Marketing communication on agriculture products based online media (a case of Panenmart company)

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Abstract. The purpose of this study is to describe and explain the existence of a Panenmart company in the marketing communication process. The analytical method used is a qualitative descriptive analysis Miles and Huberman with a case study approach for the selection of research sites and identification of informants through in-depth interviews with key informants including Chief Technology Officer, Chief Business Development Officer, Chief Operation Officer, Chief Technology Officer, and Head of Content Digital Marketing and 3 (three) employees involved in the marketing communication process. The results of this study enable the Panenmart company to maintain its existence by using five elements of marketing communication, namely: media advertising, direct marketing, sales promotion, personal selling, interactive marketing.

1. Introduction

Information and communication technology is a technology that is developing rapidly in Indonesia. With online media on the internet, the buying and selling process can still be done without having to have a physical meeting between the seller and the buyer. Marketing and communication are two inseparable things. Marketing activities cannot run well without good communication within them. Agribusiness business development, in addition to synergizing among business actors, also requires a marketing system. For example by collaborating with digital technology through the e-commerce approach.

Marketing strategy has a very important role in the stage of forming consumer awareness and understanding. Every businessman needs the right strategic planning so that the community can easily accept it. Marketing strategies are not only used to introduce the existence of a product but also provide knowledge about the benefits of the product being marketed so as to create a desire to buy it [1].

The term for the most popular online business is e-commerce. E-commerce covers all business activities, from purchasing, manufacturing, marketing through sales, ordering, shipping, customer service, post-purchase programs and adding inventory. The use of e-commerce also provides opportunities for the emergence of e-purchasing and e-marketing [2].

Online business has become a trend and is increasingly needed in the future. Companies are increasingly doing business activities by utilizing information and communication technology. This is because consumers are increasingly aware of the ease of transacting with the internet. The choice of
marketing communication decisions through internet promotion media is important because of the high level of competition. Companies are required to be more creative in planning promotional programs that not only attract internet users to visit their sites but are also willing to make online purchases.

This revolutionary way of e-commerce business transactions becomes an opportunity for PanenMart Company. PanenMart is a social enterprise that develops technology solutions and information systems especially farmers and the people of Indonesia. By displaying superior products of horticultural commodities through mobile-based applications.

Figure 1 showed that the growth in transaction rates during the past six months peaked in November 2018 which was conducted online. But there was a decrease in the level of transactions in January to February 2019 from the sales target.

2. Materials and methods

The data that have been obtained, both primary and secondary data, are then analyzed quantitatively and qualitatively, to illustrate the existence of the PanenMart Makassar company using the following methods:

2.1. Descriptive analysis

According to Miles and Huberman [3] suggested that the activities in qualitative data analysis are carried out interactively and continue continuously until they are bored. Data analysis techniques include three components of analysis, namely:

2.1.1. Data reduction. Data reduction is one of the qualitative data analysis techniques which is a form of analysis that sharpens, classifies, directs, discards unnecessary and organizes data so that final conclusions can be drawn. Data reduction, by summarizing, choosing main points, is arranged more systematically, so that the data can provide a clearer picture of the observations and make it easier for researchers to find back the data obtained when needed

2.1.2. Data presentation. Presentation of data, in order to see the overall picture of the data or certain parts of the study. Thus the researcher can master the data more easily its truth by obtaining the data from other data sources, for example from the second, third parties, and so on using different methods. Triangulation can be done using different methods, for example by observation, interview, and documentation. With this triangulation not only assesses the truth of the data, but also can investigate the validity of the author's interpretation of the data, then the existing data will provide a reflective nature and ultimately with this triangulation will provide the possibility that the first lack of information can add to the completeness from the previous data. The ultimate goal of this triangulation is to compare
information about the same things obtained from various parties so that there is a guarantee about the level of data confidence.

2.1.3. Data verification and withdrawal of conclusions. The third step of qualitative research is drawing conclusions and verification. The initial conclusions put forward are still temporary and change if no strong evidence is found to support the next stage of data collection. However, if the conclusions are indeed supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions obtained are conclusions that can be trusted.

