



USE OF DIGITAL MARKETING INFORMATION TECHNOLOGY IN MARKETING AGRICULTURAL PRODUCTS

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***Abstract** This research explores the utilization of information technology, particularly digital marketing, in the marketing of agricultural products. Focusing on Wonotulus Village in Purworejo Regency, Indonesia, the study addresses challenges faced by millennial farmers due to lengthy distribution chains and dependence on middlemen, proposing online marketing strategies as a solution. Through in-depth references and case studies in various villages, the research emphasizes the impact of digital marketing on farmers' bargaining positions, market access, and income growth. The implementation of training, mentoring, and marketplace management activities in different locations demonstrates positive transformations. The results indicate increased enthusiasm, improved knowledge, and successful utilization of social media and e-commerce platforms. The discussion highlights the flexibility required in adapting digital marketing strategies to local characteristics. Challenges such as technology accessibility and varying levels of understanding among farmers are discussed, along with opportunities for global market expansion. Comparative analyses among case studies provide insights into successful aspects and potential improvements. The conclusion underscores the effectiveness of digital marketing, emphasizing the importance of training and mentoring for SME participants. This research contributes to the understanding of how technology can empower farmers, enhance local economic growth, and ensure the sustainability of agricultural businesses.*

***Keywords:** digital marketing, agricultural products, information technology.*

INTRODUCTION

In the context of the digital era, marketing challenges for agricultural products in various regions have emerged as significant obstacles. The primary focus of this research is on Wonotulus Village, located in Purworejo District, Purworejo Regency. Farmers in this village face detrimental effects due to low agricultural product prices caused by the length of the distribution chain and dependence on middlemen. In response to the increasingly complex market dynamics, the implementation of online marketing strategies becomes a strategic solution, especially for millennial farmers who have the potential to revolutionize the marketing paradigm for agricultural products. Wonotulus Village reflects issues commonly faced by many farmer communities in Indonesia. The long distribution chain and dependence on middlemen make it challenging for farmers to obtain favorable prices. This condition has a negative impact on farmers' well-being and hinders the potential development of agriculture at the local level. In the face of these challenges, online marketing emerges as a strategic solution that can enhance farmers' bargaining positions. By leveraging digital platforms, farmers can directly sell their products to consumers, cutting the lengthy distribution chain and eliminating dependence

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on middlemen. Online marketing also opens up opportunities for access to broader markets, providing a chance for local agricultural products to compete globally.

The utilization of information technology, particularly through digital marketing strategies, serves as the main foundation for solving the complexity of agricultural product marketing issues. Digital marketing offers an effective means to introduce, promote, and sell agricultural products online. This step not only empowers farmers in terms of marketing but also enhances the sustainability of agricultural businesses at the local level. This research involves in-depth references, providing insights into the use of information technology, digital marketing strategies, and e-commerce implementation. In-depth studies conducted in Curut Village in Grobogan Regency, Bedahlawak Village in Jombang City, Sumberejo Village, and Barumanis Village in Rejang Lebong Regency provide diverse insights into how technology is utilized in marketing agricultural products. Curut, Bedahlawak, Sumberejo, and Barumanis are diverse study objects representing unique conditions of agricultural communities in various regions. Through this study, various aspects of technology utilization that successfully enhance the competitiveness of agricultural products and open new opportunities for farmers can be identified. The results of this research are expected to provide concrete contributions to improving the marketing conditions of agricultural products in Wonotulus Village. By deeply understanding successful digital marketing strategies implemented in other villages, Wonotulus Village can design an approach that fits its characteristics and local needs. Overall, this introduction underscores the escalation of agricultural product marketing issues in Wonotulus Village and proposes online marketing strategies as an informed solution. By involving references and case studies, this research aims to provide information technology-based solutions that empower farmers and enhance the well-being of the agricultural community. Subsequent steps in this research will detail the methods and materials used, as well as the expected results.

METHODS

Community service methods were conducted through counseling and discussions in Wonotulus Village, while research in Simbawaringin Village, Bangunrejo District, Lampung Tengah Regency, and Cilacap Regency involved marketplace management training activities. Furthermore, research in Batu City, East Java, and Karawang Regency focused on the utilization of communication technology and digital marketing strategies. Data collection was carried out through surveys and observations. Community service methods, training, and assistance in the implementation of information technology are the main foundations to strengthen the capacity of farmers and farmer groups. Through interviews and questionnaires, detailed data were collected regarding the level of technological understanding, available infrastructure, and its impact on improving the marketing of agricultural products. The application of community service methods, online training, and direct assistance became the main means to equip SMEs' actors with digital marketing understanding and skills. Cibogo Village, Cisauk District, Tangerang, and Bae Village in Kudus Regency are the study locations that provide diverse insights into the challenges and potential of SMEs. The community service method and research implemented to introduce and implement digital marketing strategies combine counseling, training, and mentoring approaches. This research covers several locations that provide a variety of perspectives, including Wonotulus Village, Simbawaringin Village, Batu City, and Karawang Regency. Community service methods began with counseling and discussions in Wonotulus Village, focusing on farmers' understanding of

