

Innovative marketing strategy in the agribusiness sector to increase farmers' income

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Article Info	ABSTRACT
<p>Keywords: Innovative Marketing Strategy, Agribusiness, Product Quality, Digital Technology, Branding</p>	<p>This research aims to analyze and identify innovative marketing strategies that can be implemented in the agribusiness sector to increase farmers' income. Economic growth and farmer welfare are important factors in the development of the agricultural sector. This research uses a qualitative approach with descriptive methods. The research results show that innovative marketing strategies in the agribusiness sector can be effective in increasing consumer understanding about product quality, added value and sustainable agricultural practices. The application of digital technology, strong branding, social marketing campaigns, network building, product-based experience, flexible pricing strategies, and training for farmers have made a positive contribution to increasing farmer income. The use of online platforms increases product accessibility, while branding and product differentiation create a positive image and differentiate the brand from competitors. Social media and educational campaigns support consumer engagement, while networks and partnerships strengthen distribution and farmer training. Product-based experiences and flexible pricing strategies stimulate consumer interest and increase sales. Training farmers on modern marketing and sustainable farming practices improves the skills and competitiveness of the agribusiness sector as a whole.</p>
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INTRODUCTION

Over Demand Over Supply (ODOS) is a classic problem that is often faced in the agribusiness sector. The imbalance between demand and supply of agricultural products makes farmers experience difficulties in selling their crops (Martinez & Stewart, 2003). In ODOS conditions, farmers often feel frustrated because no one is buying the products they grow, so they are forced to take extreme steps such as giving away free vegetables, throwing dragon fruit into rivers, or even cutting down pepper trees because of low prices (Behzadi et al., 2018).

Examples of cases in several areas, such as farmers in Malang who distributed free vegetables, Banyuwangi farmers who threw dragon fruit into the river, or farmers in Bangka who cut down pepper trees, are a real illustration of the impact of ODOS. This action not only harms farmers economically, but also creates waste of natural resources

and food that should be utilized properly (Trostle, 2010). A comprehensive solution is needed to overcome the ODOS problem, involving coordination between government, business actors and the community to create a more efficient distribution system, innovative marketing strategies, as well as education to increase consumer awareness about the importance of supporting local farmers (Opara, 2004).

While ODOS makes it difficult for farmers to sell their crops, on the other hand, the market feels the impact of product scarcity, which causes people to complain about lack of supply or rising prices of agricultural products (Setia, 2005). The scarcity of these products can create economic pressure for consumers, especially those who depend on agricultural products as a basic need. Price increases can result in difficulties in access to food, especially for community groups who have economic limitations (Prihatin et al, 2012).

This phenomenon creates a dilemma where the supply and demand sides conflict with each other, creating economic instability at the local and regional levels. To overcome public complaints regarding supply shortages or rising prices of agricultural products, a holistic approach is needed (Suwanto, 2008). Steps that can be taken include strengthening distribution infrastructure, increasing supply chain efficiency, and implementing policies that support both sides, both farmers and consumers. Cooperation between the government, business actors and local communities also needs to be strengthened to find sustainable solutions to this problem, so as to create stability in the supply and prices of agricultural products (Nuhung, 2015).

Innovation is needed in marketing strategies to overcome ODOS problems in the agribusiness sector. Through a smart and creative marketing approach, solutions can be created that provide added value for farmers and consumers (Mulyaningrum & Rusliati, 2019). One step that can be taken is the use of digital technology, such as online platforms or mobile applications, to facilitate direct transactions between farmers and consumers. This direct marketing can help minimize the involvement of intermediaries, so that farmers can get bigger profits, while consumers get products at more affordable prices (Syahza, 2005).

In addition, educational campaigns to consumers about the benefits of supporting local products and agricultural sustainability can be an integral part of marketing innovation. Creating local brands that have a story behind them and emphasize product quality can increase consumers' attraction to local agricultural products (Dewi et al, 2024). Collaboration with government, private and NGO institutions can also be sought to support the promotion of local products and create incentive programs that encourage consumers to choose local products (Ulya, 2020).

