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## STRATEGY DIGITAL MARKETING AND SUCCESS IN FARMING PLANT CACTUS AND PEPEROMIA AT PT. GRAHA MITRATAMA INOVASI

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### ABSTRACT

This research discusses the implementation of digital marketing in cultivating cacti and peperomia plants and its impact on business success. Digital marketing has become essential in promoting cacti and peperomia plants through digital platforms. The research methodology employed in this study includes surveys, interviews, statistical data analysis, case studies, and content observation and analysis. The research findings indicate that digital marketing can enhance brand awareness by creating websites, blogs, and social media platforms that provide comprehensive information about cacti and peperomia plants. Additionally, paid advertising strategies on social media and search engines enable precise market targeting and improve advertising expenditure efficiency. Implementing digital marketing also contributes to the increase in online sales through online stores or marketplaces. Discount and particular promotion strategies prove to be effective in attracting buyer interest and driving conversions. By leveraging SEO strategies, monitoring customer reviews, providing educational content, and using features like live streaming and webinars, cacti and peperomia plant cultivation can successfully implement digital marketing.

Keywords: Cactus plants, digital marketing, peperomia plants, plant business

### ABSTRAK

Penelitian ini membahas penerapan *digital marketing* pada usahatani tanaman kaktus dan peperomia serta dampaknya terhadap kesuksesan usaha. *Digital marketing* menjadi strategi yang penting dalam mempromosikan tanaman kaktus dan peperomia melalui *platform digital*. Metode penelitian pada penelitian ini meliputi wawancara, analisis data statistik, studi kasus, serta pengamatan dan analisis konten. Hasil penelitian menunjukkan bahwa *digital marketing* dapat meningkatkan kesadaran merek (*brand awareness*) melalui pembuatan *website*, *blog*, dan media sosial yang menyajikan informasi lengkap tentang tanaman kaktus dan peperomia. Selain itu, strategi iklan berbayar di media sosial dan mesin pencari memungkinkan penargetan pasar yang tepat dan meningkatkan efisiensi pengeluaran iklan. Penerapan *digital marketing* juga berdampak pada peningkatan penjualan secara online melalui toko online atau *marketplace*. Diskon dan promosi khusus menjadi strategi yang efektif untuk menarik minat pembeli dan mendorong konversi. Dengan memanfaatkan strategi SEO, memonitor ulasan pelanggan, menyediakan konten edukatif, dan menggunakan fitur *live streaming* dan webinar, usahatani tanaman kaktus dan peperomia dapat meraih keberhasilan dalam penerapan digital marketing.

**Kata kunci:** *Digital Marketing*, Usaha Tanaman, Tanaman Kaktus, Tanaman Peperomia

## INTRODUCTION

Plant cactus and peperomia are increasingly popular among \_ lovers of plant ornaments (Dermawansyah & Rizqi, 2019). Their beauty and unique plants interest many people. However, in the increasingly digital era, farmers and sellers must utilize technology and application strategy digital marketing to reach more Lots customer potential and improve sales (Pangestika, 2022).

Plant Cactus (*Cactaceae*) and peperomia (*Peperomia spp.*) have become popular in industry horticulture as attractive plant decorations \_ that interest many people. The beauty and uniqueness of plants make them sought after by lovers of plants worldwide. However, in the increasingly digital era moving forward, farmers and sellers need to utilize technology and application strategies in *digital marketing* to reach more markets, increasing sales and expanding the range of business (Hariyanti & Wirapraja, 2018) ; (Azmi et al., 2021).

When farmers and sellers plant cacti and peperomia, they face several influencing problems in successful business. Among several issues are local market limitations, plant cactus, and peperomia, which have the potency to reach customers in various locations.

However, farmers often need more local markets.- This can hinder the growth of business and reduce opportunity sales.

Second, need more information and education. Many consumers Need to know the types of plant cacti and peperomia and methods to take care of them. This matter can hinder interest purchasing and influence level success sales. Third, Tight Competition: Industry plant ornamental, including plant cactus and peperomia, have become more competitive. Farmers and sellers need to face intense competition from the perpetrator business to obtain significant market share. So, they need strategic marketing on ornamental plants (Nugroho, 2012).