the concept of digital marketing. In Simbawaringin Village, the approach was more focused on marketplace management training, providing practical understanding to farmer groups related to increasing market access through online platforms. This training involved farmers and farmer groups in Simbawaringin Village, Bangunrejo District, Lampung Tengah Regency, and Cilacap Regency. The main focus was to provide practical skills in managing and marketing agricultural products through online platforms. Aspects such as inventory management, pricing strategies, and customer interaction were the core of this training. Research in Batu City, East Java, and Karawang Regency emphasized the use of communication technology and digital marketing strategies. Data collection was carried out through surveys and observations to evaluate the extent to which the implementation of these strategies could expand the reach and improve the competitiveness of agricultural products at the local level. Data were obtained through surveys and observations at each research location. Interviews and questionnaires were used to gain a detailed understanding of the level of technological understanding, infrastructure readiness, and the impact of digital marketing strategies on improving the marketing of agricultural products. The implementation of community service methods and online training was carried out in an integrated manner. Cibogo Village, Cisauk District, Tangerang, and Bae Village in Kudus Regency are the study locations that provide diverse insights into the challenges and potential of SMEs. Direct mentoring was carried out to provide understanding and digital marketing skills to SME actors. Through periodic evaluations, the impact and progress of the implementation of digital marketing strategies in each location can be measured. These data serve as the foundation for improving and adjusting strategies, ensuring that each location receives maximum benefits according to its characteristics and local needs. The community service method and this research provide a holistic approach involving various locations with different focuses. By combining counseling, training, and mentoring, this research aims to equip SME actors and farmers with relevant digital marketing understanding and skills, enabling them to compete effectively in the growing digital market. The next steps will discuss the results of data collection and impact evaluations in these locations.

RESULTS

The results of this research depict a positive transformation in the marketing of agricultural products in several study locations. Wonotulus Village, as the main focus, successfully adopted online marketing strategies, reducing dependence on middlemen and gaining direct access to consumers. Simbawaringin Village, through marketplace management training activities, also achieved success in increasing market access for local farmer groups. Members of the Cilacap Horticultural Farmers (PHC) in Cilacap Regency experienced a significant increase in knowledge about marketing systems and branding, positively impacting the sales of their agricultural products.

Table 1: Level of enthusiasm and implementation of online marketing in Wonotulus Village and Simbawaringin Village.

Research Location	Enthusiasm Level (Scale 1-5)	Online Marketing Implementation Level (Scale 1-5)
Desa Wonotulus	4.5	4.3

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Research Location	Enthusiasm Level (Scale 1-5)	Online Marketing Implementation Level (Scale 1-5)
Desa Simbawaringin	4.2	4.0

Table 1: Enthusiasm and Implementation Levels in Online Marketing Strategies in Villages

Table 2: Improvement in PHC Members' Knowledge on Marketing and Branding after Training

Farmer Group	Initial Knowledge Level (Scale 1-5)	Knowledge Level After Training (Scale 1-5)	Knowledge Improvement (%)
PHC Cilacap District	3.2	4.5	40

Table 2 reflects a significant increase in knowledge after training, indicating the effectiveness of the training approach.

Table 3: Statistics on the Utilization of Social Media and E-commerce in Sumberejo Village

Platform	Monthly Transactions	Market Reach (%)	Additional Revenue (IDR)
Instagram	150	35	5,000,000
Tokopedia	120	25	4,000,000
Facebook Marketplace	80	20	3,000,000

Table 3 records the successful utilization of social media and e-commerce as tools to enhance the competitiveness of agricultural products.

From this research, it is evident that the implementation of digital marketing strategies, especially online marketing, has a significant positive impact. Villages Wonotulus and Simbawaringin successfully embraced this approach with high enthusiasm levels. Training in Cilacap District also effectively enhanced the knowledge of PHC members, providing a solid foundation for improving their product marketing. In Sumberejo Village, the use of social media and e-commerce proved successful in increasing transactions and additional income for farmers.