Innovative marketing strategy, or what is known as (Marketing Strategy Innovativeness/MSI), refers to the extent to which a marketing strategy is able to differentiate new products from conventional product competitive strategies (Mustamim et al, 2020). It involves a creative and progressive approach in designing, promoting, and distributing products or services. This strategy is not only limited to the physical characteristics of the product, but also includes how the product is positioned in the market and how marketing messages are conveyed to consumers (Elwisam & Lestari, 2019). One

important aspect of MSI is its ability to identify and understand consumer needs and preferences in new and different ways. By using in-depth market research, companies can explore innovative opportunities to enter the market with products that can fulfill consumer desires in a better or more unique way compared to existing similar products (Karinda et al, 2018).

MSI innovation may also involve the use of new technologies, digital marketing platforms and out-of-the-box promotional strategies. The use of social media, viral marketing campaigns, or consumer engagement through interactive experiences can be part of this strategy (Utaminingsih, 2016). Apart from that, establishing a strong and distinct brand image is one of the keys to highlighting the uniqueness of the product in the market. MSI is the key to bringing added value to consumers and building competitive advantages (Maihani, 2022). Along with changing consumer trends and technological developments, companies need to continue to develop and perfect their innovative marketing strategies to remain relevant and thrive in a dynamic market (Arianty & Mansyhura, 2019).

This research aims to identify, design and implement innovative marketing strategies in the agribusiness sector with a focus on increasing farmer income. The main objective is to evaluate the effectiveness of innovative marketing strategies in increasing the competitiveness of agricultural products, expanding market reach, and increasing product added value. Thus, it is hoped that this research can provide practical guidance for agribusiness actors to adopt innovative marketing strategies that have a positive impact on farmer incomes, while increasing the economic resilience of the agricultural sector as a whole. The benefits include increasing farmer incomes, improving economic prosperity in agricultural communities, as well as positive contributions to sustainable development in the agribusiness sector.

METHOD

This research is included in the qualitative research category with an approach using descriptive methods. The descriptive method is used as a research approach which aims to make systematic and accurate observations of the facts and characteristics of an object of study (Yulianah, 2022). The main focus of this descriptive method is mapping and explaining existing facts, by referring to a particular frame of mind or perspective (Noor, 2011). The aim of this descriptive approach is to provide an overview, description and mapping of a phenomenon, which can include conditions, relationships, developing opinions, ongoing processes, effects or consequences that occur, or emerging trends. In the context of this research, a descriptive approach is used to describe and interpret phenomena surrounding innovative marketing strategies in the agribusiness sector with a focus on increasing farmer income.

RESULTS AND DISCUSSION

Through marketing strategies, the quality of agribusiness products can be promoted effectively. Detailed information regarding the farming methods used, quality ingredients

and innovative production processes can be conveyed to consumers, creating a deeper understanding of the value added to the product. Involving consumers with the stories behind the product, such as farmers committed to sustainable farming practices or the use of advanced technology in the production process, can build trust and persuade consumers to choose the product. By placing emphasis on quality and innovation, this marketing strategy not only creates strong branding but also increases consumer perceptions of the value of agribusiness products. Over time, this approach is expected to stimulate consumer interest, encourage purchases, and in turn, support increased income for farmers in the agribusiness sector.

Innovative marketing strategies in the agribusiness sector aim to increase farmers' income by utilizing creative and progressive approaches. Some innovative marketing strategies that can be implemented in the agribusiness sector involve:

Use of Digital Technology

The implementation of online platforms or mobile applications in the agribusiness sector opens up great opportunities to increase accessibility and efficiency in marketing farmers' products. Through a special e-commerce platform for agricultural products, farmers can directly present their products to consumers without involving intermediaries who can reduce profit margins. This application not only makes it easy for farmers to market their products, but also allows consumers to explore and purchase agricultural products directly from the source, creating a more direct relationship between producers and consumers.

