IMPLEMENTATION OF DIGITAL MARKETING TO IMPROVE MARKETING AT MIORI FARM WOMEN'S FARMERS GROUP

IMPLEMENTASI PEMASARAN DIGITAL UNTUK MENINGKATKAN PEMASARAN DI KELOMPOK WANITA PETANI MIORI FARM

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ABSTRACT

The Miori Farm Women's Farmers Group, rooted in a rural agrarian setting, faces persistent challenges in accessing broader markets and enhancing the visibility of its agricultural products. Traditional marketing approaches have limited their reach, income potential, and ability to compete in dynamic value chains. In response, digital marketing emerges as a strategic solution to bridge these gaps. By leveraging digital platforms—such as Instagram, Shopee, and TikTok this initiative empowers women farmers with tools for brand development, direct consumer engagement, and real-time market intelligence. Digital marketing supports income diversification and product value addition and fosters inclusive growth, gender equity, and sustainable rural entrepreneurship. This research examines the application of digital marketing in improving the marketing performance of the Miori Farm Women's Group in Cianjur. Using a mixed-methods approach, the study analyzes consumer preferences through conjoint analysis and surveys to assess the role of digital marketing in expanding market reach. Findings indicate that Miori Farm has established a local market presence and holds potential for growth through effective online strategies. This study provides insights into how digital marketing can enhance the competitiveness and sustainability of agricultural products in the digital era.

Keywords: Agricultural Products, Consumer Preferences, Digital Marketing

ABSTRAK

Kelompok Wanita Tani Miori Farm, yang berakar di lingkungan agraris pedesaan, menghadapi tantangan dalam mengakses pasar yang lebih luas dan meningkatkan visibilitas produk pertaniannya. Pendekatan pemasaran tradisional membatasi jangkauan, potensi pendapatan, dan daya saing mereka dalam rantai nilai yang dinamis. Sebagai solusi strategis, penerapan pemasaran digital hadir untuk menjembatani kesenjangan tersebut. Melalui pemanfaatan platform digital seperti Instagram, Shopee, dan TikTok, inisiatif ini memberdayakan petani perempuan dengan alat untuk pengembangan merek, keterlibatan langsung dengan konsumen, dan akses terhadap informasi pasar secara real-time. Pemasaran digital tidak hanya mendukung diversifikasi pendapatan dan penambahan nilai produk, tetapi juga mendorong pertumbuhan inklusif, kesetaraan gender, dan kewirausahaan pedesaan yang berkelanjutan. Penelitian ini mengkaji penerapan pemasaran digital dalam meningkatkan kinerja pemasaran Kelompok Tani Perempuan Miori Farm di wilayah Cianjur. Dengan pendekatan metode campuran, studi ini menganalisis preferensi konsumen melalui analisis konjoin dan survei untuk menilai peran pemasaran digital dalam memperluas jangkauan pasar. Hasil menunjukkan bahwa Miori Farm telah membangun kehadiran di pasar lokal dan memiliki potensi pertumbuhan melalui strategi daring yang efektif. Studi ini memberikan wawasan tentang bagaimana pemasaran digital dapat meningkatkan daya saing dan keberlanjutan produk pertanian di era digital.

Kata kunci: *Pemasaran digital; petani wanita; preferensi konsumen;*

INTRODUCTION

Cianjur is famous as a region that produces the very famous Pandan Wangi rice. In addition, Cianjur also has excellent potential in vegetable production (Sukayat *et al.,* 2018). The area of vegetable land can reach 17,000 hectares, with primary commodities such as chili, spring onions, carrots, tomatoes, beans, cabbage, papaya, and sweet corn (EH Ismail, 2019). This opportunity is utilized by various Micro, Small, and Medium Enterprises (MSMEs) engaged in agriculture and agribusiness. As much as 90% of Micro, Small, and Medium Enterprises (MSMEs) have contributed well to the world economy, and 99% to the Indonesian economy. (Marpaung, 2024). According to Kementerian KUKM Republik Indonesia (2019), the number of MSMEs in Indonesia increased between 2018 and 2019, recorded at around 64.1 million MSME units, which increased to 65.4 million units in 2019.

