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Increasing Sales of Fertilizers and Pesticides at Wiguno Agro Sentosa Agricultural Stores Through Social Media and E-Commerce

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ABSTRACT

The digital revolution has changed the way we shop, including in the world of agriculture. Fertilizers and pesticides, as an important input in modern agriculture, can now be accessed more easily through e-commerce platforms and social media. By utilizing digital technology, farmers can obtain quality and affordable supplies without having to go far. Deni Apriadi & A. Saputra (2017) emphasized the importance of a marketplace-based e-commerce system to shorten the distribution chain, thereby increasing profits for farmers and consumers. Wiguno Agro Sentosa Agricultural Store is an agricultural store that provides agricultural equipment from fertilizers, pesticides and agricultural tools. Wiguno agro Sentosa is located in Wonokriyo Market, Gombong District, Kebumen, Central Java. The sale of Wiguno Agro Sentosa stores is only done offline or conventionally for farmers around the store, especially Kec. Gombong and has not yet made online sales both through e-commerce and social media. To increase sales of Wiguno stores, it is necessary to expand the market reach by using online sales, especially through social media Facebook, Instagram, tiktok and using e-commerce such as shopee, pedia stores and tiktok shops. The concept of online sales of the Wiguno agro Sentosa agricultural store. This concept focuses on effective digital marketing strategies to reach farmers as the main target market. These concepts include: in-depth understanding of farmers, online store optimization, digital marketing strategies, building customer trust, pricing and promotion strategies, logistics and rewards, analysis and evaluation. Online marketing of agricultural products provides convenience for farmers by marketing their products more effectively and reaching a wider market without geographical restrictions. Web-based e-commerce allows farmers to sell their crops directly to consumers or distributors, and online marketing through websites and social media expands market reach and increases sales. Wiguno Agro Sentosa's agricultural store is an agricultural store that has not yet made online sales, and to increase sales, they need to take advantage of social media and e-commerce such as Shopee and Tokopedia. The concept of online sales provides an effective digital marketing strategy to reach farmers as the main target market, and various challenges that need to be overcome when using online platforms.

Keywords: online selling, digital marketing concept, agricultural store.

1. Introduction

The digital revolution has changed the way we shop, including in the world of agriculture. Fertilizers and pesticides, as an important input in modern agriculture, can now be accessed more easily through e-commerce platforms and social media. By utilizing digital technology, farmers can obtain quality and affordable supplies without having to go far. Deni Apriadi & A. Saputra (2017) emphasized the importance of a marketplace-based e-commerce system to shorten the distribution chain, thereby increasing profits for farmers and consumers. Recent studies highlight the potential of social media and e-commerce in improving the marketing and sales of agricultural products. This digital platform can expand market reach, reduce waste, and increase profits for farmers and small businesses (Dharmaputra Alridhani & Andhika Giri Persada, 2020; M. Ilham et al., 2023).

Fertilizers and pesticides are essential in modern agriculture because they can increase crop yields and protect crops from pests and diseases. Fertilizers provide essential nutrients that promote faster and healthier plant growth, while pesticides help control harmful insects and diseases that can damage crops. This combination allows farmers to achieve better productivity and food security. Pesticides play an important role in modern agriculture by protecting crops and increasing crop yields (Arif, 2017).

E-commerce and social media have significantly changed the landscape of agricultural product sales by creating an online marketplace for farmers and increasing accessibility for buyers. E-commerce platforms facilitate financing, provide cultivation information, and simplify the process of purchasing agricultural inputs and selling products. In addition, social media allows farmers to reach a wider audience, interact with consumers directly, and market their products effectively, leading to increased visibility and sales opportunities in the digital era (Dyan Triana Putra et al., 2023; Deni Apriadi & A. Saputra, 2017). The application of this technology has helped overcome problems such as limited market access and product spoilage in rural areas (Dharmaputra Alridhani & Andhika Giri Persada, 2020). However, the effective use of these platforms relies on the digital literacy and resource management skills of farmers and small business owners (Putri Trulline, 2021).