Thus the conclusions in qualitative research may be able to answer the problem formulation that was formulated from the beginning, but maybe not. Because the problems and problem formulations in qualitative research are still temporary and will develop after researchers are in the field. The stages in data analysis above are inseparable parts, so they are interconnected between stages one and another stages. The analysis is carried out continuously from the beginning to the end of the study, to find out how the marketing communication mix is carried out by the PanenMart Company in maintaining the company's existence.

The analytical method used is a descriptive qualitative analysis with a case study approach to the selection of research sites and the determination of informants by means of in-depth interviews with key informants consisting of Chief Executive Officer, Chief Technology Officer, Chief Business Development Officer, Head of Content Digital Marketing and five employees involved in the marketing process.

3. Results and discussion

3.1. Company overview

3.1.1. Company profile. PanenMart Makassar is a company in the form of Commanditer Venootschap (CV) which is engaged in supplying Vegetables and its processed products, where PanenMart Makassar is a subsidiary of PT. Solusi Agro Nusantara which is also engaged in agricultural products. Established since June 21, 2016, PanenMart Makassar is a social enterprise that develops technology and information system solutions, especially farmers and the people of Indonesia. Through a mobile-based application, PanenMart Makassar strives to provide online food product trading solutions in order to achieve food price stability by shortening the distribution chain from farmers to end consumers and helping farmers to increase their access to markets so that farmers as producers become a more equitable position and consumers can enjoy fresh food directly from farmers.

3.2. Vision and mission of the company

3.2.1. The vision of the company. Hadari [4] stated that vision is a statement of organizational goals expressed in the products and services offered, needs that can be addressed, community groups served, values obtained and aspirations and aspirations for the future. The vision of the PanenMart company is "Realizing the production, distribution, and consumption of vegetables and fruits in a more just manner by establishing appropriate prices and sustainable and quality supplies" in Indonesia, especially in South Sulawesi Province".

3.2.2. The mission of the company. According to Drucker [5], basically, the mission is the fundamental reason for the existence of an organization. The mission statement of the organization, especially at the business unit level determines the limits and purpose of the company's business activities. So the formulation of the mission is the realization that will make an organization able to produce quality products and services that meet the needs, desires, and expectations of its customers for the mission of a PanenMart company that is "Providing equitable solutions for farmers and end consumers who have an important role in Indonesia's food distribution chain".
3.3. Respondent characteristics
In this section, the results of the study are fully explained in terms of the characteristics of the respondents. The results of descriptive analyses that describe the characteristics of respondents based on gender, age, level of education, and years of service in full are presented in table 1.

Table 1 showed that male employees dominated the informants of this study, as many as 7 people (77%) and the rest were women by 2 people (22%). In terms of age, respondents in this study are predominantly in the productive age category, which is 20-30 years (77%) and 31-40 years (11%).

The dominant informant's education level is at the undergraduate level (S1 bachelor degree), which is 7 people (77%), and the remaining Masters are 1 person (11%). According to tenure, the dominant respondent had a work period of 2 to 3 years namely 4 people (44%), respondents who had a work period of under 1 year (2%), and above 1 year (22%).

| Description | Frequency | Percentage (%) |
|-------------|-----------|----------------|
| Gender      |           |                |
| - Male      | 7         | 77             |
| - Female    | 2         | 22             |
| Total       | 9         | 100            |
| Age         |           |                |
| - Under 20  | -         | -              |
| - 20–30     | 9         | 100            |
| - 31–40     | -         | -              |
| - 41–50     | -         | -              |
| - Over 50   | -         | -              |
| Total       | 9         | 100            |
| Educations  |           |                |
| - Senior High School | - | - |
| - Diploma   | -         | -              |
| - Bachelor (S1) | 7 | 64 |
| - Magister (S2) | 2 | 22 |
| Total       | 9         | 100            |
| Year of Service (year) |       |                |
| - Under 1   | 2         | 22             |
| - 1 – 2     | 2         | 22             |
| - 2 – 3     | 4         | 44             |
| Total       | 9         | 100            |

3.4. PanenMart marketing mix
The marketing mix elements are product planning, pricing, distribution channels (places), and promotions. This marketing mix is interconnected and influential with each other so that it can cause satisfaction for consumers. The following is the marketing mix used by PanenMart Makassar.