One of the UMKM that is developing in the agricultural sector in the Cianjur area is Okiagaru Farm. Okiagaru Farm was established on December 25, 2004. Agus Ali Nurdin, SE, acts as the founder and leader of KPT Okiagaru. Since 2009, Okiagaru Farm has managed an area of 3.5 hectares. The agricultural products produced are marketed to restaurants, hotels, Japanese supermarkets, and local markets in the Bandung, Jakarta, and Bogor areas. One of the micro, small, and medium enterprises (MSMEs) developing in the agricultural sector in the Cianjur area is Okiagaru Farm. The business was founded on December 25, 2004. Agus Ali Nurdin, SE, serves as the founder and head of KPT Okiagaru. Since 2009, Okiagaru Farm has managed a 3.5-hectare area. Its agricultural products are marketed to restaurants, hotels, Japanese supermarkets, and local Bandung, Jakarta, and Bogor markets.

One ongoing program is the Women's Farmers Group (KWT) called Miori Farm, under the auspices of Okiagaru Farm and led by Mrs. Mia. Established in 2014, Miori Farm has 25 members. This group focuses on processing agricultural products into value-added derivative products. Some products produced include celery cysts, radish dumplings, radish chips, ketapang seeds, kembang goyang (a type of sweet potato), and opak nenek (a sweet potato). This Women Farmers Group (KWT) plays a role in improving the economic welfare of its members through empowerment and innovation in processing local food ingredients.

Amidst the many competitions of agricultural products, the Miori Farm

Women's Farmers Group needs to utilize digitalization to market its products. Digitalization is a program designed to increase opportunities in sales and marketing by using the latest technology, such as websites, social media, and marketplaces (Taufikurrahman *et al.*, 2023).

Previous research shows that the marketing aspect of Okiagaru Farm, which focuses on social media, only impacts the Okiagaru Farm tourist area. The limitation of previous research is the lack of focus on promoting agricultural products, especially organic vegetables and their derivative products, to increase added value through marketplaces such as Shopee, TikTok (Adinugroho *et al.,* 2022).

Based on the description above, the current problem experienced by the Miori Farm Women's Farmers Group is that they have not been able to maximize digital marketing through the marketplace, due to the lack of understanding from human resources regarding the use of digital marketing technology, so that online marketing does not work. The market reach achieved is limited and has not been widely distributed because most consumers who buy their products still come from the surrounding area.

Nowadays, marketing strategies that utilize marketplaces are widely used by partners to reach a broader market, not just limited to the area around the partner's location. For this reason, the derivative products produced by the Miori Farm Women's Farmers Group are expected to be better known by the broader community of Indonesia and abroad, so that they can bring benefits to the business, one of which is an increase in business turnover. Therefore, it is important to conduct in-depth research on the application of digital marketing to increase marketing in the digital era for products produced by the Miori Farm Women's Farmers Group.

Based on the above problems, which are becoming objective from the study, this applies to digital marketing at the Miori Farm Women's Farmers Group. Utilising digital marketing such as Shopee and TikTok at the Miori Farm Women's Farmers Group can increase the Power of competition in the market and reach more consumers. By making an account, the marketplace can build customer loyalty. Then, we will utilise features available in the marketplace and give back to develop products and services at the Miori Farm Women's Farmers Group.

METHODS

Etymologically, the word method comes from the Greek word " metodos", which means path or way. According to Ilyas & Armizi (2020), a method is a strategic step to complete a task. This study uses the *conjoint method* through a survey that combines qualitative and quantitative approaches. According to Supardi & Nurjanah (2020), conjoint analysis is valuable for measuring consumer preferences for services and products.

Location and Time of Research

This research was conducted at the Miori Farm Women's Farmers Group in Tunggilis Village, Ciputri, Pacet District, Cianjur Regency, West Java, from January 2025 to March 2025.

Data Types

The types of data used in the study are primary and secondary. Researchers collected primary data through a results survey conducted with consumers for the known combination attribute most preferred digital marketing, and interviews with Miori Farm Women Farmers Group members. Meanwhile, secondary data was obtained from agency-related and other sources relevant to the studied problem.

Data collection technique

The data collection technique uses a quantitative method through a survey with the conjoint analysis method to determine the combination of digital marketing attributes that most influence consumer purchasing decisions. According to Siroj Rusydi A *et al.* (2024), the quantitative method is to collect and analyze numerical data with variable control. Meanwhile, the qualitative method data collection technique is carried out by interviewing Miori Farm Women Farmers Group members to understand the strategies that can be implemented and the challenges faced.

