and a lack of knowledge about digital tools (Shankar et al., 2020). This gap underscores the urgency of studying how digital marketing strategies can be tailored to the specific needs of agricultural producers and integrated into their existing practices to boost competitiveness (Singh & Singh, 2021).

Several previous studies have explored the role of digitalization in agriculture, but few have focused on the comprehensive impact of digital marketing on the competitiveness of agricultural products (Kumar, 2021). Moreover, most research has concentrated on high-income countries, leaving a void in understanding how these strategies can be applied in low-income and rural contexts (Tay, 2020). This study aims to address this gap by analyzing the effectiveness of digital marketing strategies in enhancing the competitiveness of agricultural products across diverse geographic and economic settings.

The novelty of this research lies in its comprehensive evaluation of digital marketing's impact on agricultural competitiveness in the context of the digital economy, focusing not only on the potential benefits but also on the practical challenges producers face. By combining theoretical insights with real-world case studies, this research will offer actionable recommendations for agricultural businesses and policymakers (Lu & Liu, 2021).

The primary objective of this study is to examine how digital marketing strategies can increase the competitiveness of agricultural products, particularly in underserved markets. The study will explore the benefits of adopting digital tools, identify barriers to

implementation, and suggest best practices for integrating these strategies into agricultural production and marketing processes (Johnson & Green, 2020). The research will provide valuable insights for agricultural producers seeking to improve market access and for policymakers aiming to support the digital transformation of the agricultural sector.

In the digital age, agricultural businesses must adopt innovative marketing strategies to stay competitive and meet the demands of a more connected and tech-savvy consumer base. Digital marketing strategies such as social media marketing, email campaigns, and content marketing can help agricultural producers reach a broader audience and engage with consumers more effectively (Nguyen & Cho, 2021). For instance, social media platforms like Facebook and Instagram allow farmers to showcase their products, provide real-time updates, and interact directly with customers, creating a sense of trust and transparency. Additionally, websites optimized for search engines can improve online visibility and drive traffic to e-commerce platforms, making it easier for consumers to purchase agricultural products online.

Another key strategy is the use of e-commerce platforms to streamline the sales process and expand market access. E-commerce allows agricultural producers to sell directly to consumers, bypassing traditional intermediaries such as wholesalers and retailers, which can increase profit margins and reduce costs (Tay, 2020). These platforms also offer valuable data analytics that help producers understand consumer behavior, track inventory, and optimize pricing strategies. Moreover, digital marketing tools such as pay-per-click (PPC) advertising and influencer partnerships can further amplify the visibility of agricultural products, attracting new customers and fostering brand loyalty.

However, the adoption of digital marketing strategies in the agricultural sector is not without challenges. Many small-scale farmers lack the technical skills and resources to implement these strategies effectively. Issues such as limited access to high-speed internet, inadequate digital literacy, and the high costs of digital marketing tools can hinder the full potential of these strategies (Shankar et al., 2020). Therefore, agricultural businesses must invest in training and infrastructure development to overcome these barriers and fully leverage the opportunities presented by digital marketing. In the long run, adopting these strategies can significantly enhance the competitiveness of agricultural products in both local and global markets.

2. Method

This study employs a qualitative research method in the form of a literature review, which aims to explore and synthesize existing knowledge on digital marketing strategies and their impact on the competitiveness of agricultural products in the digital economy. The literature review approach allows for a comprehensive examination of various academic articles, books, reports, and other relevant sources related to the topic. By analyzing and comparing the findings of previous studies, this research identifies key trends, strategies, and challenges in the application of digital marketing within the agricultural sector.

The data sources for this study consist of peer-reviewed journal articles, books, industry reports, and case studies that address digital marketing strategies, agricultural marketing, and the digital economy. The literature search was conducted using academic databases such as Google Scholar, ScienceDirect, and JSTOR, focusing on publications from the last ten years to ensure the relevance of the findings. Keywords such as "digital marketing," "agricultural products," "competitiveness," and "digital economy" were used to filter the most relevant literature for this review.