*Digital marketing* is a planning and implementation process from an idea concept to price promotion and distribution (Anindya et al. Romas, 2021). System information plays a vital role in the development strategy *ii, z* in datza collection and analysis (Wardhana, 2015). Besides That, the perpetrator business can also carry out digital marketing. To promote the products, the sale online to speed up sales (Pangestika, 2022).

Digital marketing uses digital technology as online channels for reaching the market, including via

websites, email, databases, digital TV, and various innovations such as blogs, feeds, podcasts, and social networks (Choudhury & Harrigan, 2014). Digital marketing aims to make a profit and build and develop a connection with the customers. Besides That, digital marketing also involves a planned approach to increase understanding of consumers, like behavior, values, and levels of loyalty to a brand or product (Dehdashti et al., 2020). This matter combines targeted communications with appropriate online services with the needs of individual or specific customers (Arfan & Hasan, 2022); (Chaffey & Ellis Chadwick, 2020).

Research objectives is to analyze application strategy for effective digital marketing to increase visibility, sales, and reach business plant cactus and peperomia. Explain the technique of proper farming in the production of healthy and quality cacti and peperomia. Discuss the benefits of applying digital marketing and good farming in increasing the success of business, growth, and sustainability in the plant cactus and peperomia industry.

## RESEARCH METHODS

Digital marketing is strategy marketing using digital platforms and technology to promote products or services. Application digital marketing can give significant benefits for farming plants, cacti, and peperomia. Following are the results and Discussion about the application of digital marketing in plants cactus and peperomia:

### **Increase Brand Awareness:**

The company can use digital marketing to increase brand awareness of plant cactus and peperomia. Companies can create a website or blog that displays plant information, including pictures, care tips, and benefits of their plants. Besides that, you can utilize social media such as Instagram, Facebook, and YouTube to share content about plant cactus and peperomia. This method reached more audiences and expanded and improved awareness of plants.

Through digital marketing, farming plant cacti and peperomia can increase brand awareness by creating an informative and engaging website or blog about plants and utilizing social media. By sharing content quality, the owner's business can reach an audience

broad. Information about the uniqueness and benefits of plant cactus and peperomia can be delivered to candidate customers to increase brand awareness.

### **Targeting the Market with Appropriate**

Digital marketing makes it possible to target the market appropriately. Companies can use strategies like advertisements paid on social media platforms and engines like Google to reach candidate-interested customers with plant cactus and peperomia. Furthermore, it can arrange demographic and geographic target criteria for advertising to appear in front of relevant audiences. This matter will help increase efficiency in advertising and earn more results. Good.

### **Increase Online Sales**

*The* company can utilize an e-commerce platform to sell plant cacti and peperomia online in digital marketing applications. You can make an online shop or join existing marketplaces, such as Tokopedia, Shopee, or Lazada. We can reach regional customer potential and improve sales with a solid online presence. Besides that, use strategies

like discounts or special promotions to attract buyers and encourage conversion.

### **Build a Connection with the Customer**

Digital marketing also makes it possible to build more relationships good with customers. Companies can use email marketing to send newsletters containing valuable information about plant cacti and peperomia, as well as offer special discounts to customers who have subscribed. Besides that, you can utilize social media to interact directly with customers, answer questions, and provide care tips. This method creates a positive experience for customers and builds a loyalty brand.

### **Analyze and Optimize Performance**

One big profit from digital marketing is his ability to analyze and optimize performance campaign marketing. Companies can use tool analytics like Google Analytics to track the number of website visits, conversions, sales, level conversions, or level interactions on social media. With this data, the business can understand the patterns of behavior of customers, identify current trends ongoing, and optimize strategy marketing.

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### **Use Attractive Visual Content**

Attractive visual content is necessary for *digital marketing* in plants, cacti, and peperomia. Plant ornaments, including cactus and peperomia, have visual beauty and uniqueness that can be displayed through pictures and videos. Owner businesses can take pictures of tall plants and share them via social media or their website. Videos can also be used To show methods of caring for and beautifying plants, cacti, and peperomia. Attractive visual content will increase the Power pull brand and attract interested candidate customers.

### **Collaboration with Plant Influencers or Bloggers Ornamental**

Collaboration with influencers or bloggers interested in plant ornaments can become an effective strategy for applying digital marketing. This influencer or blogger owns an audience interested in plants, cacti, and peperomia, so they can help expand the range brand. Companies can intertwine cooperation with them for review or to recommend products through blog posts, photos, or videos on social media channels. This matter can give more exposure broad to brand effort and improve the trust of candidate customers.

