

## Digital Marketing of UMKM Tugu Hydroponics through Social Media in Tugu Village, Sliyeg Sub-District, Indramayu District 2023

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### ABSTRACT

Digital marketing through Facebook social media has become an important strategy for Micro, Small and Medium Enterprises (MSMEs) in expanding their reach and building relationships with customers. In this context, this study explores how Tugu Hidroponik MSMEs use the Facebook platform as a key tool for their digital marketing. Through a qualitative approach, data was collected through interviews with business owners and analysis of their social media content. The results show that Tugu Hidroponik MSMEs have successfully utilized Facebook's interactive features to increase interaction with customers, present relevant content, and expand their market share. The findings provide insights into how MSMEs can optimize their digital marketing through social media, with a particular emphasis on the Facebook platform, to increase their brand visibility and business growth.

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## INTRODUCTION

From a global perspective, it is acknowledged that micro, small, and medium enterprises (MSMEs) play a very important role in economic growth and development, not only in developing countries but also in developed countries. In developing countries, MSMEs have a crucial role in creating job opportunities and sources of income for disadvantaged communities, as well as in distributing employment, reducing poverty levels, and advancing the rural economy. In Indonesia, there are approximately 56.2 million MSME units that have successfully absorbed around 97.2% of the total workforce. MSMEs play a significant role in promoting economic growth, reducing unemployment and poverty rates, and contributing to foreign exchange earnings. This indicates that the existence of MSMEs has a significant impact on improving public welfare through increased income and reduced unemployment (Chrismardani, 2014). The important role of marketing communication in business success is very prominent, so the marketing department plays a key role in realizing business strategies. This occurs when a company aims to maintain and increase sales of its products or services. By implementing the right marketing communication strategies, a company can boost sales through available opportunities, which can ultimately improve or maintain the company's position in the market.

In Kemas' view, marketing in the current digital era involves various elements, including website ads, websites and micro-pages, web banners, mobile marketing, brand apps, mobile banners, and social media. All of these marketing activities are the result of the significant contributions made by Information Technology (IT) professionals in the marketing industry to turn technology into an effective marketing environment (Wulandari, 2022). Facebook has become one of the most popular social networking platforms in Indonesia. Therefore, it is not surprising that this platform has great potential as a business opportunity and a highly effective product marketing tool (Karim, 2022). Facebook provides space for meetings and communication between members, and with the increasing number of members joining, this platform provides advertising space for members to promote various products such as clothing, shoes, beauty products, and health items. With the rapid growth of users, more potential buyers are emerging (Rita, 2015).

The use of information technology such as Facebook is expected to provide benefits to its users in carrying out their tasks or behaviors when using technology in the context of work.

Its effectiveness can be measured based on the frequency and intensity of the technology's use, as well as the number of applications or software used in the process. Technological advancements in the agricultural sector continue to develop rapidly each year. However, there is a risk of falling behind and failing to take advantage of technological advancements to improve business outcomes, particularly among farmers. One technology that is worth introducing more widely is hydroponic technology. With the limited availability of agricultural land due to the expansion of the industrial and service sectors, hydroponic technology can be a potential alternative for communities with limited land or yard space, opening up opportunities as a sufficient source of income.

Hydroponics is a farming method that uses alternative growing media, such as pumice, gravel, sand, coconut husk, wood chips, or foam, to replace the role of soil as the support for plant roots (Chaerunnisa, 2022).

Based on the previous review, this research begins with a focus on Digital Marketing for Tugu Hydroponic MSMEs, which highlights the uniqueness in the concept and practice of hydroponic farming. By utilizing advanced technology and soil-less growing methods, they have succeeded in creating an efficient and environmentally friendly agricultural ecosystem in the village. This uniqueness is not only found in the fresh products produced but also in their efforts to educate the public about the importance of sustainable farming and innovative ways to produce food.

Furthermore, Tugu Hydroponic MSMEs also have a positive impact on local MSME sub-sectors. They actively involve youth and small entrepreneurs in their supply chain, creating new economic opportunities in the local community. By empowering MSME sub-sectors, Tugu Hydroponic is not only a modern agricultural center but also a driving force for sustainable local economic growth, especially in responding to consumer feedback regarding their satisfaction with the products ordered through social media.