Data collection involved selecting, reviewing, and synthesizing information from various sources. The criteria for selecting the literature included the relevance to the research topic, the quality of the publication (peer-reviewed and credible sources), and the focus on either digital marketing or agricultural marketing in the context of the digital economy. After gathering the data, the analysis followed a thematic approach, identifying recurring themes such as the use of social media marketing, e-commerce platforms, and digital advertising. The findings were organized according to these themes to provide a coherent understanding of the strategies used by agricultural businesses to enhance their competitiveness through digital marketing (Creswell, 2013).

Finally, the analysis aimed to draw conclusions about the effectiveness of different digital marketing strategies in the agricultural sector and provide insights into the challenges faced by businesses in adopting these strategies. The study also highlights gaps in the literature, suggesting areas for future research to improve the understanding and application of digital marketing in agriculture.

3. Result and Discussion

The table below presents the findings from a literature review on digital marketing strategies for enhancing the competitiveness of agricultural products in the digital economy era. The data was collected by screening and selecting 10 relevant articles from a range of sources, focusing on the intersection of digital marketing, agricultural products, and competitiveness. These articles were chosen based on their relevance to the research objectives and their contribution to understanding how digital marketing strategies can be applied in the agricultural sector to improve market positioning and competitiveness.

Author	Year	Title	Key Findings
Smith, J. & Davis, M.	2018	The Role of Digital Marketing in Agricultural Product Promotion	Social media and digital advertising significantly enhance product visibility and consumer engagement for small-scale farmers.
Thompson, L.	2020	E-Commerce and Agricultural Competitiveness in Emerging Markets	E-commerce platforms offer agricultural producers access to new markets, improving competitiveness by reducing geographic barriers.

Gupta, A. & Verma, K.	2019	Digital Marketing Strategies for Sustainable Agriculture	Sustainable farming practices gain more recognition through targeted digital campaigns, increasing product value in niche markets.
Chen, W. & Li, S.	2021	Exploring the Benefits of Digital Advertising for Rural Farmers	Rural farmers benefit from targeted digital advertising, which helps them compete with larger agricultural businesses.
Miller, P.	2022	Leveraging Social Media for Agricultural Product Marketing	Social media platforms are crucial for engaging younger consumers and raising awareness about agricultural products, particularly in urban areas.

Rodriguez, F.	2017	Digital Transformation in the Agricultural Sector	Digital transformation, including mobile apps and online sales platforms, increases farm productivity and market access.
Ahmed, Z. & Nair, P.	2020	The Impact of E-commerce on Competitiveness in Agriculture	E-commerce reduces the cost of distribution for agricultural products, enhancing price competitiveness.
Williams, H. & Taylor, R.	2019	Adopting Digital Marketing for Agricultural Exports	Agricultural exporters benefit from digital marketing, improving their reach in international markets through SEO and social media.
Zhao, L. & Wang, M.	2021	Increasing Farm Profitability through Digital Channels	Digital channels such as blogs, vlogs, and e-mail marketing improve profitability by increasing direct

			communication with consumers.
O'Neill, J. & Collins, B.	2016	Digital Marketing Trends in Agriculture: A Review	The adoption of digital trends like influencer marketing and content marketing has become crucial for modern agricultural businesses.

This table provides an overview of key articles and their contributions to the understanding of how digital marketing strategies are applied in the agricultural sector, helping to increase competitiveness in the digital economy.

The literature review provides a comprehensive view of how digital marketing strategies influence the competitiveness of agricultural products in the digital economy era. The selected articles highlight several critical dimensions of this influence, showcasing a variety of digital marketing tools and their applications within the agricultural sector.

Firstly, Smith and Davis (2018) demonstrate that social media and digital advertising are pivotal in enhancing the visibility and consumer engagement of agricultural products. Their study underscores the importance of leveraging digital platforms to reach broader audiences, particularly for small-scale farmers who may not have extensive marketing budgets. The increased visibility and engagement through these platforms can significantly impact the market reach and consumer perception of agricultural products, making digital marketing a valuable tool for competitive advantage.

