



## Analysis Of The Utilization Of Digitalmarketing In Increasing Gayo Coffee Farmers' Income (Study On Pepalang Village, Takengon City)

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### ARTICLEINFO

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### ABSTRACT

**Keywords:**

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One of the agricultural products that contributes significantly to the economy in terms of income for the country is coffee. One of the cities in Aceh Province that produces coffee is the city of Takengon with Gayo coffee. One of the villages is said to not have the word prosperous in terms of farmers' income, namely Pepalang village. The income from coffee farming has decreased, resulting in the inability to meet the needs of farmers because the demand for food, plantations, children's school fees and others must be incurred. Farmers are still classified as conventional in doing the work, either by farming, selling coffee and managing coffee. The purpose of this study is to analyze the use of digital marketing as an effort to increase the income of Gayo coffee farmers (a study in Pepalang village, Takengon city) with digital marketing indicators including Accessibility, Interactivity, Entertainment, Credibility, Irritation and Informativeness. This study uses qualitative methods to describe the phenomena that occur. The data collection techniques used in this study are interviews, observation and documentation. This study collects information from interviewing informants consisting of key informants, main informants and additional informants. The data analysis technique uses the process of data reduction, data presentation and drawing conclusions. The results show that the use of digital marketing has an impact, namely it can increase the income of Gayo coffee farmers, Pepalang village, Takengon city. This study uses qualitative methods to describe the phenomena that occur. The data collection techniques used in this study are interviews, observation and documentation. This study collects information from interviewing informants consisting of key informants, main informants and additional informants. The data analysis technique uses the process of data reduction, data presentation and drawing conclusions. The results show that the use of digital marketing has an impact, namely it can increase the income of Gayo coffee farmers, Pepalang village, Takengon city. This study uses qualitative methods to describe the phenomena that occur. The data collection techniques used in this study are interviews, observation and documentation. This study collects information from interviewing informants consisting of key informants, main informants and additional informants. The data analysis technique uses the process of data reduction, data presentation and drawing conclusions. The results show that the use of digital marketing has an impact, namely it can increase the income of Gayo coffee farmers, Pepalang village, Takengon city. The data analysis technique uses the process of data reduction, data presentation and drawing conclusions. The results show that

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## INTRODUCTION

Indonesia is one of the countries with abundant natural resources. The agricultural sector is one of the sectors that influence the process of economic growth in Indonesia. The contribution of the agricultural sector is still dominant in creating added value for the country's economy. Indonesia's agricultural diversity has contributed a lot to the country.

One type of agricultural product that contributes a sizeable income to the State is coffee. Coffee is one of the agricultural products that makes a very large contribution to Indonesia in terms of the economy. This happened because of the high sales and exports of coffee.

Aceh Province is one of the provinces which is the center of coffee production, namely Gayo Coffee. Arabica coffee is a type of Gayo coffee. This coffee is grown in the Gayo highlands.

One of the cities in Aceh Province that produces coffee is the city of Takengon. The glorious results of coffee farming in the Gayo area, there is one village where farmers are found who cannot be said to have the word prosperous in terms of income both in meeting their daily needs and financing other things in the lives of farmers. That village is the village of Pepalang.

Table 1. Annual Harvest Sales with Three Harvests

Year	Yield Production	Frequency
2018	IDR 1,887,950,000	29%
2019	IDR 2,510,400,000	39%
2020	IDR 2,083,800,000	32%

From the data above it is known, from the Gayo coffee harvest carried out by Gayo coffee farmers in Pepalang village, there have been increases and decreases. This happened as a result of the condition of the selling price of Gayo coffee fruit which continued to decline from the last three years. Even though the main harvest increases, the income of farmers can decrease due to a decrease in the selling price of coffee.

Based on the data above, it is known that the frequency in the income of Gayo coffee farmers in Pepalang Village is still not sufficient to calculate farmers' needs. Coffee farmers in the village of Pepalang stated that the level of income from coffee farming has decreased over the past three years and this has resulted in the non-fulfillment of farmers' needs due to requests for meeting food needs, plantation needs, children's school fees and other costs. else to be issued or spent.

One of the factors that can cause the rise and fall in the income of coffee farmers in Pepalang village is the unstable selling price of coffee cherries. Coffee farmers felt the pain and the fall in sales of this coffee fruit during the Covid-19 outbreak.

## LITERATURE REVIEW

### Marketing

According to Kotler (1997). Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others. Stanton (1997) says that marketing includes all

systems related to the objective of designing and determining prices through promoting and distributing goods and services that can satisfy the needs of actual or potential buyers. Marketing is a process of analysis, planning, implementation.

### **Digital Marketing**

Sánchez-Franco et al., (2014) define digital marketing as the result of evolutionary marketing. Evolution occurred as companies used digital media channels for a large part of marketing. Digital media channels can be addressed and allowed continuous, two-way, and personal conversation between marketers and consumers. According to Lane (2008) in (Katherine Taken Smith, 2011) digital marketing is the practice of promoting products and services using digital distribution channels. Digital marketing is also referred to as e-marketing and includes digital or online advertising, which sends marketing messages to customers.

### **Income**

According to Abdurachman (2000) Income is money, goods, materials or services received or increased during a certain period of time. Sadono Sukirno (2006) says Income is money income received and given to economic subjects based on the achievements submitted, namely in the form of income from professions carried out alone or individual businesses and income from wealth. The amount of a person's income depends on the type of work.

