

Increasing The Competitiveness of Local Agribusiness Products Through Digital Marketing Strategies

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ABSTRACT

The purpose of the research is that digital transformation in the agribusiness sector opens up great opportunities for local business actors to increase competitiveness through innovative marketing strategies to overcome the challenges of low market access and limited promotion. This study aims to analyze effective digital marketing strategies in increasing the added value of agribusiness products in Indonesia by means of a literature study method on 15 academic journals for the 2018–2025 period. The results of the analysis show that the combination of digital branding, social media marketing, e-commerce optimization, and storytelling marketing is the most influential strategy that is able to increase the average income of business actors by up to 40% and expand market reach to export levels. However, the success of this implementation still faces challenges in the form of limited digital literacy of farmers, uneven internet infrastructure, and limited funding, so collaborative synergy is needed between the government, academics, and technology players to ensure the sustainability of local agribusiness in the global market.

Keywords: Pemasaran_Digital, Local Agribusiness, Daya_Saing, E-commerce, Branding .

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INTRODUCTION

Agriculture and agribusiness are strategic sectors in the Indonesian economy because they absorb a large number of workers and are the main source of national food security. However, one of the main challenges facing the sector is the low competitiveness of local agribusiness products, both in the domestic and global markets (Bechtel, 2024). Low market access, limited promotion, and weak adaptability to digital technology make it difficult for local products to compete with imported products that have better promotion and distribution quality.

The Industrial Revolution 4.0 brings new opportunities for agribusiness players to strengthen their position through digital transformation. Information technology allows businesses to market products directly to consumers without going through intermediaries, shorten the distribution chain, and increase cost efficiency (Central Statistics Agency of Tasikmalaya Regency, 2022; Maryoni et al., 2023; Ummah, 2019). In addition, the COVID-19 pandemic has also accelerated the adoption of digital technology, including the use of e-commerce platforms and social media as the main channel for marketing agribusiness products.

Therefore, the urgency of competitiveness in the digital era of the agribusiness sector is a strategic pillar of the Indonesian economy. However, currently facing a big challenge in the form of low competitiveness of local products compared to imported products (Abdulai et al., 2022; Cai et al., 2023). This lag is exacerbated by limited market access and weak adaptation to information technology, so that regional superior products often find it difficult to penetrate the wider market (Sánchez et al., 2022). Therefore, increasing competitiveness is no longer just an option, but a necessity so that local agribusiness products are able to survive and excel in the midst of increasingly competitive and open market competition.

So that transformation through the Digital Marketing Strategy of the Industrial Revolution 4.0 and the acceleration of technology adoption post-COVID-19 pandemic provide opportunities for actors. The agribusiness business sector must immediately transform through digital marketing strategies (Saboori et al., 2023; Sjulgård et al., 2022). The use of platforms such as social media, e-commerce, and digital branding allows manufacturers to cut long distribution chains and reach consumers directly and efficiently. This strategy has been proven to be able to increase business income by up to 40% while building a stronger emotional connection with customers through authentic product narratives.

That is why, the relevance of research in agribusiness solutions even though the potential of digital technology is huge, there are still many local agribusiness actors who have not mastered online marketing strategies effectively due to limited digital literacy and infrastructure. This makes research on integrative digital marketing strategy models very relevant to formulate concrete steps in strengthening the position of local products (Gava et al., 2025; Pečurlić et al., 2025). Through the implementation of a combination of digital branding, social media marketing, and e-commerce optimization, it is hoped that the competitiveness of Indonesia's local agribusiness products can increase sustainably in the national and global markets.

However, there are still many local agribusiness players who do not understand digital marketing strategies effectively. In fact, previous research has shown that the implementation of digital marketing can increase revenue by up to 40% and expand export access for superior agricultural products. Therefore, this research is important to formulate a relevant and sustainable digital marketing strategy model for the local agribusiness sector.

LITERATURE REVIEW

1. Digital Marketing Concepts

According to (Pinto Santos et al., 2024; Yuliana et al., 2017) Digital marketing is a form of strategy that utilizes information and communication technology to create, communicate, and convey value to consumers. In the context of agribusiness, digital marketing involves using social media, websites, e-commerce, and data analytics to understand market needs.

