

## THE ROLE OF DIGITAL MARKETING FOR MARKETING AGRICULTURAL PRODUCTS BASED ON AGRIBUSINESS

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### **Abstract**

Agricultural digital marketing helps build closer relationships between farmers or agricultural producers and their consumers. By using social media, email marketing, or websites, farmers or agricultural producers can interact with their consumers directly, providing product information, offering promotions, or getting feedback from consumers. Through digital marketing, farmers or agricultural producers can also build strong brands, increase brand awareness, and expand the reach of their business. In the context of agricultural business, digital marketing is a very important marketing strategy, because it allows farmers or agricultural producers to produce more crops, increase business profitability, and introduce their products to a wider market. Digital marketing has an important role in marketing agricultural products based on agribusiness. Digital marketing has a significant role in marketing agricultural products based on agribusiness. By utilizing the right digital marketing strategy, farmers can achieve success in marketing agricultural products.

**Keywords:** role, digital marketing, marketing, agricultural products, agribusiness

### **INTRODUCTION**

Currently we have entered the digital era whose use has touched almost all aspects of life. Likewise, business people in the agricultural sector must be responsive in utilizing technology. Businesspeople who cannot keep up with the current developments will be left even further behind. The

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