The population in this study is classified as individuals who have made at least one transaction to purchase a processed agricultural product or Miori Farm product offline or online. This shows that the individual is interested in deciding to purchase Miori Farm products.

The number of samples in this study was determined using the Slovin method. In this study, it is known that the number of buyers who have purchased Miori Farm products is 100 people. N is the population, n is the number of samples needed, and e is the margin *of error* in sampling of e = 10% (e = 0.1). By applying the Slovin formula,

the number of samples is obtained as follows:

$$n = \frac{N}{1+N(e)^2}$$

$$n = \frac{100}{1 + 100\,(0,1)^2}$$

$$n = \frac{100}{2}$$

$$n = 50$$

Thus, the number of samples in this study was 50 buyers.

The sampling technique used the snowball method. According to Yampap & Kaligis (2022), snowball is asking questions in the learning process according to objectives that can lead to increased critical thinking. Identify initial respondents from the women's farmer group members as key informants and recommend subsequent respondents. To analyze buyer preferences in the use of digital marketing, conjoint analysis is used, which can be written as follows:

$$Y_{ijklm} = \mu + \beta_{1i} + \beta_{2j} + \beta_{3k} + \beta_{4l} + \beta_{5m} + \varepsilon_{ijklm}[1]$$

Where Y_{ijklm} to present a statement of preference for the use of *digital marketing* at the level of i Indicate the intensity of social media use (frequency), level to j Indicate the type of marketing media used (media), k level to indicate the promotional technique to be applied (promo), level to l Indicate the party accessing the marketing media (access), level to m Indicate the level of openness of the price offered (*price*). Meanwhile, μ and ε_{ijklm} Each has a constant component and an error term. Where:

$$\Sigma\beta_{1i} = \Sigma\beta_{2j} = \Sigma\beta_{3k} = \Sigma\beta_{4l} = \Sigma\beta_{5m} = 0[2]$$

Five main attributes are analyzed to understand buyer preferences in using digital marketing as a marketing medium for Miori Farm products. Complete details on attributes and preference levels can be seen in Table 1.

Table 1. Attributes and Levels Analyzed in Miori Farm Buyer Preferences

No	Attribute	Level
1	Intensity of social media use (frequency)	1. Very Often 2. Quite Often 3. Rarely 4. Never
2	Marketing media used (media)	1. *Market Place* 2. Social Media
3	Promotion techniques applied (promo)	1. Discount 2. Economy Package 3. Free Shipping
4	Access to marketing media (access)	1. Mobile phone 2. Laptop
5	Transparency regarding the prices offered (prices)	1. Affordable 2. Not Reachable

Source: Author Analysis 2025

The next step in determining the combination of attributes evaluated by

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[1] Where Y_{ijklm} is the observed response variable; μ is the overall mean; β_{1i}, β_{2j}, β_{3k}, β_{4l}, β_{5m} are the fixed effects of factor 1 through 5, respectively; ε_{ijklm} is the random error term, assumed to be normally distributed with mean zero and constant variance.

[2] The summation restrictions $\sum\beta = 0$ for each attribute indicate that the effects are expressed as deviations from the grand mean. These constraints ensure the model is identifiable, preventing multicollinearity and allowing unique estimation of the parameter coefficients.

the buyer is called stimulus. Based on the five attributes, stimuli have been designed with the IBM SPSS Statistics application, and 16 stimuli were obtained. The following results can be displayed in Table 2 below:

Table 2. Optimal Stimulus of Miori Farm Buyer Preferences

Obs	Frequency	Media	Promotion	Access	Price
1	Seldom	Social media	Free shipping	Laptop	Affordable
2	Never	Market place	Discounts	Laptop	Unreachable
3	Seldom	Market place	Discounts	Mobile Phone	Unreachable
4	Seldom	Market place	Economy package	Laptop	Affordable
5	Never	Social media	Economy package	Mobile Phone	Affordable
6	Often occur	Social media	Economy package	Laptop	Unreachable
7	Seldom	Social media	Discounts	Mobile Phone	Unreachable
8	Often occur	Market place	Free shipping	Laptop	Unreachable
9	Quite often	Social media	Discounts	Laptop	Affordable
10	Never	Social media	Discounts	Laptop	Unreachable
11	Quite often	Market place	Economy package	Mobile Phone	Unreachable
12	Often occur	Market place	Discounts	Mobile Phone	Affordable
13	Never	Market place	Free shipping	Mobile Phone	Affordable
14	Often occur	Social media	Discounts	Mobile Phone	Affordable
15	Quite often	Social media	Free shipping	Mobile Phone	Unreachable
16	Quite often	Market place	Discounts	Laptop	Affordable