The problem in this research is: How does the Digital Marketing of Tugu Hydroponic MSMEs through Facebook Social Media in Tugu Village, Sliyeg District, Indramayu Regency in 2023 work? The purpose of this study is to understand the Digital Marketing of Tugu Hydroponic MSMEs through Facebook social media in Tugu Village, Sliyeg District, Indramayu Regency in 2023.

## **LITERATURE REVIEW**

Digital marketing is a product or service marketing strategy that uses digital technologies, such as the internet, social media, mobile phones, and other digital media (Glen, 2004). Unlike traditional marketing methods such as print media, billboards, and television, digital marketing is typically driven by data. Many popular digital advertising platforms today provide access to campaign reports for comprehensive data analysis. According to Chaffey & Smith (2017), digital marketing allows businesses to leverage online platforms for direct consumer engagement, ensuring that marketing efforts are measurable, scalable, and adaptable to changing consumer behavior.

By combining the power of the internet and technology, digital marketers can collect and analyze data from customer behavior or different user engagements, allowing them to present more personalized content and advertisements to a specifically targeted audience, aiming for better engagement and results. More broadly, according to Urban (2005), digital marketing is the use of the internet and information technology to expand and enhance traditional marketing functions. Similarly, Kotler & Keller (2016) argue that digital marketing enables businesses to adopt a customer-centric approach by utilizing data analytics to optimize marketing strategies and enhance consumer experiences.

Interactive marketing involves actively engaging consumers in the marketing process through various interactive platforms such as social media, websites, and online campaigns. The goal is to strengthen the engagement between the brand and consumers, as well as to better understand their needs. Deighton & Kornfeld (2009) highlight that interactive marketing fosters a two-way communication model where consumers can actively respond to marketing messages, influencing brand perception and customer loyalty. Additionally, Pulizzi (2014) emphasizes that content marketing, a subset of interactive marketing, plays a crucial role in building long-term consumer relationships by providing valuable and relevant content tailored to audience preferences. Individual marketing emphasizes the uniqueness of each customer by creating highly personalized and relevant experiences. This involves gathering customer data, personalization technology, and marketing strategies that align with each customer's preferences. Peppers & Rogers (2011) propose that one-to-one marketing strategies help businesses build stronger relationships with consumers by offering tailored solutions based on individual needs. Furthermore, Grewal et al. (2016) state that the rise of artificial intelligence (AI) and machine learning has enhanced personalization capabilities, enabling brands to deliver highly customized experiences at scale.

Electronic marketing utilizes various online platforms such as email, social media, online advertising, and sales through websites to promote products or services. This allows companies to reach their target audience more efficiently, whether in business-to-business (B2B) or business-to-consumer (B2C) marketing. According to Strauss & Frost (2014), e-marketing has revolutionized the way businesses engage with customers, offering cost-effective solutions with real-time performance tracking. Similarly, Ryan (2017) asserts that digital channels such as search engine optimization (SEO), pay-per-click (PPC) advertising, and influencer marketing significantly contribute to increasing brand visibility and conversion rates.

Marketing communication is a tool used by companies or SMEs to provide information, influence, and remind consumers directly or indirectly about the products and brands being offered. This communication aims to educate consumers about the use and benefits of the products, as well as build strong relationships and dialogues between the company and consumers (Fitriah, 2018). According to Belch & Belch (2018), integrated marketing communication (IMC) ensures consistency across various promotional channels, reinforcing brand messaging and enhancing consumer trust. Additionally, Schultz & Patti (2009) emphasize that marketing communication plays a fundamental role in shaping brand perceptions and fostering consumer engagement through multiple touchpoints.

By strengthening customer loyalty, marketing communication contributes to building brand equity. Therefore, the relationship between marketing communication and the company is very close. The marketing communication process involves an exchange of thoughts and understanding between individuals or between the company and individuals. However, communication in a marketing context is more complex than everyday communication with

friends or family. For this reason, delivering messages in marketing communication requires a well-thought-out communication strategy and careful planning. According to Keller (2013), brand equity is directly influenced by effective communication strategies that create positive associations, brand awareness, and consumer trust. Furthermore, Clow & Baack (2015) suggest that marketing communication should be aligned with consumer expectations and cultural nuances to maximize impact and effectiveness.

In conclusion, the integration of digital marketing strategies, including interactive marketing, personalized marketing, and electronic marketing, has transformed the way businesses connect with consumers. Supported by various studies, digital marketing enables companies to leverage technology for targeted communication, enhanced consumer engagement, and long-term brand loyalty. Future research could explore emerging trends in artificial intelligence, big data analytics, and augmented reality (AR) to further enhance the effectiveness of digital marketing strategies.