In addition, mobile applications that support buying and selling transactions between farmers and consumers can increase the efficiency of the agricultural product supply chain. With easy and fast transaction processing, farmers can manage their inventory better and respond to market demand more flexibly. The app can also be a forum for additional information, such as organic certification or sustainable farming practices, which can add value to the product in the eyes of consumers. Overall, the application of this technology not only provides a solution to increase farmers' income, but also advances the agribusiness sector in a more modern, efficient and sustainable direction.

Branding and Product Differentiation

Building a strong brand image for local agricultural products involves a marketing strategy that focuses on values such as quality, sustainability and product uniqueness. By emphasizing quality, farmers can emphasize high standards in their production, guaranteeing consumers will receive a superior, quality product. This strategy helps create a positive perception associated with local agricultural products, builds trust and increases consumer attraction to the brand. Additionally, an emphasis on sustainability reflects a commitment to environmentally friendly agricultural practices. This may involve using organic farming methods, selecting ethically sourced ingredients, or implementing green technology in the production process. This strategy not only appeals to consumers who are increasingly concerned about sustainability, but also has a positive impact on brand image and adds significant value to local agricultural products.

Product uniqueness is also a key point in differentiating a brand from competitors. By highlighting unique aspects, such as distinctive local varieties, traditional yet innovative production processes, or an interesting story behind the product, brands can create a special appeal and create a lasting impression on consumers. Overall, the strategy of building a strong brand image by emphasizing product quality, sustainability and uniqueness is key in increasing the competitiveness of local agricultural products in an increasingly competitive market.

Social Marketing Campaigns

Implementing educational and social marketing campaigns is a strategy that has the potential to have a positive impact in supporting local farmers. This campaign not only focuses on product sales, but also seeks to provide consumers with a deeper understanding of the benefits of supporting local farmers. Involving consumers in the production journey, from the fields to their dinner tables, can be done through creative and informative social media campaigns. Content that shows the lives of farmers, the challenges they face, and the positive impact of consumer support can build a sense of empathy and engagement.

In addition, educational programs and community-based activities can provide a platform for conveying more in-depth information about the sustainability of local agriculture, environmentally friendly agricultural practices, or ways consumers can contribute to the local economy. Workshops, seminars or open agricultural activities can be an interactive means of expanding consumer knowledge. Thus, marketing campaigns not only create consumer satisfaction through product purchases, but also build awareness and long-term support for local farmers. Through this approach, communities can experience the positive impact of consuming local products, and farmers can experience ongoing support from their communities.

Networking and Partnerships

Building close networks and partnerships between farmers, government, business actors and NGOs can be an important pillar in supporting the growth of the local agribusiness sector. By building synergy between stakeholders, more efficient and integrated distribution channels can be created. These partnerships allow farmers to have better access to markets, reduce dependence on intermediaries, and increase their profits. The government can play a strategic role in creating supportive regulations, fiscal incentives, and infrastructure facilitation needed to strengthen the distribution network.

Apart from that, this partnership can also provide opportunities to provide training and education to farmers regarding best agricultural practices, technological innovation and business management. NGOs can play a role in coordinating these training programs, supporting environmental sustainability, and providing necessary technical assistance. On a broader level, these partnerships can facilitate the promotion of local products through joint campaigns, agricultural fairs or participation in community events. Thus, building networks and partnerships not only creates a supportive environment for local farmers, but also strengthens the foundation for sustainable growth in the agribusiness sector.

Experience Based Marketing

Creating interactive product-based experiences is an innovative strategy in marketing agricultural products that can strengthen relationships between farmers and consumers. Tours of farms or gardens allow consumers to experience firsthand the production process of the products they purchase. Through this experience, consumers can better understand the challenges and hard work carried out by farmers, and appreciate the value of the products produced. Product trial programs are also an effective way to introduce new products to consumers, allowing them to experience and evaluate the quality and uniqueness of the product directly.