The benefits that farmers and farm shops can gain by leveraging digital platforms include increased access to information and resources, such as technical knowledge about the use of fertilizers and seeds. E-commerce and digital platforms are helping to reshape the agricultural industry by redefining traditional marketing methods and enabling direct selling, which can shorten supply chains and increase farmers' incomes by reaching consumers more effectively. Digital platforms offer significant benefits to farmers and agricultural businesses in Indonesia. This platform provides wider market access, which has the potential to increase demand and sales of agricultural products (Sibarani, 2021). These platforms allow farmers to market their products directly to consumers, thus potentially offering fair market prices and increasing profitability (Sibarani, 2021; Darodjat & Utarie, 2022).

The sale of agricultural products through social media and e-commerce has been proven to increase the marketing and distribution of products in Indonesia. Dharmaputra Alridhani & Andhika Giri Persada (2020) show that the use of social media and e-commerce in Sumberejo Village can expand market reach and reduce losses due to unsold products. Oktavia Laurina (2020) highlights the role of web applications in facilitating buying and selling transactions, which can reduce the need for physical visits to the market. Finally, Dhea Octavia Saputri et al. (2024) underlined the potential of e-commerce in marketing local products, although there are still challenges in business and community development. A comprehensive approach is needed to create added value and support a sustainable economy.

Selling agricultural products online makes it easier for farmers to market their products more effectively and reach a wider market without geographical restrictions. Digital platforms provide efficient sales and provide valuable resources and information, which empowers farmers to improve their marketing strategies and attract consumers through better product presentations, such as compelling product photos. Selling agricultural products online provides various conveniences for farmers. Web-based e-commerce allows farmers to sell their crops directly to consumers or distributors, avoiding dependence on middlemen (Tjut Awaliyah Zuraiyah et al., 2022). Online marketing through websites and social media expands market reach and increases sales (Asriyanti Syarif et al., 2022).

Wiguno Agro Sentosa Agricultural Store is an agricultural store that provides agricultural equipment from fertilizers, pesticides and agricultural tools. Wiguno agro Sentosa is located in Wonokriyo Market, Gombong District, Kebumen, Central Java. The sale of Wiguno Agro Sentosa stores is only done offline or conventionally for farmers around the store, especially Kec. Gombong and has not yet made online sales both through e-commerce and social media. To increase sales of Wiguno stores, it is necessary to expand the market reach by using online sales, especially through social media Facebook, Instagram, tiktok and using e-commerce such as shopee, pedia stores and tiktok shops.

The purpose of online marketing of fertilizers and pesticides from Wiguno stores is to increase sales volume by reaching a wider market and providing convenience for customers. This allows Wiguno Agro Sentosa stores to promote their products digitally, improving efficiency and sustainability in the agricultural sector. This article will discuss the potential for selling fertilizers and pesticides through e-commerce and social media, as well as the steps that agricultural stores need to take to succeed in online business.

2. Literature Review

2.1 E-Marketing Electronic

Marketing or commonly referred to as E-marketing according to Chaffey et al. (2006) is a marketing process that uses electronic communication technology, especially the internet. According to Chaffey (2009) Emarketing refers to an external perspective, which means that the internet can be used in conjunction with traditional media to obtain and provide services to customers. The creation of E-Marketing must have specific, measurable, and realistic goals, so

companies can mobilize their resources in a targeted manner. Thus, the implementation of e-marketing can produce effective e-marketing and be able to have a significant influence in improving the quality of the company's marketing.

2.2 Internet Marketing Mix

According to Chaffey (2009), the internet marketing mix includes Product, Price, Place, Promotion, People, Processes and Physical. The following is a further explanation of the internet marketing mix, including:

1. Product

Product consists of Content, Customization, Community. E-marketing is a media that is built as a new service provider so that it can provide a positive experience for customers about the brands/brands sold by the company, such as providing complete information about products (including the content of testimonials or feedback on products provided by other customers), providing online customer service, and forming a community through online channels, to add value to the products or services offered.

2. Price E-marketing

Price e-marketing through cost reduction. Providing price quotes that are specific or more through online channels. For example, by providing discounts on certain goods purchased online or providing extra products or services if buying in certain quantities.

3. Place

The place in e-marketing lies in the online channel, namely through internet media. By using the internet, customers or customers can see the store at any time. In addition, customers can also order products at any time. Customers don't need to access the store offline.

