



Utilization of Digital Marketing to Increase Sales Volume and the Economy of Communities Around Oyster Mushroom Processing Production in Tulungagung Regency

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ABSTRACT

The objective of the present study was to ascertain a resolution and establish a correlation pertaining to the application of digital marketing in enhancing the volume of product sales and the economic well-being of the local community engaged in the production of oyster mushroom processing within Tulungagung Regency. Additionally, this study aimed to identify the challenges or issues encountered by entrepreneurs in leveraging digital marketing, thereby facilitating the effective and efficient implementation of strategic initiatives. The research methodology employed in this investigation is descriptive in nature, utilizing a qualitative approach. The data type utilized comprises primary data obtained through structured interviews and direct observations. The findings from the discussion indicate that the utilization and activities associated with digital marketing yield highly favorable and beneficial effects on product sales volume and contribute positively to the economic development of the community involved in the oyster mushroom processing sector in Tulungagung Regency. The digital marketing strategies employed encompass the deployment of internet media, various digital platforms (including WhatsApp, Shopee, TikTok, and Tokopedia), and the creation of innovative video content, which collectively enhance brand visibility, expand marketing reach, and attract new clientele. Nevertheless, it is imperative that entrepreneurs engaged in oyster mushroom processing within Tulungagung Regency promptly address several challenges encountered in practice, notably including the requisite skills and competencies for effectively utilizing the internet and digital platforms, as well as constraints relating to human resources and the availability of stable and continuous raw materials.

Keyword:

Digital Marketing, Increasing Product Sales Volume, Improving Community Economy

INTRODUCTION

This investigation serves as a subsequent analysis of the preceding research titled 'Utilization of Narrow and Non-Productive Land for Oyster Mushroom Cultivation in Boyolangu District, Tulungagung Regency.' The enhancement

of production outcomes, the capacity to transform raw material production yields into processed oyster mushroom commodities with diverse flavors, and the application of marketing technology via digital platforms present a significant

opportunity for the inhabitants of Tulungagung Regency, particularly concerning oyster mushroom processed goods that remain reliant on conventional marketing practices to foster advancements and innovations in the marketing domain. The industry grounded in traditional methods is poised to encounter numerous challenges and substantial repercussions in light of the digital marketing landscape that has emerged contemporaneously (Setyawati et al., 2023). Such repercussions are acutely experienced by entrepreneurs who persist in employing traditional marketing frameworks due to the competitive edge manifested in the marketing endeavors that are currently evolving at an accelerated pace (Gherghina et al., 2020).

The competitive edge of digital marketing initiatives is anticipated to serve as a pivotal element for all human endeavours, encompassing commercial activities (Dewi Komalasa Sari, et al: 2021). The marketing strategies currently evolving and being implemented across various locales are predominantly those based on digital platforms, commonly referred to as digital marketing. In recent years, a significant number of entrepreneurs have opted for and utilized digital marketing as a means to promote and enhance the sales of their offerings (Haumer, Florian: 2018). They have progressively transitioned away from the conventional marketing paradigm that prioritizes traditional sales transactions and have adopted contemporary marketing methodologies that align with consumer behavior, specifically digital marketing. Enterprises or organizations of any nature that have not engaged in requisite improvements and evaluations are likely to encounter a decline in consumer interest and may be eschewed by numerous buyers, as the preferences and behavioral patterns of consumers in purchasing products are

undergoing significant transformation at this time (Hardianti et al., 2023).

The evolution of consumer behavior is strategically employed by business entities to establish brand identity and to position their offerings as innovative and highly sought-after by engaging directly with consumers, thereby providing pertinent and engaging information and resources (Habes: 2020). Digital marketing typically encompasses intricate and systematic marketing strategies that enhance communication among business entities, marketing intermediaries, and consumers with emerging interests; these interactions encompass all facets concerning the products desired by consumers, including product information, benefits, applications, as well as negative or undesirable perceptions held by consumers regarding the product (Hardianti et al., 2024). The internet serves not only as a facilitator of connectivity among individuals within a community, whether they assume the roles of consumers or producers, but also as a conduit that enables interaction between disparate individuals across the globe, each possessing diverse interests (Syari Harahap et al.: 2021).