Secondly, Thompson (2020) explores the role of e-commerce in boosting agricultural competitiveness in emerging markets. The research highlights that e-commerce platforms provide agricultural producers with access to new markets and reduce geographical barriers. By embracing e-commerce, farmers can expand their market reach, engage with a larger customer base, and improve their competitive positioning in the global market. This finding

aligns with the broader trend of digital transformation enabling businesses to overcome traditional limitations.

Gupta and Verma (2019) focus on the benefits of digital marketing strategies for promoting sustainable agriculture. Their study reveals that targeted digital campaigns can enhance the recognition of sustainable farming practices and increase the perceived value of these products in niche markets. By utilizing digital channels to highlight their commitment to sustainability, agricultural producers can differentiate their products and appeal to environmentally conscious consumers.

Chen and Li (2021) provide insights into how digital advertising specifically benefits rural farmers. The targeted nature of digital advertising helps rural farmers compete with larger agricultural businesses by reaching their desired audience more effectively. This targeted approach is crucial for leveling the playing field and ensuring that smaller producers can compete on more equitable terms with larger, established players.

Miller (2022) emphasizes ⁵ the role of social media in engaging younger consumers and raising awareness about agricultural products. ⁸ Social media platforms enable agricultural businesses to connect with urban consumers and promote their products in innovative ways. This engagement with younger demographics is essential for building brand loyalty and expanding market reach, particularly as social media continues to dominate as a communication channel.

Lastly, Rodriguez (2017) and Ahmed and Nair (2020) discuss the broader impact of digital transformation and e-commerce on agricultural competitiveness. These studies collectively show that digital tools like mobile apps, online sales platforms, and e-commerce can enhance productivity, reduce distribution costs, and improve price competitiveness. The adoption of these technologies is critical for agricultural businesses seeking to thrive in a digital economy and respond to the evolving demands of global markets.

Overall, the data from the literature review suggests that digital marketing strategies are essential for enhancing the competitiveness of agricultural products. By leveraging social media, e-commerce, and targeted digital advertising, agricultural producers can improve market access, engage with consumers more effectively, and ¹ gain a competitive edge in the digital economy.

Discussion

The findings from the literature review illustrate how digital marketing strategies are shaping the competitiveness of agricultural products in the digital economy era. These strategies are becoming increasingly vital as the agricultural sector adapts to new market dynamics and technological advancements. The significant role of digital marketing in enhancing visibility, market reach, and consumer engagement reflects a broader trend of digital transformation across industries.

One prominent finding is the critical role of social media and digital advertising in improving the visibility and consumer engagement of agricultural products. As Smith and Davis (2018) highlight, social media platforms provide agricultural producers with unprecedented opportunities to connect with a wider audience. This trend aligns with the theory of digital engagement, which posits that increased online presence directly contributes to better market positioning and consumer interaction (Kaplan & Haenlein, 2010). The ability of social media to create targeted marketing campaigns enables producers to reach niche markets more effectively, enhancing their competitive edge.

The research by Thompson (2020) underscores the transformative impact of e-commerce on agricultural competitiveness, particularly in emerging markets. E-commerce platforms remove geographical barriers, allowing producers to access global markets and compete more effectively (Laudon & Traver, 2021). This finding is consistent with the theory of market expansion through digital channels, which suggests that digital platforms provide new avenues for growth and increased market access (Chaffey & Ellis-Chadwick, 2019). As digital marketplaces continue to grow, they offer agricultural producers new opportunities to reach consumers and compete on a global scale.

Gupta and Verma's (2019) exploration of digital marketing's role in promoting sustainable agriculture further emphasizes the strategic importance of digital channels. The ability to highlight sustainable practices through digital marketing can significantly enhance a product's perceived value and attract environmentally conscious consumers. This observation aligns with the theory of sustainable marketing, which asserts that emphasizing environmental benefits can differentiate products and create competitive advantages (Peattie & Belz, 2019). By leveraging digital marketing to showcase sustainability, agricultural producers can cater to the growing demand for eco-friendly products.

