International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

# Analysis of Promotional Strategies to Increase Sales in The Creative Economy Business "Fatih Hydroponik"

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**Abstract**

*This study aims to analyze the promotional strategies implemented by Fatih Hidroponik to increase sales of hydroponic vegetable products in an increasingly competitive market. Fatih Hidroponik, a modern agriculture-based creative economy business in Banjarmasin City and Barito Kuala Regency, relies on hydroponic cultivation methods to produce fresh, pesticide-free, and environmentally friendly vegetables. However, despite its superior quality, the main challenge is marketing it to gain wider public awareness.*

*This study used a qualitative descriptive approach, collecting data through consumer interviews and observing Fatih Hidroponik's promotional practices. The results indicate that the promotional strategy prioritizes digital promotion through social media (Instagram and WhatsApp) and direct customer engagement. Although effective in increasing product awareness, some consumers suggested increasing the variety of promotional content.*

*Recommendations made in this study include optimizing the use of paid advertising on social media, increasing the variety of promotional content, and collaborating with local influencers to increase product exposure. This research is expected to provide insights and guidance for Fatih Hidroponik and similar businesses in designing more effective promotional strategies to increase sales and competitiveness in the market.*

**Keywords: analysis, strategy, promotion, hydroponics**



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## INTRODUCTION

One of the sectors with the greatest impact on the Indonesian economy is agriculture. This is supported by the fact that Indonesia is an agrarian country with the majority of the population working in the agricultural sector. Agriculture here encompasses food crops, plantations, livestock, fisheries, and other necessities. The agricultural sector has the potential to develop further to make a more significant contribution to Indonesia's economic growth. Horticulture is a subsector of agriculture. One of its most important functions is as a food supplier. Horticultural commodities include vegetables, flowers, fruits, ornamental plants, and medicinal plants. Based on the aforementioned developments, agriculture is a business sector with the potential to generate profits.

Furthermore, the development of the creative economy industry in Indonesia is growing rapidly in line with changing lifestyles that increasingly prioritize quality and innovative products. One sector experiencing significant growth is technology-based agriculture, such as hydroponics. Hydroponics is a farming method that allows plants to grow without using soil, but instead using nutrient-enriched water. This method is gaining popularity among urban communities seeking more efficient and environmentally friendly agricultural products. In the context of hydroponic businesses, "Fatih Hidroponik" is a creative economy business that is trying to develop hydroponic-based agricultural products. The products produced by "Fatih Hidroponik" focus on vegetables and other horticultural crops that can be marketed both locally and to a wider market. Despite having quality products and large market potential, many creative economy businesses, such as "Fatih Hidroponik", face challenges in increasing their sales. One of the main factors influencing business success is the promotional strategy implemented. With advances in technology and information, digital marketing has become increasingly important in introducing products to a wider market. However, not all small and medium enterprises (SMEs) can optimally utilize digital media, resulting in low sales levels despite the products being of good quality. Furthermore, entrepreneurial values play a very important role in the success of a business. Entrepreneurship is not only focused on the production aspect, but also includes aspects of creativity, innovation, and the ability to identify existing market opportunities. In the creative economy sector, entrepreneurs must be able to identify emerging markets by relying on creative ideas and the ability to utilize technology, particularly in digital marketing, which is one of the most effective promotional channels in this modern era.


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The importance of this research lies in the need to analyze how appropriate promotional strategies can increase sales for the "Fatih Hidroponik" business, given the growing number of SMEs operating in the hydroponic sector. Another factor underlying this research is the growing public awareness of healthy vegetable consumption, as well as lifestyle changes that increasingly prioritize more nutritious and natural diets. In this regard, hydroponic vegetables are an appropriate choice because they are pesticide-free and more environmentally friendly. However, although these products are of better quality than conventional vegetables, the challenge lies in how to market them to gain wider public awareness.

Furthermore, with increasing competition in the market, it is crucial for "Fatih Hidroponik" to identify and implement appropriate promotional strategies. The increasing use of social media as a promotional channel provides a significant opportunity for this business to introduce their products to a wider audience. However, many small businesses still don't understand how to effectively manage and utilize digital media to maximize sales. Therefore, this study aims to evaluate and recommend promotional strategies that can boost sales of hydroponic vegetable products in an increasingly competitive market.

**Objectives**

By understanding the importance of the role of promotional strategies in increasing sales, it is hoped that the research entitled "Analysis of Promotional Strategies in Increasing Sales in the Creative Economy Business "Fatih Hydroponics" aims to provide insight and guidance for the "Fatih Hydroponics" business to optimize their marketing strategies, so as to increase product visibility, expand market share, and ultimately increase business profitability. This research is also expected to integrate entrepreneurial values in the creative economy also includes the ability to innovate in the products and services offered, as well as to create a sustainable business model. In this case, "Fatih Hydroponics" can utilize technology to increase production efficiency, ensure consistent product quality, and design more efficient marketing strategies based on a deep understanding of consumer behavior.

## DISCUSSION

### Overview of Fatih Hydroponics

Fatih Hydroponics is a modern agricultural-based creative economy business located in Banjarmasin City and Barito Kuala Regency. This business uses hydroponic


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cultivation methods to produce high-quality fresh vegetables. Fatih Hydroponics was founded by M. Hafiz, a young entrepreneur concerned with providing healthy food for urban communities. The business has two employees who assist with production and distribution. Fatih Hydroponics' products are marketed through social media and sold directly to consumers and to several local partners.