By leveraging the increasingly prevalent domain of digital marketing, organizations can significantly enhance their capacity to disseminate and articulate the value proposition of their products or services in a manner that is both effective and efficient while simultaneously mitigating exorbitant expenses (Rath et al., 2024). The realm of online marketing possesses the remarkable ability to engage all socio-economic strata across various geographical locales, including those characterized by challenging or remote environments (Dewi Komala Sari, et al: 2021). The intense competitive dynamics that characterize contemporary business landscapes compel entrepreneurs to continually refine their intellectual acumen

in order to innovate and implement novel strategies and methodologies (Hernita: 2021).

Certain producers currently engaging in the competitive business landscape are those specializing in the production of processed oyster mushroom products. The selection of processed oyster mushroom products from Tulungagung Regency is noteworthy, as they represent a significant agricultural commodity for the local populace. Moreover, the manufacturing process demonstrates a remarkably high degree of effectiveness and efficiency, indicating that the production process can leverage raw materials that are typically considered waste or lack economic value (such as sawdust). This approach permits the use of limited land or non-productive assets; however, the resultant output possesses substantial economic value when harvested and transformed into various processed forms with diverse flavor profiles.

The findings align with the outcomes derived from interviews and systematic, structured discussions conducted with various communities within Tulungagung Regency, which indicated that the processed oyster mushroom products were indeed distributed to market outlets. Nonetheless, recent observations in the field have revealed several significant phenomena and challenges, including a notable decline in revenue or profit margins experienced by numerous business operators involved in the production of oyster mushroom processed products in Tulungagung Regency. This decline can be attributed to a multitude of factors, necessitating the urgent identification of solutions or responses to ensure that the local community engaged in the production of oyster mushroom processed products in Tulungagung Regency can sustain and enhance their business operations, thereby positively influencing the economic

conditions of the community, which will assuredly contribute to the overall improvement of the economy in Tulungagung Regency and its neighboring regions.

The exploration of solutions to the aforementioned issues was undertaken for a variety of reasons, the foremost being that the oyster mushroom processing enterprise exhibited resilience and even growth during the Covid-19 pandemic that transpired in 2019. This observation stands in stark contrast to other sectors of the economy, which experienced significant downturns and, in some cases, complete insolvency during the Covid-19 pandemic (Kus Irawan, 2021). Furthermore, a substantial proportion of the populace in Tulungagung Regency engages in daily labor within factories or retail establishments, largely due to the elevated costs and inherent risks associated with entrepreneurship, which include the establishment, maintenance (kumbung), and the capital investment required for acquiring equipment. Consequently, a number of proprietors of oyster mushroom processing businesses disseminate knowledge through Focus Group Discussions (FGD) and furnish information regarding the methodologies or processes involved in oyster mushroom production, utilizing economically and operationally effective light equipment; one such method involves repurposing unused or non-productive buildings, thereby transforming these structures into facilities akin to kumbung that can yield economic benefits from the production activities conducted therein, even extending loans in the form of equipment to enable individuals to initiate side enterprises aimed at enhancing their household income. Additionally, it is imperative to implement a strategic framework to ensure the economic sustainability of the community engaged in oyster mushroom processing in Tulungagung Regency, enabling them to

navigate and compete within the highly competitive business landscape through the integration of appropriate, effective, and efficient digital marketing strategies, thereby facilitating the development and retention of a robust customer base. Lastly, it is essential to leverage various online platforms as venues for marketing products, thereby enhancing the sales and marketing objectives for processed oyster mushroom products within Tulungagung Regency. By harnessing digital marketing mediums, producers of oyster mushroom processed goods can attain increased income relative to previous earnings, which, in turn, empowers those involved in oyster mushroom cultivation to upgrade and/or enhance their production equipment for greater efficiency and effectiveness.