## **METHODOLOGY**

This research adopts a qualitative approach because the data and information sought are not focused on specific quantities, but rather prioritize in-depth data to explain the issues to be discussed. This type of research typically draws from everyday life occurrences around us. The paradigm applied in this research is the constructivist paradigm. In this paradigm, the researcher is positioned on equal footing with the research subjects and strives to engage fully with the subjects, with the goal of understanding and shaping the subjects' understanding. This research uses a qualitative approach because it allows the researcher to explore data in depth regarding Digital Marketing for SMEs at Tugu Hidroponik through Facebook social media.

## **RESEARCH RESULTS AND DISCUSSION**

The results are presented using data reduction and data analysis methods, based on indicators related to the factors that influence perceptions, as outlined in the conceptual framework. In the presentation, the researcher uses sub-elements of each indicator within the conceptual framework, namely the factors influencing perceptions, as follows:

### ***Interactive Marketing***

Interactive marketing refers to activities or programs designed to engage customers directly or indirectly. This is important in product marketing strategies because it can increase awareness and interaction between the brand and the consumer. By involving customers, companies can create closer relationships and build stronger loyalty.

In interactive marketing, the interaction between the customer and the brand is key to creating a more meaningful experience for the consumer. Through various platforms like social media, interactive websites, or promotional events, businesses can expand their reach and strengthen customer

engagement. This allows businesses to better understand customer needs and preferences and provide quicker responses to their feedback.

With increased awareness and interaction between customers and the brand, interactive marketing can be an effective tool in boosting product sales. By creating a more personal and relevant experience for consumers, businesses can strengthen their brand image and stimulate purchase interest. As a result, interactive marketing can be a very valuable strategy for achieving success in product marketing.

Becoming an SME promoter plays a crucial role in supporting the growth and sustainability of micro, small, and medium enterprises (SMEs). By promoting SME products and services, promoters help increase the visibility and accessibility of local products in the market. Through effective promotional efforts, SME promoters can help increase sales and raise awareness about the existence and benefits of SME products.

Additionally, being an SME promoter also means being an agent of change in supporting the local economy and strengthening community economic independence. By introducing SME products to a wider audience, promoters help expand market share and increase income for SME entrepreneurs. This not only positively impacts business growth but also the overall local economic well-being. Therefore, the role of an SME promoter has a significant impact on advancing the local economy and strengthening the overall SME ecosystem.

### ***One-to-One Marketing***

One-to-one marketing is an approach that focuses on the individuality of each customer. The goal is to create a highly personal and relevant experience for each consumer. This is done by collecting and analyzing customer data, applying personalization technologies, and designing marketing strategies tailored to the unique preferences and behaviors of each customer. This approach aims to build strong relationships with customers and has the potential to increase their satisfaction and loyalty levels.

Categorizing customers into loyal, regular, and occasional categories is a strategic step in analyzing purchasing patterns and the level of customer attachment to the brand. Loyal customers are those who have a strong attachment to the brand and consistently choose that product over other available options. Regular customers, on the other hand, are those who regularly buy from the SME, though their attachment may not be as strong as that of loyal customers. Occasional customers are those who shop sporadically or irregularly.

By understanding these categories, SMEs can develop more targeted and effective marketing strategies. For loyal customers, special attention can be given in the form of loyalty programs or exclusive rewards to appreciate their loyalty. For regular customers, efforts can be focused on maintaining their satisfaction and increasing their purchase frequency. Meanwhile, for occasional customers, steps can be taken to raise brand awareness and change their shopping behavior to make them choose SME products more often.

By analyzing purchasing patterns and customer engagement, SMEs can better understand market preferences and needs. This allows them to develop more

effective and sustainable marketing strategies, which in turn helps increase sales and ensure business continuity.

### *E-Marketing*

E-marketing, also known as electronic marketing, is a marketing strategy that leverages various online platforms and channels to advertise products or services. The main components of e-marketing include the use of email, social media, online ads, and sales through websites as tools to reach and interact with consumers. With rapidly advancing digital technologies, e-marketing enables businesses to reach target audiences more efficiently and effectively than traditional marketing methods.

