

The Effectiveness Of Marketing Strategies In Increasing Pesticide Sales Through Marketplace Platform At Bumdes Karya Maju Cemerlang In Apung Village, Tanjung Selor District, Bulungan Regency, North Kalimantan

Novendi Lejau¹, Tiris Sudrartono^{2*}

^{1,2} Program Studi Manajemen Bisnis, Politeknik Piksi Ganesha,
Jl. Gatot Subroto 301, Bandung, Indonesia

*Corresponding Author: novendilejau69@gmail.com

E-mail: tiris.sudrartono@gmail.com

Abstract

This study aims to evaluate the effectiveness of marketing strategies in increasing pesticide sales through the marketplace managed by BUMDes Karya Maju Cemerlang in Apung Village, Tanjung Selor District, Bulungan Regency, North Kalimantan. The marketing of pesticide products in this region is essential to support sustainable local agriculture. A qualitative method was applied through in-depth interviews and direct observations involving local farmers as the main respondents. The findings show that marketing strategies involving personal selling, social media utilization, and promotional discounts significantly impacted sales improvement. In addition, SWOT analysis revealed that strengthening cooperation with farmers and providing product training contributed to the marketing success. These findings confirm that appropriate marketing strategies rooted in farmer collaboration can enhance sales performance and strengthen BUMDes-farmer relations.

Keywords: Marketing Strategy, Sales, Bumdes, Pesticide, Farmers.

1. INTRODUCTION

Marketing is one of the most critical aspects of business that plays a strategic role in meeting consumer needs. Along with the advancement of time, marketing is no longer limited to product selling but also encompasses managing customer relationships, understanding market behavior, and utilizing technology for product distribution and promotion. As a result, marketing activities today involve multiple stakeholders producers, consumers, government bodies, and third-party organizations in establishing effective communication channels and introducing products more efficiently. Marketing is not solely about selling; it also includes product planning, pricing strategy, product placement, and promotional activities aimed at market penetration. In a highly competitive and dynamic environment, companies are required to

evaluate and adapt to shifting consumer expectations and market changes to remain relevant and competitive (Rajaba et al., 2024).

Recent research by Rajaba et al. (2024) emphasizes the importance of transaction convenience in e-commerce platforms as a key factor in driving online sales growth. Their findings indicate that user-friendly features significantly influence buying behavior in digital marketplaces. Supporting this, the Indonesian Internet Service Providers Association (APJII) reported an increase in internet penetration from 78.29% to 79.5% in 2024, highlighting improved digital accessibility which facilitates online transactions.

Consequently, it is imperative for businesses to adopt digital marketing strategies that are informed by consumer behavior and supported by accurate data analytics. Digital marketing tools are essential for enhancing local product competitiveness in the global market, especially when accompanied by appropriate promotional strategies and continuous research. According to Sudrartono a well-executed marketing mix especially the promotion component has a significant impact on product competitiveness compared to other variables such as product quality, pricing, and distribution.

In developing countries like Indonesia, digital marketing serves as a vital approach to enhancing both product competitiveness and sales volume, especially through digital ecosystems such as online marketplaces. Strategic management, as stated by Maulana and Rosmayati, involves planning, implementing, and evaluating decisions to achieve a competitive advantage. In the context of agricultural products like pesticides, an effective marketing strategy implemented via a digital platform can expand market reach, enhance product visibility, and simplify customer transactions.

BUMDes Karya Maju Cemerlang in Apung Village has taken initiatives to utilize digital platforms to market pesticide products to local farmers. However, a critical assessment is needed to evaluate the effectiveness of the marketing strategies applied. This study aims to examine how these strategies influence sales performance and strengthen the relationship between BUMDes and farmers through a technology-driven, cooperative marketing approach. With an accurate analysis of the business environment and the application of appropriate strategies, BUMDes can increase sales and strengthen its position in the competitive market.

II. METHODS

This study employed a qualitative research method with a descriptive approach to analyze the effectiveness of marketing strategies in increasing pesticide sales through a marketplace platform managed by BUMDes Karya Maju Cemerlang. Qualitative research, according to Creswell, is a method used to explore and understand a social phenomenon or specific problem through descriptive data collection such as interviews, observations, and document analysis. In this study, the qualitative approach was utilized to obtain in-depth

information about the marketing strategies implemented by BUMDes and the factors influencing their effectiveness.