The execution of an appropriate marketing communication strategy entails the utilization of innovative digital marketing approaches, which must be underpinned by effective and efficient marketing interactions, thereby enhancing the popularity of processed oyster mushroom products within both local and international communities. Given the increasing number of enthusiasts (consumers) engaging with various internet-based applications, there exists a substantial opportunity for business operators to penetrate new market segments utilizing merely a mobile device. To foster the advancement of production output or the sales and marketing of processed oyster mushroom products in Tulungagung Regency, digital marketing is employed; in essence, the processed oyster mushroom products from Tulungagung Regency opt for the internet as a platform for promotion, dissemination of information, and feedback collection, aiming to achieve the desired outcome of customer satisfaction concerning the provided information, thus facilitating the marketing of processed oyster mushroom

products to the targeted locations and simplifying the process for consumers to explore the diverse flavors of processed oyster mushrooms available in Tulungagung Regency.

RESEARCH METHODS

The investigation conducted within this study employs a descriptive methodology utilizing a qualitative framework, focusing primarily on processed products derived from oyster mushrooms in Tulungagung Regency. Qualitative descriptive research is recognized as a methodological approach wherein researchers actively seek to explore and analyze activities, occurrences, and phenomena pertaining to daily life as enacted by individuals, prompting several participants to articulate their lived experiences. The resultant information is subsequently documented and articulated by the researcher in a descriptive format (Muhammad Rusli: 2014). A variety of data types are incorporated into the research, including fundamental or primary data, which is gathered through a systematic data collection process executed by researchers based on outcomes derived from external activities. The primary data consists of findings from methodical observations and interviews conducted with sources involved in oyster mushroom processed products within Tulungagung Regency. Qualitative research is characterized by a process that encompasses data collection, incident review, solution identification for the incident, and the precise and meticulous articulation of responses to the aforementioned issues.

This study endeavors to identify, discover, and procure solutions or answers, subsequently applying these solutions to processed oyster mushroom products within the Tulungagung Regency. Qualitative research employs tangible facts with the objective of analyzing noteworthy

occurrences within the community context by integrating various extant strategies. The qualitative research methodology represents an approach in research that yields descriptive data articulated in both written and spoken forms, sourced from a variety of origins, encompassing both primary and secondary (individuals) whose behaviors or actions are subject to observation, with the focus directed towards the contextual background and the individuals in their entirety (Muhammad Rusli: 2014).

RESULTS AND DISCUSSION

In the endeavor to gather data directly from the community engaged in the production of processed oyster mushroom products within Tulungagung Regency, it was elucidated that the marketing strategies and initiatives undertaken by the community involved in transforming the outputs of oyster mushroom cultivation into processed products in Tulungagung Regency are executed through a myriad of activities, encompassing both governmental initiatives and local events such as bazaars and car-free days that transpire weekly in the vicinity of the Tulungagung Regency square. The findings of the investigation indicated that the marketing endeavors associated with oyster mushroom processed products in Tulungagung Regency are suboptimal, primarily due to the absence of strategic initiatives and efforts aimed at incorporating digital marketing into the promotion of oyster mushroom processed products within Tulungagung Regency. The implementation of digital marketing methodologies is proposed to enhance the sales of oyster mushroom processed products in Tulungagung Regency by leveraging the capabilities of the internet, specifically through digital platform applications and e-commerce channels. Notable examples include WhatsApp, Shopee, and Tokopedia, which can be employed for the marketing of oyster

mushroom processed products in Tulungagung Regency, supplemented by engaging video content designed to captivate viewers; such content may feature individuals consuming processed oyster mushroom products with diverse flavors while elucidating the health advantages owing to the nutritional and vitamin composition inherent in oyster mushrooms, documenting the procedural aspects of producing processed oyster mushroom items that include the cleaning and hygienic cooking phases, in addition to crafting videos aimed at influencing the psychological perceptions of the audience regarding the array of flavors available in processed oyster mushroom products.