### **Personalization and Service Good Customer**

Digital marketing also allows owning businesses to provide personalized experiences and service good customers. Using collected customer data via digital platforms, such as email or social media, entrepreneurs can send Relevant content and offers especially to customers who have interacted with the brand previously. Service responsive solutions to customers can also given through digital platforms, like responding to questions or comments from customers quickly. With personalized experience and good customer service, the company can build loyalty and vital customers.

### **Measure Return on Investment (ROI)**

Applying digital marketing in farming plant cactus and peperomia also makes it possible for owner-owned businesses to measure Return on Investment (ROI). Using precise analytics and measurement tools, entrepreneurs can track results from campaign marketing, like the number of sales, conversions, or growth of customer base. With this information, the company can evaluate the campaign's success and create changes

or necessary adjustments to increased ROI.

### **Use Strategy Search Engine Optimization (SEO)**

SEO is a strategy for increasing website ranking and visibility in search engines like Google. In application, digital marketing in plants cactus and peperomia is essential for optimizing website content with relevant keywords, creating exciting descriptions, and improving URL structure. With increased website ranking in results search, the company can be more interested in lots than cross-organic and prospective customer potential.

### **Monitor and Manage Review of Customer**

Review customer's influence significant in building trust and reputation brand. Digital marketing makes it possible to monitor and manage review customers effectively. Companies can use review platforms like Google My Business or other sites to see customer reviews about products or services. Respond fast and professionally, with good reviews, positive or negative, to show that the company cares about the customers and

is ready to give solutions If there is a problem. Review positive customers will strengthen the brand's image and attract interested candidate customers.

### **Provision Content Educative**

In applying digital marketing in plants, cacti, and peperomia, it is essential To provide educational content to customers. Blog or article that includes helpful information about care, pot selection, or methods to beautify plant cactus and peperomia. Content education: This can engage interested candidate customers who want to learn more about plant decoration and build trust in the brand. Companies can also share video tutorials or guiding infographics of customers in the nurse plant, which is good.

### **Utilise Live Streaming and Webinar Features**

Live streaming and webinar features can be used to become powerful tools in application digital marketing in plants cacti and peperomia. You can organize live streaming sessions on social media to provide care tips directly to customers or show the latest collection plant. Besides that, you can also hold a webinar about topics related to plant ornaments, inviting experts or

other practitioners to share knowledge. Feature This possible interaction directly with customers builds the brand's credibility and creates experience.

### **Challenges and Opportunities**

Although the application of digital marketing in farming plant cactus and peperomia has Lots. There are also benefits and necessary challenges faced. Several possible challenges arise, including intense competition, expenses expensive advertising, and change trends fast consumers in the digital world.

However, with a good understanding of the market and target audience, the owner of the business can identify existing opportunities. They can develop creative marketing strategies, focus on differentiating brands, and optimize the most effective use of digital platforms to reach objectives.

For example, with Tough competition, owner businesses can differentiate themselves by offering varieties of plants, cacti, or the rare peperomia seldom found. They can also target particular market segments like lovers of ornamental plants or collectors of plants. Besides that, the owners'

businesses can utilize social media and attractive visual content to differentiate the brand and draw attention to customer potential. They can collaborate with influencers or intertwine partnerships with community plant ornamental to expand their range of brands.

### **CONCLUSION**

Applying digital marketing in farming plant cactus and peperomia provides various benefits like enhancing brand awareness, targeting the right market, increasing online sales, building customer connections, and analytics performance campaign marketing. Although there is a challenge, with appropriate strategy and adaptation \_ to changing market trends and needs, owners' businesses can succeed in utilizing digital marketing to increase their business.

With proper digital marketing, farming plant cacti and peperomia can expand their range, improve sales, and build more relationships. Good with customers. important keep going, monitor digital trends, and adapt to changes. With a combined strategy of effective marketing and the utilization of digital technology, the company can

reach sustainable success in business plant cactus and peperomia.

It is necessary for owner business For Keep going monitor and analyze performance campaign marketing them, as well adjust If required. By following trends up to date, keeping up with quality products and services, and giving experience to customers, businesses that plant cactus and peperomia can succeed and develop in an increasingly digital era.

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