Source: Primary Data Analysis, 2025 (processed)

This approach is called the complete profile method, where each stimulus includes all attributes with various combinations of levels. This method can reduce the number of stimuli using a fractional factorial design. (Sebayang *et al.*, 2024). The stimuli in Table 2 are then arranged in a survey as choices for buyers, using a *Likert scale,* which is superior to the ranking method, because it allows buyers to give the same value to different stimuli or choices.

RESULT AND DISCUSSION

This study has distributed 50 questionnaires to Miori Farm consumers as supporting data. This survey was conducted to understand consumer behavior using digital marketing to search for information and make online product purchases.

Table 3 shows the respondents' data, including gender, age, occupation, and domicile. By identifying the respondent data, a clear consumer profile can be described. The survey results show that the average gender that buys the product is female, 76% aged 20-30 years, and the average occupation is still a team member domiciled in West Java. A survey of 50 respondents shows that 100% of all respondents have purchased products from the Miori Farm Women's Farmers Group (KWT).

Table 3. Miori Farm Consumer Respondent Data

Indicator	Description	%	Total Respondents
Gender	Woman	76%	38
	Man	24%	12
Age	<20 years	14%	7
	20-30 years	42%	21
	31-40 years	12%	6
	41-50 years	28%	14
	> 50 years	4%	2
Work	team member	38%	19
	Students	20%	10
	Businessman	8%	4
	Teacher	2%	1
	Farmers/Livestock Farmers/Fishermen	4%	2
	Housewife	28%	14
Domicile	West Java	96%	48
	Central Java	4%	2

Source: Primary Data, 2025 (processed)

This finding indicates that the level of market penetration of Miori Farm is very good, with a reasonably high product appeal among consumers. Various factors influence purchasing decisions, where product quality is the central aspect considered by most respondents. In addition, consumer preferences for quality factors, the most popular product types, and the distribution channels used also provide important insights into Miori Farm product consumption patterns. The following are details of the survey results that can be displayed in Table 4.

Table 4. Product Perception Data from the Miori Farm Women's Farming Group

Indicator	Description	%	Total Respondents
Have you ever purchased processed products from KWT Miori Farm?	Yes	100%	50
	No	0%	0
The main factors that influence the decision to buy Miori Farm products are	Price	14%	7
	Product quality	57%	26
	Ease of purchase	9%	6
	Customer testimonials	9%	6
	Promotions and discounts	11%	5
The most important quality factor to consider when purchasing products from Miori Farm	Flavor	62%	27
	Texture	11%	7
	Aroma	2%	2
	Nutrient content	25%	14
Miori Farm product types	Radish Chips	20%	11
	Turnip Dumplings	26%	15

Indicator	Description	%	Total Respondents
	Celery Cystic	7%	5
	Grandma's Opak	10%	3
	Ketapang Seeds	13%	6
	Dancing Flower	12%	6
	Never bought before	12%	4
Where to buy Miori Farm products	Souvenir shop	30%	16
	Supermarket	8%	4
	Offline store	25%	10
	Online (WhatsApp chat)	37%	20

Source: Primary Data, 2025 (processed)

Table 4 shows that 100% of all respondents purchased Miori Farm products. Respondents chose product quality 57% in purchasing decisions, while price factors were only 14%. This shows that customers prioritize quality. Taste is the most considered quality aspect, at 62%, followed by nutritional content at 25%, reflecting that Miori Farm focuses on maintaining the product's taste. The most popular products are Turnip Dumplings 26% and Turnip Chips 20%. Products with lower sales, such as Opak Nenek 10% and Sistik Celery 7% are considered for further marketing strategy development.