In the realm of TikTok media, live broadcasts are also conducted wherein entrepreneurs, specifically individuals engaged in the cultivation of oyster mushrooms, demonstrate the production of processed products, thereby enabling viewers to observe the manufacturing process of these oyster mushroom-derived items in real-time. Furthermore, when consumers engage with live broadcasts showcasing the production of oyster mushroom processed goods from various regions, which are disseminated via the Shopee platform, they are afforded the opportunity to witness the interaction and connection among Tulungagung's processed oyster mushroom products and the respective accounts of their producers within Tulungagung Regency. Potential customers, upon viewing these videos, can promptly acquire oyster mushroom processed products directly. According to existing data, a significant proportion of social media users across diverse locations currently allocate their time predominantly to internet consumption activities, encompassing both video content and e-commerce platforms; thus, the creation of videos showcasing the production of oyster mushroom processed products can be meticulously strategized and executed,

given that the majority of individuals utilize and devote a substantial amount of their time to engaging with social media.

In the context of Facebook, it is imperative to engage in a more comprehensive promotion of oyster mushroom processed products originating from Tulungagung Regency within the marketplace, encompassing aspects such as the manufacturing process, health advantages, intrinsic values, and the diverse flavors offered. The anticipated outcome is to enhance and potentially establish a heightened awareness regarding the advantages associated with these food products and their respective brands. The objective of elucidating brand awareness is to cultivate recognition among prospective consumers regarding the existence of a brand associated with oyster mushroom processed products within the food product domain. Should an individual possess knowledge and comprehension of the food product in question, it is highly probable that consumers will exhibit awareness, interest, and an inclination to purchase the food; conversely, in the absence of product familiarity among potential consumers, it is likely that the community will lack interest and desire to acquire the food.

The level of brand awareness possessed by an individual significantly enhances the retention and recollection of the brand in the cognitive framework of prospective consumers when they contemplate their food preferences. The emphasis on product awareness in this context pertains to the cultivation of interest and the inclination to purchase food items. Consequently, the digital marketplace, specifically on Facebook, presents advantages in augmenting brand awareness for products derived from oyster mushrooms. Within the WhatsApp platform, a dynamic interaction and transactional process occurs between producers and consumers. Therefore, the

implementation of digital marketing strategies constitutes a prudent approach to engage new potential customers. This is due to its multifaceted benefits, which extend beyond merely serving as a venue for the exchange of goods; it also facilitates the communication of intricate information, enhances memory retention pertaining to the brand, and provides insights into market conditions and scenarios, thereby enabling thorough analysis for product innovation and assessment. Hence, leveraging a diverse array of social media platforms such as Shopee, Tokopedia, Facebook, WhatsApp, among others, as avenues for product sales represents a highly effective and efficient strategy. When the processed products are presented in digital formats, they exert a positive influence on consumer interest and elevate the propensity to make purchasing decisions regarding the food offerings.

Business Constraints of Processed Oyster Mushroom Products in Tulungagung Regency in Implementing Digital Marketing

This discourse was undertaken to identify the impediments encountered by the community involved in the production of processed oyster mushroom products within Tulungagung Regency, particularly concerning the execution of digital marketing strategies. The findings from the field indicate that various challenges are faced by entrepreneurs in the oyster mushroom processed sector when attempting to implement digital marketing initiatives. Primarily, insufficient capital emerges as a significant barrier, particularly concerning the acquisition of raw materials, processing machinery, as well as the establishment of mushroom cultivation facilities and maintenance apparatus, in addition to labor costs. This limitation pertains not only to financial constraints but also to the funding necessary to meet fundamental production

requirements. Furthermore, inadequate capital exerts an influence on the oyster mushroom processing operations, particularly in relation to the procurement of spinners, cooking apparatus, and packaging machinery that are essential for enhancing product longevity. Moreover, the shortage of skilled labor constitutes an additional hindrance to this processing endeavor. Additionally, the deficit in knowledge among human resources, regardless of age, pertaining to the utilization of electronic media and digital applications presents new challenges in the marketing of processed oyster mushroom products. Proficiencies in video production and the application of digital marketing techniques are crucial, as the capabilities of these human resources significantly affect the potential exploitation of digital media to boost sales. The final challenge pertains to the development of original and high-quality video content. Engaging and authentic content is paramount in the realm of digital marketing; however, a scarcity of innovative concepts and flavor variations may serve as an obstacle to maintaining consistency in the production of videos that resonate with consumers.