4. Online Promotion

Online promotion via the internet can provide many opportunities and convenience for companies to promote quickly, cheaply and effectively reach the wider community. The most important thing in terms of promotion on the internet is to be creative in combining etools that are widely available to help the success of emarketing websites that have been launched, such as the use of Search Engine Optimization, Display Ads, Social Networks, and so on as a means or tool to facilitate customer acquisition.

5. People

People consist of people who play a role in the success of customer service or customer service. These people work to operate a company-owned online store. Processes that are included in the process include the quality of performance and ease of access from the company's website, ease of order procedures through online channels, etc.

6. Physical Evidence

This includes physical evidence such as independent reviews about the quality of products written by someone outside the company voluntarily, news clippings written by the mass media about the company, the form of packaging of the product, the appearance of the brand or logo, etc. Physical evidence plays an important role in creating customer

perception of the products sold by the company. So that it can create effective and efficient e-marketing.

3. Research Methodology

3.1 Observation

The method used in assisting the Wiguno Agro Sentosa agricultural store uses an observation method. In assisting the Wiguno Agro Sentosa agricultural store, we went directly to the scene to observe the problems that are being faced by the Wiguno Agro Sentosa store so that we can provide a solution that can be found in improving the stability of the agricultural store.

3.2 Interviews

In this interview, the author directly interacted with employees and owners of Wiguno Agro Sentosa agricultural stores to collect the information needed to be able to provide good assistance so that they can help Wiguno Agro Sentosa stores in order to increase the high sales rate of the application of E-Commerce technology.

4. Results & Discussion

4.1 Wiguno agro sentosa farm store

The Wiguno Agro Sentosa agricultural store is located in Wonokriyo Market, Gombong District, Kebumen Regency. The business model run by Wiguno Agricultural Shop is buying and selling to farmers and small retailers offline or conventionally. The products sold at the Wiguno store ±2000 items from 13 pesticide companies, 9 seed companies, and 7 fertilizer companies. In the process of assisting to digitize sales or implement online sales using observation methods and interviews with store owners and store employees to obtain complete data and problems.

No	Name	Position
1	Linawati	Owner
2	Nisa	Employee
3	Abel	Employee
4	Gayun	Employee

Table 1. Data of resource persons

4.2 Problems and Solution

From the assistance we have carried out, we have obtained several problems faced by the wiguno store for the sale of fertilizers and pesticides online.

No	Problems	Solution
1	Don't have an online sales concept yet	Creating an online sales concept on social media and e-commers
2	Don't have social media for online advertising and sales	Create social media (fb, ig, tiktok) and platforms (shopee)
3	No one focuses on managing social media	Looking for employees who focus on managing sales online
4	There are no people who create content	Looking for employees to create content

	either from graphic design or graphic video	marketing
5	Target farmers with an average age and not too familiar with technology	Collecting farmer databases, especially whatsapp numbers to convey promotional messages or other information
6	It does not have a database of farmers, especially WhatsApp contacts, which are used for promos to farmers around the store	Use of paid business whatsapp or makari contact apps (sending broadcast message messages)

Table 2. Problems and Solutions from Took Wiguno Agro Sentosa

4.3 Online sales concept of Wiguno Agro Sentosa agricultural store

This concept focuses on effective digital marketing strategies to reach farmers as the main target market.

1. Deep understanding of farmers

- Create Ideal Customer Profiles: Identify the characteristics of farmers who are the target market, such as the type of crops planted, the scale of the business, the region, and the common problems faced.
- Market Research: Conduct surveys or interviews with farmers to find out their needs, preferences, and information channels.

2. Online store optimization

- Informative Content: create content on social media or articles that provide farming tips, product usage guides, and up-to-date information on plant pests and diseases.
- E-commerce Platform: Choose an easy-to-use e-commerce platform to reach out to farmers.

3. Digital marketing strategy

a. Social Media Marketing

- Create an account on social media platforms that are popular with farmers (e.g. Facebook, Instagram).
- Post engaging content such as farming tips, customer testimonials, and product promotions

b. Content marketing

c. Influencer marketing

- Collaborate with key farmers to create product content or plant disease pest control.