3.4.1. Products. As an agricultural product e-commerce company in Makassar, harvestmart provides a variety of agricultural products with four categories that can be seen in table 2. Table 2 showed that harvest selling various kinds of agricultural products with a number of two categories of vegetables and one category of herbs and one category of tubers, such as leaf vegetables, fruit vegetables, spices category, and tubers. For the category of leafy vegetables, there are nine types of vegetables, e.g., spinach, bean sprout, cauliflower, broccoli, white mustard, green mustard, kale, long beans, and cabbage. Then for the category of fruit vegetables, namely bitter melon, corn, large chilies, hot pepper, tomato, beans, eggplant, lemon, young jackfruit, and siam pumpkin. As for the seasoning category, e.g.,
lime, red onion, garlic, and green onion. And for the tuber category, there are Potatoes and Carrots. The suppliers of raw materials for harvest companies are sourced from Malino, Bantaeng, Takalar, and Makassar.

Table 2. Vegetable category and vegetable supplier area at the PanenMart company

| Varieties of vegetable | Supplier area      |
|------------------------|--------------------|
| Leaf vegetable category|                    |
| Spinach                | Bantaeng           |
| Bean sprout            | Makassar           |
| Cauliflower            | Malino, Bantaeng   |
| Broccoli               | Bantaeng           |
| Chinese Cabbage        | Malino             |
| Mustard Greens         | Malino             |
| Yardlong Beans         | Malino, Bantaeng   |
| Cabbage                | Malino             |
| Fruit vegetable category|                  |
| Bitter Melon           | Malino             |
| Corn                   | Bantaeng           |
| Big Chili              | Bantaeng           |
| Cayenne Pepper         | Bantaeng           |
| Tomato                 | Malino             |
| Bean                   | Bantaeng           |
| Eggplant               | Bantaeng           |
| Lemon                  | Takalar            |
| Jackfruit              | Bantaeng           |
| Chayote                | Bantaeng           |
| Seasoning Category     |                    |
| Lime                   | Takalar            |
| Onion                  | Bantaeng           |
| Garlic                 | Bantaeng           |
| Leek                   | Bantaeng           |
| Tuber Category         |                    |
| Potato                 | Malino, Bantaeng   |
| Carrot                 | Malino, Bantaeng   |

3.4.2. Price. The PanenMart Makassar company sets prices that are affordable and profitable for farmers and consumers alike because harvest harvests have cut long distribution chains. PanenMart buys 10% above the price of the middleman. So, the harvest from the farmers is taken directly to the Panenmart Company. The price list set by PanenMart company was presented in table 3. Based on the above table it can be seen that harvestmart offers prices with a range of prices offered ranging from IDR 1,500 - IDR 26,000. These prices are divided into four types of categories.

3.4.3. Place. PanenMart, as an online company, does not have a physical store. PanenMart sells exclusively through the internet with the domain www.panenmart.com. Choosing a domain name is made as easy as possible for consumers to memorize it. This is important so that consumers can easily type the address in the browser. The domain used by panenMart is gTLD type. Most commercial companies in Indonesia use gTLD as a domain. In addition to the website, harvestmart also has mobile
apps available on Playstore on Android gadgets. However, harvestmart has an office in the form of Co-
Working Space Digital Valley and also has a warehouse to store goods in different places.

Table 3. List of prices of vegetables by category at Panenmart Companies

| Varieties of Vegetable | Unit     | Price (IDR) |
|------------------------|----------|-------------|
| **Leaf Vegetable Category** |          |             |
| Spinach                | Bundle   | 1,500       |
| Toge                   | Kilogram | 13,000      |
| Cauliflower           | Kilogram | 20,000      |
| Broccoli              | Kilogram | 25,000      |
| Chinese Cabbage       | Piece    | 8,000       |
| Mustard Greens        | Kilogram | 24,000      |
| Kale                   | Bundle   | 2,000       |
| Long Beans            | Bundle   | 1,500       |
| Cabbage               | Piece    | 8,000       |
| **Fruit Vegetable Category** |       |             |
| Bitter Melon          | Kilogram | 10,000      |
| Corn                  | Piece    | 3,000       |
| Big Chili             | Kilogram | 22,000      |
| Cayene Pepper         | Kilogram | 20,000      |
| Tomatto               | Kilogram | 8,000       |
| Bean                  | Kilogram | 14,000      |
| Eggplant              | Piece    | 2,000       |
| Lemon                 | Kilogram | 55,000      |
| Jackfruit             | Kilogram | 11,000      |
| Chayote               | Piece    | 2,000       |
| **Seasoning Category** |          |             |
| Lime                  | Kilogram | 20,000      |
| Onion                 | Kilogram | 26,000      |
| Garlic                | Kilogram | 25,000      |
| Leek                  | Bundle   | 6,000       |
| **Tuber Category**    |          |             |
| Potato                | Kilogram | 10,000      |
| Carrot                | Kilogram | 8,000       |