Results of Implementing Digital Marketing in Increasing Sales of Processed Oyster Mushroom Products in Tulungagung Regency

The ramifications of employing digital marketing strategies are substantial, encompassing a rapid and precise approach to augmenting sales volumes as well as serving as a viable solution to enhance profitability derived from the production process, particularly within the food and culinary sectors. The enhancement of product selling value is advantageous for entrepreneurs in generating profits that can subsequently be allocated towards the modernization of production facilities, which includes the acquisition of more advanced and efficient equipment aimed at conserving energy and

time during the manufacturing process, applicable to both the cultivation of raw materials (such as oyster mushrooms) and the production of processed goods. Within the realm of global marketing, the implementation of digital marketing facilitates entrepreneurs in accessing potential customer bases across various geographical locations. For instance, platforms like Shopee or Tokopedia, alongside dedicated websites for processed oyster mushroom products in Tulungagung Regency, can significantly enhance community awareness. By adopting effective promotional strategies, business operators can elucidate the benefits and applications of processed oyster mushroom products from Tulungagung Regency, thus piquing the interest of consumers beyond Tulungagung, including both local Indonesian customers and Indonesian Migrant Workers, as a considerable number of residents from Tulungagung Regency work abroad in Asian and even European nations. Furthermore, the strategic promotion through digital marketing can also cultivate opportunities for collaboration with other business entities situated in diverse locales. By establishing partnerships at an elevated level, processed oyster mushroom products from Tulungagung Regency can broaden their market potential, enhance brand recognition, and amplify opportunities for growth.

Promotion via digital marketing possesses the capacity to exert a favorable influence on the economic landscape of the surrounding milieu. The escalating sales of processed oyster mushroom commodities within the Tulungagung Regency, both in domestic and international markets, will enhance the financial well-being of entrepreneurs within the local community and stimulate the proliferation of small-scale industries in the vicinity of the processed oyster mushroom production

sector in Tulungagung Regency as a whole, including, for instance, establishments such as plastic supply stores, gas stations, grocery outlets, among others. Furthermore, this impact is also likely to mitigate unemployment levels by expanding the employment sector, augmenting regional revenue through taxation, and fortifying the local economy in the vicinity of oyster mushroom production in Tulungagung Regency.

Digital marketing possesses the capability to meticulously analyze consumer behavior, enabling business entities to identify potential opportunities that align with the prevailing circumstances, conditions, needs, and preferences of their clientele. In relation to processed products derived from oyster mushrooms, there exists a plethora of sizes and pricing structures that are congruent with the economic conditions of the community, as well as diverse flavor profiles that cater to the tastes of local consumers. Moreover, it is plausible to discover flavor variations that resonate with the preferences and consumption habits of individuals outside of Indonesia, thereby enhancing the sales potential of oyster mushroom processed products within Tulungagung Regency. To effectively monitor consumer behavior, enterprises may leverage artificial intelligence (AI) functionalities. The incorporation of AI offers the advantage of analyzing substantial volumes of consumer data, facilitating the emergence of novel market trends. According to Forrester's Global State of Artificial Intelligence Online Survey, approximately 57% of global enterprises have adopted artificial intelligence (AI) to enhance and refine their service offerings to consumers. Consequently, the implementation of artificial intelligence (AI) has the potential to elevate the sales performance of the products marketed by the company by an estimated 44%.