The descriptive approach was adopted to systematically describe and analyze the marketing strategies carried out by the organization. As stated by Sugiyono (2023), a descriptive method aims to provide a clear and factual picture of a phenomenon without generalizing the findings. This approach enables a realistic representation of the strategic marketing practices applied by BUMDes Karya Maju Cemerlang.

Primary data were collected through direct interviews with BUMDes administrators and customers. These interviews aimed to gather firsthand insights regarding the marketing strategies employed and customers' responses to those strategies. In addition, direct observation was conducted to understand field conditions and the operational implementation of marketing efforts by BUMDes. Secondary data were sourced from literature reviews, scientific journals, and official documents related to marketing strategy and BUMDes management.

To determine the most suitable strategies implemented by BUMDes, a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis approach was employed through the use of IFE, EFE, IE, and SWOT matrices as proposed by David:

1. IFE Matrix (Internal Factor Evaluation): used to analyze internal factors such as strengths and weaknesses of BUMDes Karya Maju Cemerlang.
2. EFE Matrix (External Factor Evaluation): used to evaluate external factors including opportunities and threats that affect the BUMDes.
3. SWOT Analysis: used to develop strategic options categorized into SO (Strength–Opportunity), WO (Weakness–Opportunity), ST (Strength–Threat), and WT (Weakness–Threat) strategies.

According to Phadermrod et al. [8], SWOT analysis is an effective strategic tool to evaluate how an organization positions itself relative to competitors by identifying internal and external factors that influence its objectives. Furthermore, prior research by Pratama and Suhairi [9] emphasizes that businesses with well-formulated marketing strategies tend to achieve greater success, build strong brands, and gain customer trust. These insights are relevant to the context of BUMDes development and management.

This study was conducted in January 2024. By analyzing the collected data, it is expected that this research will provide strategic recommendations for BUMDes Karya Maju Cemerlang to optimize its marketing activities and strengthen its competitiveness in the local market.

III. RESULT AND DISCUSSION

Pesticide Products Offered by BUMDes Saprodi Unit

The Saprodi (agricultural production facility) business unit managed by BUMDes Karya Maju Cemerlang in Apung Village operates in the distribution of agricultural production inputs, including pesticides for food crops, horticulture, and plantations (Morgan et al., 2010). The pesticide products offered consist of both chemical (non-organic) and organic types, including chemical insecticides, organic insecticides, chemical fungicides, and organic fungicides. Each pesticide is targeted toward specific pests and diseases, including:

1. Insecticides for stem borer pests
2. Insecticides for brown planthopper
3. Insecticides for rice bugs
4. Insecticides for aphids
5. Insecticides for rat pests
6. Insecticides for thrips
7. Insecticides for fruit flies
8. Fungicides for leaf blight
9. Fungicides for anthracnose
10. Fungicides for fungal diseases
11. Fungicides for mosaic virus
12. Other insecticides or fungicides for general pests and diseases

An example of the promotional brochure used by BUMDes is presented in Figure 1.



Figure 1. Promotional Brochure of Saprodi BUMDes Apung
(insert image here if available)

Pricing Strategy

Price is the amount of money charged for a product, representing the value exchanged by customers for ownership or use (Parsons and Abdullah, 2010). The pricing strategy applied by BUMDes includes:

1. Price Adjustment Strategy: Discounts offered for bulk purchases
2. Product Mix Pricing Strategy: Tiered pricing based on farmers' purchasing power
3. New Product Pricing Strategy: Pricing based on the perceived local market value

Interview results with farmers indicate that purchasing decisions are strongly influenced by income and price. With these pricing approaches, BUMDes effectively reaches more farmers and increases sales volume.

Product Strategy

Products are everything offered to the market to satisfy needs and wants, classified into consumer and industrial products. Observations reveal that BUMDes employs a product differentiation strategy to create competitive advantage, offering products that are distinctive in quality, function, and affordability (Pertanian et al., 2024). This differentiation includes:

1. High-quality pesticides with specialized effectiveness
2. Farmer education on proper pesticide use (dosing, timing, impact)

Field observations confirm that this approach enhances farmers' trust, customer loyalty, and market potential for BUMDes products.