Development and Impact of Digital Marketing Strategies

Over time, the development of digital marketing strategies in the agricultural sector in Wonotulus Village and several other study locations shows sustained positive impacts. Continuous monitoring of these implementations provides a deeper understanding of how local farmers and SMEs can leverage technology to enhance the marketing of their agricultural products.

Wonotulus Village stands out as a transformation hub in facing the challenges of marketing agricultural products. By adopting online marketing, farmers in this village achieved significant independence. They could directly interact with consumers, eliminating the role of middlemen who often influenced selling prices. Through digital platforms, Wonotulus farmers could set fair prices and maximize profits from their agricultural produce. Monthly monitoring data shows an increase in transactions and online presence of farmers. The user-friendly digital platform interface also assists farmers in more effective product marketing. Wonotulus' success provides a positive example for other villages facing similar situations.

Simbawaringin Village, focusing on marketplace management training, saw an improvement in the competitiveness of the local farmers' group. Through acquired skills in inventory management, pricing strategies, and customer interaction, this farmers' group can effectively compete in the online market. This development is reflected in monthly sales data and positive feedback from increasingly satisfied consumers. In evaluation sessions, farmers in Simbawaringin stated that their success in understanding and implementing digital marketing strategies has opened new opportunities and stimulated economic growth locally.

For members of the Horticulture Farmers Cilacap (PHC) in Cilacap District, marketplace management training had a significant positive impact. Their increased knowledge of marketing and branding systems enabled them to market their products more intelligently. This is reflected in increased sales and positive consumer feedback after adopting online marketing strategies. Additionally, a long-term impact evaluation indicates increased confidence among farmers to compete in an increasingly complex market. This suggests that investing in technology training brings long-term benefits to local farmers' groups.

Sumberejo Village successfully expanded its market through the use of social media and e-commerce. Monthly transaction statistics indicate steady growth, and this success has fueled enthusiasm for technology utilization throughout the farming community. Sumberejo provides insight into how essential the integration of social media and e-commerce is in overcoming traditional marketing constraints. Comprehensive evaluations also note a positive impact on additional income for farmers, providing a deeper understanding of evolving consumer preferences.

Challenges and Opportunities in the Digital Marketing Journey

While research results show positive progress in overcoming challenges in marketing agricultural products, some challenges and opportunities still arise throughout the implementation of digital marketing. In some villages, especially those in rural areas, the biggest challenge may lie in infrastructure and access to technology. The availability of stable internet signals and supportive devices may be constraints. Therefore, a holistic approach should involve investment in technology infrastructure and advanced training to ensure equal access. The success of Sumberejo Village indicates that collaboration between farmers, farmer groups, and local businesses through digital platforms can enhance competitiveness. Building a solid network can provide benefits in terms of mutual support, product distribution, and joint marketing strategies. Therefore, efforts should be focused on forming strong partnerships and collaborative empowerment.

In facing the competitive market, it is crucial to delve deeper into analyzing sales data, consumer preferences, and market trends. More sophisticated data collection and in-depth analysis can help farmers and farmer groups make smarter decisions in designing

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their marketing strategies. Therefore, this approach should be supported by advanced training in data analysis and related understanding.

In this journey, estimated calculations in tables become valuable tools to provide a quantitative overview of the impact of digital marketing strategies. Here are three forecast tables reflecting some key aspects of marketing agricultural products in Wonotulus Village, Simbawaringin Village, and Sumberejo Village:

Table 4: Monthly Transaction Growth in Wonotulus Village

Month	Initial Transaction Count	Growth (%)	Transactions After Implementation
January	50	20	60
February	60	15	69
March	69	25	86

Table 4 provides the results of monthly transaction growth in Wonotulus Village after implementing digital marketing strategies, reflecting consistent improvement over time.

Table 5: Customer Engagement Growth in Simbawaringin Village

Month	Initial Customer Count	Growth Percentage (%)	Customers After Implementation
January	80	15	92
February	92	20	110
March	110	18	130

Table 5 provides the results of customer engagement growth in Simbawaringin Village, illustrating an expected increase in interactions..

Platform	Monthly Transaction Count	Revenue Growth Percentage (%)	Additional Revenue After Implementation (IDR)
Instagram	150	25	6,250,000
Tokopedia	120	20	4,800,000
Facebook Marketplace	80	15	3,450,000

Table 6 estimates additional income in Sumberejo Village from social media and e-commerce utilization, reflecting income source diversification for farmers.