Digital marketing has the potential to significantly diminish the financial expenditures associated with traditional marketing methods for processed oyster mushroom products in Tulungagung Regency. Traditional marketing typically relies on advertisements disseminated through television, newspapers, magazines, and billboards, which impose substantial financial burdens and necessitate the payment of relatively high taxes, in addition to the procurement of complex permits. In contrast, the application of digital marketing is perceived as a cost-effective approach, yielding remarkably efficient results; for instance, an investment of IDR 110,000 for a month of Wi-Fi enables unrestricted internet access, devoid of temporal limitations.

Digital marketing confers advantages to stakeholders within the oyster mushroom processing sector in Tulungagung Regency by enhancing their competitive edge in the contemporary digital landscape. Furthermore, digital marketing facilitates the establishment and promotion of a brand and reputation, thereby enabling the enterprise to attain a superior presence in cyberspace, which may serve as a pivotal factor in securing successful collaborations and partnerships with various enterprises in the future.

Consequently, the implementation of digital marketing within a broad marketing framework exerts a significantly positive influence on augmenting sales volume and enhancing the economic conditions of the surrounding community associated with the oyster mushroom processing industry in Tulungagung Regency. The prospects of digital marketing, when optimally managed to engage a vast and extensive market, have the potential to elevate economic value, facilitate large-scale collaborations that can contribute to state revenue, and familiarize the global community with the culinary offerings derived from oyster

mushroom products, which encompass a variety of flavors and types.

CONCLUSION

This scholarly inquiry posits that the utilization of internet-based marketing applications exerts a significant influence on initiatives aimed at augmenting sales volume and enhancing the economic conditions of the communities surrounding the production of oyster mushroom products in Tulungagung Regency. Employing digital marketing strategies, such as platforms like Shopee, Tokopedia, Facebook, WhatsApp, among others, can bolster brand strength and consumer trust, facilitate access to an expansive market, and stimulate interest and engagement from prospective customers across diverse geographical locations. Furthermore, digital marketing possesses the capacity to substantially affect the local economy. As the sales volume of processed oyster mushroom products from Tulungagung Regency escalates, it is anticipated to yield increased revenue for entrepreneurs and the local populace, thereby fostering the development of small-scale industries, mitigating unemployment through the creation of new job opportunities, enhancing regional income via taxation, and fortifying the economic landscape surrounding oyster mushroom production in Tulungagung Regency.

Digital marketing possesses the capability to meticulously monitor consumer behavior, thereby enabling business practitioners or enterprises to identify opportunities and prospects pertaining to customer needs and preferences, dimensions, pricing that align with the economic circumstances of the community, as well as the diverse flavor profiles sought by local consumers; it even facilitates the potential discovery of flavor variations that correspond to the preferences and dietary habits of consumers in international markets.

Moreover, digital marketing possesses the capacity to diminish the financial expenditures associated with traditional marketing strategies for processed oyster mushroom products within Tulungagung Regency. Furthermore, digital marketing confers advantages upon entrepreneurs engaged in the processed oyster mushroom sector in Tulungagung Regency, particularly in terms of enhancing their competitiveness in the contemporary digital landscape. Consequently, the reputation and standing of processed oyster mushroom products from Tulungagung Regency are likely to improve significantly in the online domain, potentially serving as a pivotal factor for success in future negotiations and partnerships with various corporations or business associates.

Nonetheless, stakeholders engaged in the oyster mushroom processed product industry within Tulungagung Regency must navigate various challenges, including inadequate knowledge and proficiency in the management of digital platforms or the continual production of video content, as well as constrained human resources. It would be prudent to acquire insights regarding these limitations through collaborations with local governmental entities to garner support and attention. The constraints of this research are primarily limited to the presentation of qualitative findings, underscoring the necessity for a more comprehensive quantitative evaluation of digital marketing strategies. Nevertheless, this investigation significantly contributes to enhancing the sales volume and economic well-being of the community surrounding the production sites of oyster mushroom processed products in Tulungagung Regency.

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