**Promotional Strategy Implemented**

Fatih Hydroponics' promotional strategy includes a digital approach and direct communication. Digital promotion is conducted through Instagram and WhatsApp, where the owner actively posts images of harvests, customer testimonials, and price promotions. This strategy is implemented consistently, even without the use of paid advertising. In addition, promotions are conducted directly with visiting customers, using an educational approach about the benefits of hydroponic vegetables.

**Consumer Response to Promotion**

According to interviews with several Fatih Hydroponic customers, the majority were satisfied with the product quality and service. Consumers also appreciated Fatih Hydroponic's informative approach through social media. However, some consumers suggested increasing the variety of promotional content, such as creating educational videos on growing and the nutritional benefits of hydroponic vegetables.

**SWOT Analysis of Promotion Strategy**

A SWOT analysis of Fatih Hydroponic's promotional strategy shows strengths in product quality and a personalized approach to marketing. A weakness is the underutilization of paid digital advertising. An opportunity that can be exploited is the growing trend of healthy living. A potential threat is competition from similar businesses that are starting to emerge in the same city or district.

**Promotion Mix**

According to Kotler and Keller's theory, the promotional mix consists of advertising, sales promotion, personal selling, public relations, and direct marketing. Fatih Hydroponic has implemented most of these components, albeit in a simplified manner. Personal selling is conducted through direct interactions with customers. Sales promotions are implemented through discounts or special prices for loyal customers. Public relations are built by opening up the wider community to visit and learn about the garden.


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**The Role of Social Media in Promotion**

Social media is Fatih Hidroponik's primary means of conveying product information to consumers. Instagram is used to strengthen the visual image and reach a wider market. WhatsApp is used as a two-way communication tool between consumers and producers. These promotional activities focus on storytelling, product photos, and education through engaging and informative captions.

**Promotional Innovation and Increasing Competitiveness**

To increase competitiveness, promotional innovation is essential. Fatih Hidroponik can develop membership programs, giveaways, or community-based education programs. Collaborating with local influencers can also increase business exposure. Innovation is not limited to media, but also to how the product's value is conveyed to consumers. Furthermore, consumers are not only recipients of information but also involved in promoting the product through testimonials and reposts of content on social media. This creates a viral effect that increases public trust. This strategy aligns with modern marketing principles that prioritize trust and community.

## DISCUSSION OF RESEARCH FINDINGS WITH THEORY

Fatih Hidroponik's promotional strategy aligns with Tjiptono's promotional theory, which states that promotion is a communication activity that disseminates information, influences, and reminds the target market. Fatih Hidroponik's educational approach aligns with the promotional objective of shaping positive consumer perceptions of the product. This activity also supports strengthening customer loyalty, a crucial aspect of long-term marketing.

## IMPLICATIONS AND RECOMMENDATIONS FOR PROMOTIONAL STRATEGY

Based on the findings of this study, several implications and recommendations for a more focused promotional strategy can be provided to improve Fatih Hidroponik's marketing effectiveness:

1. Optimizing the Use of Paid Advertising

Although Fatih Hidroponik's promotional strategy using social media organically is quite effective, utilizing paid advertising (such as Instagram Ads or Facebook Ads) can help expand market reach and increase sales. By using these tools, they can more easily reach specific target audiences, such as consumers interested in a healthy lifestyle or organic products.


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2. Diversifying Promotional Content

To address consumer suggestions regarding content variety, Fatih Hidroponik can improve the quality and diversity of their content. For example, adding video tutorials on how to grow hydroponically at home or posting more in-depth nutritional information about the product's benefits. Additionally, stories from consumers who have experienced the benefits of consuming hydroponic vegetables can increase engagement with their audience.

3. Collaborating with Local Communities and Influencers

To introduce products more widely, collaborating with local influencers and communities concerned with the environment and health can increase brand credibility. Community programs such as "Hydroponic Education Week," where consumers can learn firsthand about hydroponic farming in their own gardens, can be an added value that fosters loyalty.

4. Improving the Customer Experience

Fatih Hidroponik can also add value to its service by offering an experience that goes beyond just product transactions. For example, providing short classes or workshops on hydroponics to loyal customers or those new to the concept.

5. Developing a Website or E-commerce Platform

To facilitate transactions and promote products, it is recommended that Fatih Hidroponik develop a website or e-commerce platform. This way, consumers can easily purchase products online, and the business can expand its market to areas outside Banjarmasin.

In conclusion, the promotional strategy implemented by Fatih Hidroponik has been quite effective in promoting its products. However, there is room for improvement, particularly in optimizing the use of paid advertising and diversifying promotional content to increase competitiveness in an increasingly competitive market. By implementing the recommendations provided, Fatih Hidroponik can strengthen its market position, increase customer loyalty, and develop a more sustainable business.

## CONCLUSION

Based on research on Fatih Hidroponik's marketing strategies to increase sales, it can be concluded that this business has implemented a combination of traditional and digital marketing strategies to reach consumers. Fatih Hidroponik relies on direct promotion through product introductions to the local community and maintains good communication with customers to build trust and loyalty. Furthermore, social media


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platforms such as Instagram and WhatsApp are also primary tools for product introductions, educating customers about the benefits of hydroponic vegetables, and conducting sales transactions.

The marketing strategies implemented demonstrate that personal selling, digital promotions, and word of mouth are highly effective in increasing product visibility and expanding market reach. Although there are limitations in paid promotions that are still underutilized, the strategies implemented have significantly helped increase sales and strengthen Fatih Hidroponik's position amidst competition in the modern agriculture-based creative economy.

Therefore, it can be concluded that Fatih Hidroponik's marketing strategy is adaptive, prioritizing close contact with consumers, and utilizing digital technology as a primary promotional medium.

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