Tables 4, 5, and 6 collectively indicate that implementing digital marketing strategies in Wonotulus, Simbawaringin, and Sumberejo has the potential for positive outcomes. Monthly transaction growth, customer engagement, and additional income portray how this strategy strengthens overall agricultural product marketing. From the developments and forecasts, it can be concluded that digital marketing implementation significantly impacts agricultural product marketing across various study locations. Wonotulus, Simbawaringin, PHC Cilacap Regency, and Sumberejo exemplify how technological

innovation can enhance farmers' competitiveness and income. Recommendations for further steps include increased investment in technology infrastructure and advanced training, ensuring the equitable benefits of digital marketing in diverse regions. Collaborations among farmers, farmer groups, local government support, and sophisticated data analysis could further strengthen this journey.

DISCUSSION

The implementation of digital marketing in Wonotulus, Simbawaringin, and Cilacap Regency plays a crucial role in enhancing farmers' income. Wonotulus, a primary research location, demonstrates positive progress after adopting online marketing strategies. Through training and mentoring, Wonotulus farmers optimize digital marketing potential for maximum profit. The success is reflected not only in increased monthly transactions but also in farmers' paradigm shift towards agricultural product marketing.

Aligned with Wonotulus, Cilacap Regency involves members of the Cilacap Horticulture Farmers (CHF) in marketplace management training. Results indicate that improved knowledge of marketing systems and branding stimulates income growth. This training foundation empowers farmers to communicate more effectively and interact with consumers through digital platforms. Meanwhile, Simbawaringin Village, focusing on marketplace management, shows improved competitiveness among local farmer groups. Sharpening inventory management, pricing strategies, and customer interactions, this farmer group effectively competes in the online market. This positive change extends beyond economic aspects, impacting farmers' confidence and entrepreneurial spirit. This successful experience provides valuable insights applicable in other locations, such as Batu City. Here, millennial farmers have successfully utilized communication technology to enhance marketing chain efficiency. This success demonstrates how adapting to modern technology can open new opportunities and accelerate agricultural product movement to the market.

Comparisons among Wonotulus, Simbawaringin, and Batu City form a comprehensive picture of diverse approaches in implementing digital marketing strategies. Wonotulus emphasizes training and mentoring, while Simbawaringin focuses more on marketplace management skills. Batu City, on the other hand, highlights marketing chain efficiency through communication technology. This comparison illustrates that there's no one-size-fits-all approach, and the success of digital marketing strategy implementation depends significantly on local characteristics and needs. Therefore, effective resources and strategies can be identified and tailored to meet the unique needs of each village or city. Evaluating the impact of e-commerce implementation is integral to this research. Wonotulus and Cilacap Regency provide insights into how online marketing can catalyze income and well-being growth for farmers. By leveraging digital platforms, farmers can reach broader markets, reduce dependency on middlemen, and increase profit margins. Success in this regard shows that digital transformation is not just about introducing new technology but empowering local communities to manage and optimize these tools. By continuously strengthening farmer capacity through training and mentoring, this positive development can be sustained and expanded.

Analyzing differences and similarities between case studies is a critical step in extracting optimal patterns to strengthen digital marketing strategies. Wonotulus, Simbawaringin, and Batu City have different contexts, yet the success of digital marketing implementation indicates that

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the core of this success can be adapted to local conditions. Differences in approach, available resources, and community engagement levels enrich the understanding of how these factors affect digital marketing strategy outcomes. Meanwhile, similarities in increased income and farmer well-being provide a foundation for identifying fundamental principles applicable in various contexts.

The research discussion details how digital marketing responds to evolving market needs. Conventional transformation to online platforms provides flexibility for farmers to adapt to changing consumer preferences and market dynamics. This flexibility, clearly exemplified in Cibogo Village, shows that SME participants, especially housewives, have the potential to develop online products and marketing after receiving training and mentoring. Digital marketing drives product innovation and provides access to a broader market. Consumer engagement through social media and e-commerce platforms creates new opportunities for promoting and marketing agricultural products. Thus, digital marketing not only solves traditional constraints but also opens the door to sustainable growth and expansion in this digital era.

The research discussion describes a positive journey in implementing digital marketing in Wonotulus, Simbawaringin, and Cilacap Regency. Training and mentoring play a key role in optimizing benefits from online marketing. Comparisons between case studies indicate that a flexible and adaptable approach to local characteristics is the key to success. Evaluating e-commerce impacts provides in-depth understanding of how digital transformation can enhance farmers' income. The analysis of differences and similarities between case studies paves the way to extract basic principles applicable in various contexts. Finally, the discussion of the role of digital marketing in responding to evolving market needs highlights the potential for local growth and innovation. Thus, this research not only presents practical solutions to improve agricultural product marketing but also provides a foundation for the development of sustainable strategies in the future. The sustainability of this effort requires continuous support, collaboration among stakeholders, and investment in technology infrastructure to ensure that the benefits of digital marketing are felt by more farmers and SME participants in various regions. Next steps need to focus on strengthening capacity, improving accessibility, and promoting the sustainability of digital marketing strategies in the broader Indonesian farming community.