Table 5. Consumer Perceptions of the Implementation *of Digital Marketing at* Miori Farm

Indicator	Description	%	Total Respondents
How often do you use social media to buy processed agricultural products?	Very often	8%	5
	Quite Often	46%	26
	Seldom	43%	17
	Never	3%	2
What digital platforms are used to search for and purchase processed agricultural products?	*Marketplace* (Shopee, TikTok *Shop*, Tokopedia, etc.	76%	37
	Social media (Instagram, TikTok, Facebook, WhatsApp, etc.)	24%	13
Which promotional technique is the most attractive?	Discounts	57%	25
	Economy package (Buy 3 Get 1 Free)	19%	11
	Free shipping	24%	14
What devices are used to purchase Miori Farm products online?	Mobile Phone	98%	49
	Laptop	2%	1
Price on Miori Farm products?	Affordable	100%	50
	Unreachable	0%	0

Source: Primary Data, 2025 (processed)

Most respondents make purchases *online* via WhatsApp 37%, souvenir shops 30% and offline stores 25%. This shows that digital marketing

and online purchasing services are very effective for Miori Farm products.

Table 5 proves that consumers often use social media as the primary means of purchasing processed agricultural products. Based on the percentage obtained, 46% often, 43% rarely, 8% very often, and the rest never. To understand consumer behavior and preferences towards Miori Farm digital marketing, a survey was conducted on consumers who had purchased Miori Farm processed products. The results of this survey provide an overview of the platforms most widely used for purchases, the types of promotions most in demand, and the devices used in transactions.

Based on the survey results, 76% prefer to use marketplaces such as Shopee, TikTok *Shop*, and Tokopedia to search for and buy Miori Farm products. Meanwhile, 23% prefer to use social media such as Instagram, Facebook, and WhatsApp to communicate directly with sellers before purchasing. Regarding promotional strategies, 57% are more interested in price cuts than free shipping 24% or savings packages, 19%. This finding indicates that consumers consider direct economic benefits more than incentives in other forms. In addition, the survey also showed that mobile phones are the most widely used device, 98%, while laptops are only 2%. This shows that the accessibility and flexibility of using mobile phones have become a significant factor in consumer purchasing decisions. The results of this survey can be the basis for Miori Farm in designing a more effective digital marketing strategy through the marketplace and implementing discount-based promotions that can be a strategic step to increase competitiveness and expand market reach.

Furthermore, more marketing media liked by buyers is the marketplace. Meanwhile, the most popular promotion is piece price. Regarding access to marketing media, buyers prefer using a mobile phone instead of a laptop. Buyers turn to digital marketing because consumers tend to make frequent purchases, often needing access to it. However, in the aspect of openness price, although it utilizes digital media, buyers still prioritize an affordable price.

Based on Table 6, respondents state that the utilization of digital marketing as a marketing medium has become a significant factor, with a level of interest and frequency of purchase of 35.461%.

Table 6. Utility Results and Level of Importance

		Utilities		
		Utility Estimate	Std. Error	Importance Values (% Utility Range)
Frequency	Very often	-.030	.071	35,461
	Enough often	.080	.071	
	Seldom	.010	.071	
	No Once	-.060	.071	
Media	Market place	.010	.041	12,024
	Social media	-.010	.041	
Promotion	Piece price	.013	.055	26,836
	Package economical	-.012	.064	
	Free shipping	-.002	.064	
Access	Mobile phone	.040	.041	13,856
	Laptop	-.040	.041	
Price	Affordable	.070	.041	11,823
	Not affordable	-.070	.041	
(Constant)		2,497	.043	

Source: Primary Data, 2025 (processed)

The second factor that is considered important is promotion and access marketing, where the most popular form of promotion is piece price. In contrast, access marketing is chosen using a mobile phone, with interest levels of 26.836% and 13.856% respectively. A correlation analysis using Pearson and Kendall was performed to evaluate the model's validity, with the results shown in Table 7. Results of the analysis show a positive correlation between the mark actual and the value estimation utility, respectively 0.667 and 0.549, which are statistically significant at the level of confidence α = 2%.

Table 7. Accuracy Test

Correlations [a]		
	Value	Sig.
Pearson's R	0.667 Conjoint Analysis Model	0.002
Kendall's know	0.549	0.002

a. Correlations between observed and estimated preferences

Table 7 shows that the applied conjoint model matches the analyzed data. In other words, the developed regression model is suitable and fit.