## **METHODS**

This study uses a qualitative method aims to describe the phenomena that occur. Data collection techniques used in this study are interviews, observation and documentation. Source of data taken from primary data and secondary data. This study collected information from interviewing informants consisting of key informants, main informants and additional informants. The data analysis technique uses data reduction, data presentation and conclusion drawing for data analysis.

## **RESULTS AND DISCUSSION**

The resulting data is the result of interviews with the head of the Pepalang village, namely Mr. M. Yunus and Mr. Aman Najwa as Chair of the Pepalang Village Farmers Group. Researchers also obtained data from additional informants, namely farmers who had carried out digital marketing or who had not done it at all. The data obtained is related to the results of interviews related to digital marketing indicators for Gayo coffee farmers in Pepalang village, namely accessibility, interactivity, entertainment, trust, aggravation and informative.

### **1. Accessibility**

According to Yazer Nasdini (2012), Accessibility is the user's ability to access information and services provided by online advertising. The term Accessibility is generally related to how users can access Social media sites. Basically, farmers in Pepalang village have started to understand how to use social media and have started placing paid advertisements for coffee on the social media they use, such as Facebook Ads and Instagram Ads. Farmers are also starting to plan to create a website page to maximize digital marketing services for coffee. But unfortunately the understanding of the use of marketing media is not fully understood by farmers. Farmers are still confused about the model and how to use social media.

### **2. Interactivity**

According to Yazer Nasdini (2012), Interactivity is the level of two-way communication which refers to the ability of mutual communication between advertisers and consumers, and responds to the input they receive. Generally, when using social media as digital marketing, farmers have done a number of things, including incorporating content designs in the form of coffee sales and other sales descriptions. Coffee farmers also receive feedback on what they

market on social media such as interactions between ordering products, answering comments and questions about what is being marketed on social media, providing descriptions and explaining it to buyers of coffee products.

### 3. Entertainment

According to Yazer Nasdini (2012), Entertainment is the ability of advertising to provide pleasure or entertainment to consumers. In general, there are indeed many advertisements that provide entertainment while inserting information. Basically, farmers have done interesting content designs to get high insight. The content design created is in the form of photo and video documentation on product segments and activities being carried out. This content design also continues to be maximized by farmers, especially young farmers who play the most important role and who understand how the use and utilization of digital marketing used.

### 4. Trust (Credibility)

According to Yazer Nasdini (2012), Credibility is the level of consumer trust in online advertisements that appear, or the extent to which advertisements provide information about what is conveyed so that they are trustworthy, impartial, competent, credible and specific. So far the farmers in providing information in content design as much as possible will provide information that is credible not exaggerating and is what it is. To get consumers' trust back, farmers while uploading content designs in the form of photos and videos, farmers also conduct live broadcasts to give a better depiction of what they do and what coffee products are offered to consumers online through digital media.

### 5. aggravation (irritation).

According to Yazer Nasdini (2012), Irritation is a disturbance that occurs in online advertising, such as ad manipulation so that it leads to fraud or a bad experience for consumers about online advertising. The farmers believe that they have never done anything that refers to fraud. Even so, farmers have received complaints from consumers who are going to buy coffee products with the intention of being deceived because they made purchases online, they have also been deceived by buying coffee that doesn't taste good, the packaging or packaging of the coffee is damaged. This makes farmers to do their best service to consumers to try and give the impression of believing in what farmers market through social media.

### 6. Informative (Informativeness).

According to Yazer Nasdini (2012), the ability of advertising to supply information to consumers is the essence of an advertisement. Advertising must also provide a true picture of a product so that it can provide economic benefits for consumers. Basically, farmers have tried their best for marketing through digital marketing, namely in terms of social media Facebook and Instagram. Farmers also try their best to be able to present content clearly and easily understood in terms of product descriptions. Besides that, farmers also maximize documentation in the form of other photo and video images as a form of presenting entertainment content on social media.

## CONCLUSION

Based on the data obtained from the research results that have been conducted and described in the previous chapter, it can be concluded that the use of digital marketing has an impact, namely it can increase the income of Gayo coffee farmers, Pepalang village, Takengon city. Gayo coffee farmers in Pepalang village received additional additions from the results of marketing coffee through digital media, namely Facebook and Instagram, assisted by paid advertising assistance on each social media, namely Facebook Ads and Instagram Ads. Besides that, farmers still complain about the unstable internet network as a supporting tool for marketing through digital marketing. A Gayo coffee farmer in Pepalang village explained that

the income generated from digital marketing helps farmers' incomes increase even though the main higher income comes from direct sales. This increase in income is classified as an increase from the previous year, starting from before farmers used and after using digital marketing. However, there are still farmers who have not used and utilized digital marketing as a way to increase their income on the grounds that they do not yet need to use digital marketing and do not know how to use digital marketing media. This increase in income is classified as an increase from the previous year, starting from before farmers used and after using digital marketing. However, there are still farmers who have not used and utilized digital marketing as a way to increase their income on the grounds that they do not yet need to use digital marketing and do not know how to use digital marketing media. This increase in income is classified as an increase from the previous year, starting from before farmers used and after using digital marketing. However, there are still farmers who have not used and utilized digital marketing as a way to increase their income on the grounds that they do not yet need to use digital marketing and do not know how to use digital marketing media.

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