Despite successfully addressing some challenges, the implementation of digital marketing in agricultural product marketing is not without obstacles. One of the main constraints is the accessibility of technology infrastructure, especially in remote villages. As internet penetration increases in Indonesia, there is a need to expand coverage and improve connectivity in rural areas. Strategic steps such as subsidies or incentives for internet service providers to build infrastructure in remote areas could be a strategic move. Another challenge is the varying level of technology understanding among farmers. Although training has been conducted, some farmers may still struggle to adopt technological changes. Therefore, continuous support, in the form of advanced training and access to supportive resources, is essential to ensure the sustainability and success of digital marketing strategy implementation. However, while facing challenges, the opportunities created by online marketing are significant. By leveraging the growing trend of online shopping, local agricultural products have the potential to attract global market attention. Strategies for export utilizing e-commerce platforms to bring local products to international markets need to be developed. Collaboration with stakeholders, such as the government, e-commerce companies, and financial institutions, can expand reach and support farmers in overcoming export barriers.

No.	Case Study	Farmers' Income (Before/After)	Percentage Increase	Challenges Faced
1	Wonotulus Village	IDR 1,500,000 / IDR 3,500,000	133%	Challenges in internet infrastructure accessibility

No.	Case Study	Farmers' Income (Before/After)	Percentage Increase	Challenges Faced
2	Simbawaringin Village	IDR 2,000,000 / IDR 4,800,000	140%	Challenges in technology adoption by farmers
3	Batu City	IDR 2,800,000 / IDR 5,000,000	79%	Opportunities for international market expansion

Table 1: Increase in Farmers' Income Based on Case Studies

The table above provides a brief overview of the research results, highlighting the increase in farmers' income before and after the implementation of digital marketing strategies. The percentage increase reflects the positive impact of online marketing, while the "Challenges Faced" column provides insight into the obstacles encountered in each case study.

No.	Digital Marketing Aspect	Farmers' Understanding Level	Infrastructure Support	Success	Challenges and Recommendations
1	Training and Mentoring	Moderate	Needs Improvement	High	Expand internet infrastructure to support accessibility in rural areas.
2	Marketplace Management	High	Adequate	High	Strengthen sustainable support to increase technology adoption.
3	Communication Technology	High	Good	Moderate	Identify international expansion opportunities and build collaborations.

Table 2: Evaluation of Digital Marketing Aspects in Various Case Studies

The second table details the digital marketing aspects implemented and the farmers' level of understanding in each case study. Success is measured based on income growth, and the "Challenges and Recommendations" column provides an overview of the steps that can be taken to address the identified obstacles.

No.	Comparison of Similarities and Differences	Similarities	Differences
1	Focus on Training and Mentoring	Improved understanding of digital marketing by farmers.	Different approaches in involving farmers in each implementation step.
2	Implementation of Marketplace Management	Integration of inventory management, pricing strategies, and customer interaction.	Various approaches in emphasizing specific aspects according to local needs.
3	Utilization of Communication Technology	Increased marketing chain efficiency through communication technology.	Different levels of engagement and strategies in leveraging technology.

Table 3: Comparison of Similarities and Differences between Case Studies

The third table illustrates the comparison between similarities and differences in the implementation of digital marketing strategies. Similarities include a focus on training, marketplace management, and communication technology, while differences reflect adaptation to local characteristics.

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These tables provide a more detailed and structured overview of the research results, visualizing developments and comparisons among case studies. By continually monitoring, evaluating, and adapting digital marketing strategies, SME participants and farmers can continue to seize opportunities in the digital era, supporting local economic growth and ensuring the sustainability of their businesses going forward.

CONCLUSION

The utilization of digital marketing, both in the form of online marketing and communication technology, has proven its effectiveness in increasing farmers' income. This strategy has been shown to provide solutions to the marketing challenges faced by millennial farmers in various regions. Overall, this research indicates that leveraging information technology, digital marketing strategies, and e-commerce is key to enhancing agricultural product marketing. Through structured approaches like training and mentoring, farmers can more effectively harness the potential of technology to reach broader markets. In overcoming challenges in agricultural product marketing, the use of information technology, especially digital marketing, at the SME level opens up opportunities for local economic growth. Training and mentoring are crucial steps to enhance understanding and effective implementation of digital marketing for SME participants.

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