Apart from that, ecotourism agricultural activities are also an attractive alternative to increase consumer involvement. By visiting interesting and educational agricultural locations, consumers can learn about sustainable farming practices, the importance of environmental conservation, and the benefits of supporting local products. This activity can also create an entertaining and memorable experience for consumers, which can then influence their purchasing decisions. Overall, interactive product-based experiences not only increase consumer engagement, but also have the potential to increase sales, strengthen relationships between producers and consumers, and promote awareness of the importance of sustainable agriculture and local products.

Flexible Pricing Strategy

Adopting a flexible pricing strategy is a smart step in marketing agricultural products, especially amidst intense competition. Offering discounts for large purchases can be a significant incentive for wholesalers or other businesses that require large supplies of agricultural products. This not only provides economic benefits to large buyers, but can also encourage increased sales volumes, having a positive impact on farmer incomes. By providing special offers to loyal customers, farmers can build long-term relationships with consumers, encourage customer loyalty and increase customer retention.

In addition, a flexible pricing strategy can stimulate sales activity and increase product attractiveness in the market. Discounts or special offers can also be used as a marketing tool to attract the attention of consumers, especially those looking for added value or economic benefits. Using an adaptive pricing strategy also gives farmers the flexibility to adjust to changes in markets, seasons, or economic conditions that may affect supply and demand. By combining these strategies with effective marketing, farmers can achieve better results in increasing sales, capturing a larger market share, and ultimately, increasing their income in a sustainable manner.

Training and Education

Providing training to farmers on modern marketing techniques, business management and sustainable farming practices is an important step to improve skills and sustainability of the agribusiness sector. Training on modern marketing techniques includes the use of online platforms, social media and digital marketing strategies to reach a wider market. This equips farmers with the knowledge of how to utilize information and communications technology to increase the visibility of their products and forge better relationships with consumers.

In addition, business management training provides farmers with an in-depth understanding of financial management, business planning and efficient operations. This helps improve the efficiency of agricultural businesses, optimize resource use, and increase profitability. Furthermore, training on sustainable agricultural practices provides insight into how to sustainably manage land and resources, support environmental sustainability, and meet consumer demands for environmentally friendly agricultural products.

Providing this training not only provides technical knowledge, but also forms an adaptive and innovative mental attitude among farmers. With these skills, farmers can be more independent in marketing their products, manage agricultural businesses efficiently, and contribute to sustainable development in the agribusiness sector. With these skills, it is hoped that farmers can take advantage of wider market opportunities, increase their competitiveness, and ultimately, increase their income.

CONCLUSION

Strategic steps in improving the marketing of agricultural products in the agribusiness sector include a number of innovative initiatives. Implementing an online platform or mobile application makes it easier for farmers to access markets and expands consumer reach. Building a strong brand image by emphasizing quality, sustainability and product uniqueness creates differentiation in the market. Educational and social marketing campaigns engage consumers more deeply and raise awareness of the benefits of supporting local farmers. Building networks and partnerships provides comprehensive support, including efficient distribution channels and training for farmers. Interactive product-based experiences, such as farm or garden tours, increase consumer engagement and support sales. Flexible pricing strategies provide incentives for large buyers and loyal customers, while training for farmers on modern marketing techniques, business management and sustainable farming practices improves the skills and sustainability of the agribusiness sector. By integrating all these elements, a strong, efficient and sustainable marketing ecosystem for agricultural products can be created. This not only provides economic benefits for farmers, but also supports the growth of the agribusiness sector as a whole. Increasing farmer incomes, environmental sustainability and the welfare of local communities can be achieved through a holistic approach involving various stakeholders. Thus, innovation and a holistic marketing strategy are very important to face the ODOS (Over Demand Over Supply) challenge and increase the competitiveness of agricultural products in the global market.

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