E-marketing includes not only business-to-consumer (B2C) marketing but also business-to-business (B2B) marketing, depending on the target goals and markets of the SMEs. Through e-marketing strategies, SMEs can expand their market reach, increase brand awareness, and acquire new customers in a more cost-effective and efficient manner. By utilizing various tools and platforms, SMEs can tailor their marketing approaches to meet business needs and consumer preferences.

An integrated, customer-focused approach is key to success in e-marketing for SMEs. By understanding online consumer behavior and using data to track and analyze campaign performance, SMEs can optimize their marketing strategies and provide a more personalized experience to consumers. Thus, e-marketing not only becomes a powerful tool for promoting products or services but also an effective way to build long-lasting relationships with customers and strengthen brand presence in an increasingly digital market.

## **CONCLUSIONS AND RECOMMENDATIONS**

E-marketing, also known as electronic marketing, is a strategy that utilizes various online platforms and channels to advertise products or services. The key components of e-marketing include email, social media, online advertising, and website-based sales as tools to reach and interact with consumers. With the rapid development of digital technologies, e-marketing enables businesses to reach their target audience more efficiently and effectively than traditional marketing methods.

E-marketing includes not only business-to-consumer (B2C) marketing but also business-to-business (B2B) marketing, depending on the goals and target markets of SMEs. Through e-marketing strategies, SMEs can expand their market reach, increase brand awareness, and acquire new customers in a more cost-effective and efficient manner. By utilizing various available tools and platforms, SMEs can adjust their marketing approaches according to business needs and consumer preferences.

An integrated, customer-focused approach is essential for the success of e-marketing in SMEs. By understanding online consumer behavior and using data to track and analyze campaign performance, SMEs can optimize their marketing strategies and offer a more personalized experience for consumers. Thus, e-marketing is not only a powerful tool for promoting products or services but also

an effective way to build lasting relationships with customers and strengthen brand presence in an increasingly digital marketplace.

Through interactive marketing, SMEs can build strong relationships with consumers while presenting relevant and engaging content. One-to-one marketing allows them to provide highly personal experiences, which in turn create deeper relationships. By utilizing e-marketing via Facebook, SMEs can reach a broad target market and use the platform's interactive features to enhance engagement. By integrating these three aspects, Tugu Hidroponik SMEs can achieve comprehensive marketing communication, which will positively impact their brand image and business growth.

- **Optimize Data-Driven Strategies:** SMEs should invest in data analytics tools to gain insights into consumer behavior, allowing them to refine their marketing strategies and improve targeting accuracy.
- **Enhance Personalization Techniques:** By leveraging AI and machine learning, businesses can offer tailored experiences that align with individual customer preferences, increasing engagement and customer loyalty.
- **Leverage Social Media Engagement:** Utilizing interactive features such as live streaming, polls, and user-generated content can boost consumer interaction and brand trust.
- **Strengthen Cybersecurity Measures:** Ensuring secure transactions and customer data protection will help build consumer trust in e-marketing platforms.
- **Expand Multichannel Marketing Efforts:** Combining multiple digital platforms, including search engines, social media, and email marketing, can maximize visibility and conversion rates for SMEs.
- **Evaluate and Adapt Strategies Regularly:** Conducting continuous assessments of campaign performance will help businesses stay agile and responsive to market trends, improving overall marketing effectiveness.

In conclusion, the integration of digital marketing strategies, including interactive marketing, personalized marketing, and electronic marketing, has transformed the way businesses connect with consumers. Supported by various studies, digital marketing enables companies to leverage technology for targeted communication, enhanced consumer engagement, and long-term brand loyalty. Future research could explore emerging trends in artificial intelligence, big data analytics, and augmented reality (AR) to further enhance the effectiveness of digital marketing strategies.

## **ADVANCED RESEARCH**

Building upon this study, future research can explore the intersection of digital culture and culinary consumption, examining how social media platforms shape and amplify food trends, influence consumer preferences, and facilitate identity expression through virtual food-sharing practices. Investigating the role of influencers and user-generated content in establishing the social value of specific foods, such as Mie Gacoan, could offer insights into how digital spaces redefine traditional concepts of social capital and symbolic consumption. Additionally, comparative studies across different socio-economic and cultural

groups can provide a nuanced understanding of how digitalization, globalization, and local cultural contexts converge to shape culinary lifestyles. By integrating digital ethnography with traditional sociological frameworks, researchers can capture the evolving dynamics of food as a symbol of identity, status, and community in an increasingly digitalized society.

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