Account Creation Results Shopee

By leveraging technology, Shopee makes it easier for users to shop online, providing opportunities for sellers to reach more customers through innovative features and attractive promotions.
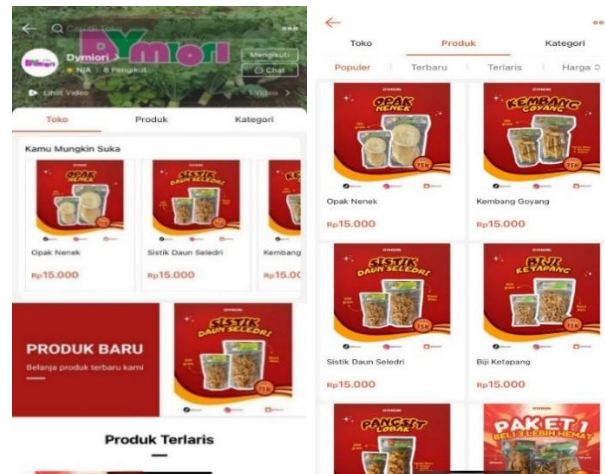
Figure 1. Dymiori Shopee Profile

A marketplace for the Miori Farm Women's Farmers Group is created through a Shopee account. The marketplace we created is called Dymiori. First of all, create a Shopee Dymiori account. Users register using a phone number, email address, and password to create an account. After verification via a code sent to the phone number or email, users can complete their profile by adding information such as name, shipping address, and desired payment method. With an active account, users can upload products for sale.

TikTok Shop

Create a TikTok account. Users only need to download the TikTok application and seller center, then register using a telephone number or TikTok account.
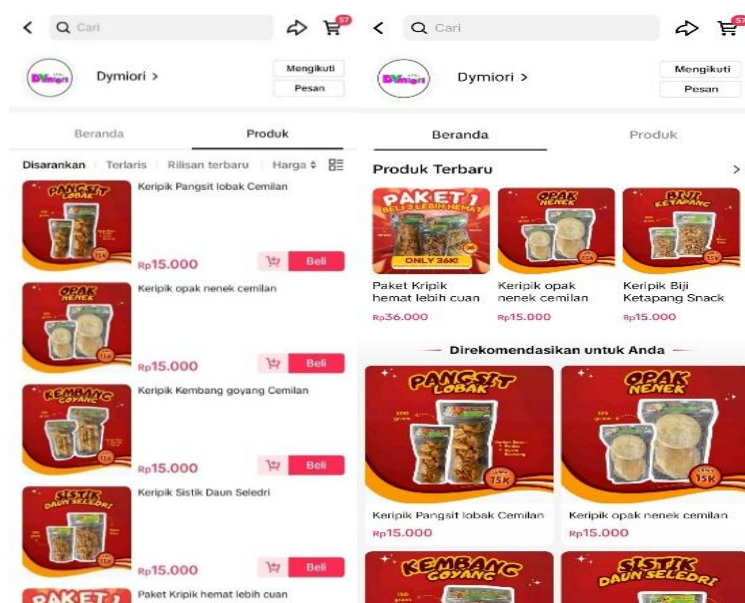

Figure 2. Shop Dymiori Profile

After that, users can access the TikTok Shop feature by filling in business information, such as shop name, description, and product category sold. Ensure to follow all the instructions given so the account can be verified and activated quickly. After the TikTok Shop account has been successfully created, the next step is to upload a photo of the product catalog. In addition, an informative and attractive product description provides a clearer picture to consumers about the products offered. After all photos and product descriptions are uploaded, users can promote the product catalog on TikTok.

In helping to market Miori Farm products to reach a broader market. By holding training to help create Shopee and TikTok Shop accounts. Through this initiative, we hope to empower business owners at Miori Farm to be better prepared to compete in the rapidly growing digital market. In addition, the competitiveness of the Miori Farm Women's Farmers Group's products is also expanding and developing. Thus, digital marketing greatly facilitates marketing Miori Farm Women's Farmers Group products.

CONCLUSION

This study utilizes marketplaces such as Shopee and TikTok Shop to market Miori Farm Women's Farmers Group products. Implementing digital marketing can provide an opportunity to increase wider product marketing and customer loyalty through features in the marketplace. The survey results show that consumers prefer to use the marketplace for transactions and show a preference for product promotions. To increase marketing effectiveness, the strategies needed are (1) optimizing the use of the marketplace by utilizing available features, (2) increasing the understanding of Miori Farm Women's Farmers Group regarding digital marketing strategies to expand market reach and the competitiveness of Miori Farm products.

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