2. Competitiveness of Agribusiness Products

While according to defining (Han et al., 2023; Suminah et al., 2022) that competitiveness is the ability of an entity to create sustainable added value. The competitiveness of local agribusiness products can be improved through product differentiation, innovation, quality, and *market reach* (Srimenganti & Septianur, 2025).

3. Agribusiness Digital Strategy Model

The concept of a digital strategy model in the agribusiness sector is built on three main pillars that are integrated with each other, namely digital promotion, digital transactions, and local branding. Digital promotion is focused on the use of social media, Search Engine Optimization (SEO) techniques, and the creation of attractive visual content to build brand awareness in the eyes of consumers (Jacobi et al., 2024; Shi et al., 2025). Meanwhile, digital transactions are carried out through integration with various e-commerce platforms and agribusiness-specific marketplaces

such as TaniHub, Sayurbox, and Tokopedia, which aim to create efficiency in the distribution chain and expand market reach directly from producers to consumers.

Therefore, the technical aspects of promotion and transactions, this model emphasizes the importance of strong local branding by highlighting the cultural value and uniqueness of the region of origin of the product. The use of narrative or digital storytelling about the natural planting process and product history has been proven to be able to create a deep emotional connection with customers. Through the synergy between digital technology, sustainable innovation, and the strengthening of product identity, this strategy model not only increases the economic value and income of farmers, but also ensures the sustainability of local agribusiness businesses in the midst of global market competition.

METHODOLOGY

This study applies a qualitative descriptive approach with a literature study method to explore digital marketing strategies in the agribusiness sector. Data was collected through a review of 15 relevant academic sources, including national and international journals, proceedings, and research reports in the period 2018–2025. The research procedure begins with the identification of topics that focus on agribusiness digital strategies, followed by a classification of the literature based on strategy variables and their impact on competitiveness. Furthermore, content analysis was carried out to find an effective strategy pattern, which was then synthesized into a conceptual model of an integrative local agribusiness digital marketing strategy.

RESULTS AND DISCUSSION

1. Current Conditions of Local Agribusiness Marketing

Most agribusiness actors in Indonesia still use traditional marketing systems, rely on middlemen, and lack access to digital markets (Minh & Schmitter, 2025; Werdofa et al., 2025). However, in recent years, there has been a positive trend of increasing adoption of social media and e-commerce among young farmers and farming groups.

Government through the *Millennial Farmers* and *MSMEs Go Digital* encourage agribusiness players to master online marketing skills, from product photography to online store management (García-Cornejo et al., 2025; Njurumana et al., 2025; Ulya et al., 2025). These efforts have increased connectivity between producers and consumers, shortened supply chains, and opened up export opportunities for horticultural and coffee products.

2. Effective Strategies in Agribusiness Digital Marketing

a. Social Media Marketing

Social media such as Instagram, TikTok, and Facebook are the main platforms in building brand awareness (*brand awareness*). Through educational content, product photos, and customer testimonials, agribusinesses can create an emotional closeness with consumers (Acevedo-Urquiaga et al., 2025; Rohaeni et al., 2025; Tran et al., 2025). The digital campaign "Millennial Farmers Go Online", for example, has succeeded in increasing sales of hydroponic vegetables by up to 50%.

b. E-Commerce Optimization

Integration with agribusiness marketplaces such as TaniHub, Sayurbox, and Tokopedia makes the distribution chain more efficient. Based on studies (Estrada-Carmona

et al., 2024; Olugbenga et al., 2025), farmers in Lamongan experienced a 30% increase in income after switching to e-commerce.

c. Digital Storytelling & Branding Lokal

Authentic stories about the origin of the product, natural planting process, and local cultural values prove to be empowering *emotional connection* Consumers (de Boon et al., 2024; Hu et al., 2025). For example, the local coffee brand "EduKopi Sriwijaya" utilizes historical and educational narratives to attract an educational tourism market.

d. Content Marketing and Digital Education

Digital content such as educational videos, tutorials, and webinars can build consumer awareness and trust in local products (Mouratiadou et al., 2023; Solidario de Souza Benatti et al., 2025). This strategy is effective in increasing customer loyalty while strengthening the image of environmentally friendly products.

e. Big Data Analytics and Personalization

The use of digital analytics helps agribusiness actors understand consumer behavior. Customer interaction data is used to determine a more personalized and efficient promotional strategy. (Mouratiadou et al., 2023; Solidario de Souza Benatti et al., 2025) Found that the use of digital analytics lowered promotional costs by up to 25%.