Promotional Strategy

Promotion involves activities intended to persuade consumers to make a purchase. According to Kotler and Keller, the promotion mix includes advertising, sales promotion, events, public relations, direct marketing, social media marketing, and personal selling. BUMDes implements the following promotional strategies:

1. Personal Selling: Direct outreach to farmers
2. Social Media Marketing: Utilizing digital platforms to expand market reach

- 3. Sales Promotion: Discounts for purchases over five items, post-harvest payment schemes, and field training

According to interviews, these promotional strategies increased awareness and product trust. One respondent stated he learned about the product via Facebook and WhatsApp, and was encouraged to try due to available discounts. Another respondent noted the benefits of direct consultation and demonstrations. The implementation of digital and direct marketing tools resulted in a 20% sales increase following the promotion period.

Strategic Location

The Saprodi unit is strategically located on Jl. Kenanga RT.08, Apung Village, Tanjung Selor, North Kalimantan. This location supports efficient product accessibility for farmers. Based on consumer interviews, the ease of access contributes positively to purchasing decisions. Additionally, BUMDes sources pesticides from external agents, regional distributors, and wholesalers in Berau, East Kalimantan, enabling them to offer competitive prices compared to local retailers in Tanjung Selor.

SWOT Matrix Analysis of BUMDes Pesticide Marketing

SWOT analysis was employed to identify internal strengths and weaknesses, as well as external opportunities and threats, leading to the formulation of four strategic alternatives (Sari, 2010):

Table 1. SWOT Matrix Pesticide Marketing of BUMDes Karya Maju Cemerlang

Strengths	Weaknesses
Strategic location	Limited product variety
Competitive pricing	Lack of promotional reach
Broad distribution network	Limited capital
Opportunities	Threats
High market demand	Competition with local stores
Government support	Price fluctuation of raw goods
Business expansion potential	Regulatory changes

SO Strategies:

- 1. Strengthen collaboration with farmers
- 2. Conduct regular demonstration plots on BUMDes land

3. Establish a formal agricultural input office
4. Empower local farmer groups for training

ST Strategies:

1. Implement SOPs in pesticide marketing
2. Improve farmer competence in pesticide selection

WO Strategies:

1. Conduct farmer training on crop care and pesticide use

WT Strategies:

1. Create a local farmer consultation center
2. Provide training on SOP implementation for crop care

These strategic directions align with recommendations by Pertanian et al., highlighting the importance of human resource development and aggressive strategies in pesticide marketing.

IV. CONCLUSION

BUMDes Karya Maju Cemerlang, through its agricultural input (Saprodi) business unit, has played a significant role in fulfilling the pesticide needs of farmers in Apung Village and surrounding areas. The product offerings, which include both chemical and organic types of insecticides and fungicides, are tailored to meet the diverse demands of local farmers. The marketing strategies implemented namely competitive pricing, targeted promotions, and strategic outlet location have contributed to increased accessibility and appeal of the products.

Furthermore, BUMDes has strengthened its market presence through product differentiation, farmer education, and collaboration with various business partners. The SWOT analysis indicates key strengths such as an extensive network and the involvement of local labor, which can be leveraged to capture external opportunities like growing internet access and high pesticide demand. Nevertheless, internal weaknesses such as limited utilization of digital marketing, coupled with external threats from large-scale distributors, require adaptive strategies.

Recommended strategies include the development of farmer institutions, training on proper pesticide use, establishment of standard operating procedures (SOPs) for marketing, and the creation of farmer consultation centers. These actions are crucial to support farmers and enhance operational sustainability.

This study suggests that human resource development, aggressive strategic implementation, and the integration of digital technology are critical for expanding market reach and enhancing the competitiveness of BUMDes.

Future research may focus on evaluating the effectiveness of digital marketing strategies and their impact on BUMDes revenue and farmer welfare..

V. ACKNOWLEDGMENTS

The authors would like to express their sincere gratitude to BUMDes Karya Maju Cemerlang in Apung Village, Tanjung Selor District, Bulungan Regency, for their cooperation and support throughout the research process. Special thanks are also extended to the local farmers who participated as respondents and provided valuable insights. The authors are grateful to the management and academic community of Politeknik Piksi Ganesha for the guidance and academic resources that supported the completion of this research.

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