Chen and Li (2021) illustrate how digital advertising benefits rural farmers by offering targeted reach and improved engagement. This targeted approach helps rural producers compete more effectively with larger agricultural enterprises by enabling precise audience targeting and reducing marketing costs. The theory of targeted advertising supports this finding, emphasizing that tailored marketing efforts can yield better results compared to broad-based strategies (Liu et al., 2018). The capacity for digital advertising to reach specific demographics is particularly valuable for rural farmers seeking to establish a market presence.

Miller's (2022) findings on social media's role in engaging younger consumers are significant, given the increasing influence of younger demographics on consumer trends. Social media platforms are not only tools for marketing but also for building brand loyalty and fostering consumer relationships (Hennig-Thurau et al., 2010). The theory of social media marketing highlights the importance of engaging with younger audiences to drive brand awareness and loyalty (Ashley & Tuten, 2015). As younger consumers become more prominent in the market, agricultural producers must leverage social media to maintain relevance and appeal.

Rodriguez (2017) and Ahmed and Nair (2020) emphasize the broader impact of digital transformation on agricultural competitiveness. Their research supports the notion that digital tools, such as mobile apps and online sales platforms, enhance productivity and reduce costs. This finding aligns with the theory of digital innovation, which suggests that technological advancements can lead to significant improvements in operational efficiency and competitive positioning (Brynjolfsson & McElheran, 2016). The integration of digital tools in agriculture is crucial for adapting to the digital economy and maintaining a competitive edge.

Overall, the literature review highlights that digital marketing strategies are essential for enhancing the competitiveness of agricultural products. By utilizing social media, e-commerce, and targeted digital advertising, agricultural producers can improve their market presence and engage with consumers more effectively. The theoretical frameworks discussed provide a solid foundation for understanding the impact of digital marketing on agricultural competitiveness, reinforcing the importance of these strategies in the digital economy era.

The integration of digital marketing strategies into agricultural practices is not merely a trend but a necessity for maintaining competitiveness. The findings underscore the need for agricultural producers to embrace digital tools and platforms to navigate the complexities of the digital economy. Future research should continue to explore the evolving landscape of

digital marketing in agriculture, focusing on emerging technologies and their potential to drive innovation and growth in the sector.

By addressing these aspects, researchers can further contribute to understanding how digital marketing strategies can be optimized to support agricultural competitiveness in a rapidly changing global market.

4. Conclusion

The review of digital marketing strategies reveals their critical role in enhancing the competitiveness of agricultural products in the digital economy era. The integration of social media, e-commerce platforms, and targeted digital advertising significantly boosts market visibility, consumer engagement, and global reach for agricultural producers. These strategies enable producers to overcome geographical barriers, access new markets, and cater to evolving consumer preferences, thereby positioning themselves more effectively in a highly competitive environment.

The findings highlight that leveraging digital tools can lead to substantial improvements in both operational efficiency and market presence. Social media platforms, in particular, offer valuable opportunities for engaging with a broader audience, while e-commerce enables producers to tap into global markets. Furthermore, targeted digital advertising allows for more precise marketing efforts, enhancing the effectiveness of promotional campaigns and reducing costs. These digital marketing strategies align with established theories of digital engagement, market expansion, and sustainable marketing, underscoring their relevance and impact.

Future research should focus on exploring the emerging trends in digital marketing and their implications for agricultural competitiveness. This includes investigating the potential of new digital technologies, such as artificial intelligence and big data analytics, to further enhance marketing strategies. Additionally, examining the effectiveness of these strategies in different regional and market contexts can provide deeper insights into their adaptability and success factors. By addressing these areas, researchers can contribute to a more comprehensive understanding of how digital marketing can drive growth and innovation in the agricultural sector.

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