4. Build customer trust

- Product Reviews: encourage customers to provide product reviews after purchase.
- Quality Assurance: display product certificates and quality assurance to convince farmers.
- Good Customer Service: Responsive to customer inquiries and complaints.
- Loyalty Program: Provide rewards or discounts to loyal customers.

5. Pricing and promotion strategies

- Competitive Pricing: do price research on competitor products and offer competitive prices.
 - Attractive Promotions: provide discounts, product bundling, or free shipping to attract customer interest.
 - Season Program: adjust promotions to the growing season.
6. Logistics and shipping
- Safe Packaging: Make sure the product is well packaged to avoid damage during shipping.
 - Courier Options: Partnering with multiple courier companies to provide diverse shipping options.
7. Analysis and evaluation
- Periodic Evaluation: conduct periodic evaluations to measure the effectiveness of the strategies that have been implemented and make adjustments if necessary.

4.4 Timeline of assistance for Wiguno Agro Sentosa agricultural store

The timeline provides a clear picture of the mentoring program, helps manage time and resources, and increases the chances of mentoring success.

		Timeline																							
Tahapan Process	Process	September				Oktober				November				Desember				Januari				Februari			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Tahap 1 Persiapan	Analisi Situasi																								
	Riset Pasar																								
	Perencanaan strategi																								
	Pembuatan Website																								
Tahap 2 Implementasi	Buat konten																								
	menjalankan kampanye iklan																								
	Bangun komunitas																								
	Program loyalitas																								
Tahap 3 Evaluasi & optimasi	Pantau Kinerja																								
	Analisis data																								
	Optimasi																								
Tahap 4 pengembangan produk baru atau promosi musim	Pengenalan produk baru																								
	Penjualan langsung undian produk baru																								
Tahap 5 ulangi evaluasi & optimasi	Pantau Kinerja																								
	Analisis data																								
	Optimasi																								

Figure 1. Mentoring timeline

4.4 Create social media (Facebook, Instagram, tiktok) and e-commerce (shopee)

Social media has become a very effective tool to reach farmers and agricultural business people. With the right strategy, it can build a strong brand, increase sales, and establish good relationships with farmers or customers.



Wiguno agro sentosa



wiguno.group



wigunoaagrosentosa



wiguno_agrotan1

Figure 2. Social media and the Shopee Wiguno Agro Sentosa platform

4.6 Promotional content of Wiguno agro Sentosa agricultural store products

Good product content on social media is not just a promotion, but also serves as an educational tool, building trust, and increasing sales. With the right content strategy, you can build strong relationships with farmers and achieve your desired sales goals.



Figure 3. Examples of pesticide product content at the Wiguno agro Sentosa agricultural store

4.7 New problems faced

While online selling offers many advantages, there are some challenges that need to be overcome. The following are some of the problems encountered during the mentoring:

1. Admin fees on shopee include a high of 12%
2. Competition on shopee is very competitive, selling prices with low profit margins
3. Operational calculations (labor) for the use of shopee need to be calculated in detail.

6. Conclusion

Fertilizers and pesticides are important inputs in modern agriculture. They can help improve crop yields and protect crops from pests and diseases. Through e-commerce platforms and social media, farmers can access quality and affordable supplies without having to travel far. By using digital technology, the distribution chain can be shortened, helping to increase profits for farmers and consumers. E-commerce and social media have significantly changed the landscape of agricultural product sales by creating an online marketplace for farmers and increasing accessibility for buyers. They can also help address issues such as product spoilage and limited market access in rural areas. However, the effective use of these platforms relies on digital literacy and resource management skills of farmers and small business owners. The benefits that can be obtained from such digital platforms include increased access to information and resources, product marketing, direct sales of agricultural products, which can shorten the supply chain, and increase profitability.

Online marketing of agricultural products provides convenience for farmers by marketing their products more effectively and reaching a wider market without geographical restrictions. Web-based e-commerce allows farmers to sell their crops directly to consumers or distributors, and online marketing through websites and social media expands market reach and increases sales. Wiguno Agro Sentosa's agricultural store is an agricultural store that has not yet made online sales, and to increase sales, they need to take advantage of social media and e-commerce

such as Shopee and Tokopedia. The concept of online sales provides an effective digital marketing strategy to reach farmers as the main target market, and various challenges that need to be overcome when using online platforms.

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