3. The Impact of Digitalization on Competitiveness

The implementation of digital strategies has proven to be able to strengthen the position of local agribusiness products in the market. Based on studies (Makate et al., 2022; Nguyen et al., 2025), business actors who implement digital marketing experience an average increase in revenue of 40% and market expansion to the national level and even export.

In addition, digitalization also has an impact on improving the quality of customer service, logistics efficiency, and business sustainability (Adhikari et al., 2025; Mulatu et al., 2025). Through digital marketing, agribusiness actors can establish direct communication with customers, receive feedback quickly, and innovate products based on market needs.

4. Challenges in Digital Marketing Implementation

The implementation of digital marketing in the agribusiness sector faces fundamental barriers that include limited digital literacy among senior farmers and uneven internet infrastructure, especially in rural areas. In addition to technical and access constraints, business actors are also often hit by a lack of funding to invest in digital technology and massive promotional activities (De Jonge et al., 2025; Figueira et al., 2025). This condition is complicated by the level of very fierce competition on various e-commerce platforms due to the flood of similar products, so that local agribusiness products often struggle to stand out in the dense digital market.

As a strategic step to overcome these barriers, a comprehensive solution is needed that focuses on increasing the capacity of human resources through intensive digital marketing training. This effort must be supported by active collaboration between the government and universities to provide technical assistance and expand the reach of technology in the region (Han et al., 2023; Niero et al., 2024). In addition, the development of a national standard digital agribusiness product certification system is very crucial to ensure the quality of local products, so as to be able to build consumer trust and win competition in the digital economy era.

5. Integrative Strategy Model for Local Agribusiness Digital Marketing

Strategy Components	Activity Description	Impact on Competitiveness
Digital Promotion	Use of social media, influencers, and digital advertising	Increased brand awareness
E-Commerce Integration	Direct sales through marketplaces and websites	Distribution efficiency & market expansion
Local Branding	Strengthening the cultural identity of the product	Increased customer loyalty
Data Analytics	Consumer behavior analysis for product personalization	Promotion cost efficiency
Multi-stakeholder collaboration	Partnerships between governments, farmers, and startups	Increase in digital literacy & innovation
Sustainability Marketing	Eco-friendly value-based marketing	Increase product added value

This model is in line with the findings of Rozaki & Wulandari (2025) who state that the success of digital marketing in the agribusiness sector is determined by the synergy between technology, human resources, and sustainable innovation.

CONCLUSION

Digital transformation is a crucial instrument in strengthening the competitiveness of local agribusiness products in the midst of increasingly competitive market competition. This research shows that an integrative digital marketing strategy, including a combination of digital branding, social media marketing, e-commerce optimization, and storytelling marketing, is able to significantly increase product added value. The implementation of this strategy has proven to be effective in expanding market reach to the national and export levels, while increasing the average income of business actors by up to 40%.

The successful implementation of this digitalization has had a wide positive impact on the agribusiness ecosystem, ranging from the efficiency of the distribution chain to improving the welfare of farmers. By cutting the role of middlemen and connecting producers directly to consumers through platforms such as TaniHub or Tokopedia, market transparency and better promotion cost efficiency are created. In addition, the use of authentic narratives about the origin of products and local cultural values is able to build customer loyalty and strengthen the identity of Indonesian agribusiness products in the eyes of the world.

Despite its great potential, the sustainability of this strategy is highly dependent on the synergy between technology, human resources, and government policy support. Key challenges such as limited digital literacy among senior farmers and uneven internet infrastructure in rural areas require concrete solutions through intensive training and the provision of adequate infrastructure. Going forward, the integration of more advanced technologies such as artificial intelligence (AI) and blockchain is expected to be a new foundation to ensure that local agribusiness products remain superior and sustainable in the digital economy era.

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