3.4.4. Promotion. Promotion activities carried out by PanenMart are digital-based, namely direct selling (e-commerce) and also through Instagram social media.

3.5. The Existence of the PanenMart company
Maintaining the company's existence is very dependent on how a marketer can read and recognize rather than the desires and wishes of consumers. That way will have an impact on the company, the impact is the company can still run even though time continues to run because it is able to make the goods to be offered by the public is not inferior to the items offered by competing companies. The thing that is done by harvest companies in maintaining their company's existence is by using the marketing communication mix.

3.5.1. Marketing communication. Machfoedz [4] defines marketing communication strategies. Determination of a marketing promotion goal and marketing promotion goals made by a company, by making a marketing message design and marketing media through the development of a marketing mix
to provide marketing budgets, so as to achieve an evaluation and control of appropriate and beneficial marketing plans [6-7].

To conduct effective marketing, PanenMart companies use marketing communication channels so that the products sold can be better known and known and reach more widely by consumers and potential customers. In this stage, harvestmart uses six elements marketing communication.

3.5.1.1. Digital media advertising. Digital media advertising is a medium that is used as a system for advertising in the promotion. The Digital media advertising used by PanenMart is Instagram social media

![Figure 2. Instagram social media account of PanenMart](image)

Instagram media is a digital tool used by harvestmart, because right now, Instagram has the biggest users. Even this step was taken by harvestmart as a means of using digital media advertising used username @panenmart.

3.5.1.2. Direct marketing. Direct marketing is a way of direct marketing using direct contact with customers or prospective customers. Using direct marketing will create a direct response to the target customer. There are several decision variables used in direct marketing, one of which uses a website.

PanenMart used the website as a way to direct marketing its products by displaying the agricultural products with the visualization of images and also accompanied by prices. The domain address for the PanenMart website is www.panenmart.com. The website also provides an FAQ (Frequently Answer and Question) feature for customers of website visitors.
3.5.1.3. Sales promotion. Sales promotion is a bidding system used to foster the attractiveness of consumers and potential customers. As for someone who has a duty to conduct sales promotions is someone who has a communicative nature so that consumers understand and know the types of products offered. Because PanenMart is a business that engages in the digital field (e-commerce), PanenMart uses endorsement services for famous celebrities in Makassar.

PanenMart's sales promotion activities use the services of a well-known influencer in Makassar City. Influencer on behalf of @dianfiqhy is one influencer who has 22,700 followers on his Instagram account. This method is one of the effective ways to introduce and also influence potential customers to better know PanenMart and also to captivate the hearts of potential customers.
3.5.1.4. Personal selling. Personal selling is a direct face-to-face activity between the seller and prospective buyer. PanenMart also often conducts direct sales to introduce PanenMart and at the same time educate potential customers about the order process on the PanenMart website (e-commerce).

![Figure 5. PanenMart personal selling activity process.](image)

This Personal Selling activity is a weekly activity that is often held by PanenMart Makassar. In addition to selling products, this activity is not infrequently also the PanenMart workforce goes directly to educate buyers. Because the main goal of PanenMart is to introduce a marketplace that sells agricultural commodity products.

3.5.1.5. Interactive marketing. Interactive marketing system is a promotional tool with the aim to maintain good relations with consumers. One of the interactive marketing channels conducted by PanenMart is Word of Mouth (WoM).

![Figure 6. The Word of Mouth system used by PanenMart](image)

Word of Mouth is one part of interactive marketing used by PanenMart. PanenMart uses a testimonial system for every product purchased. So that PanenMart is more widely known by potential customers.
4. Conclusions
In conducting the marketing system, PanenMart uses six communication elements of the courier, i.e., media digital advertising, direct marketing, sales promotion, personal selling, and interactive marketing. Generally, PanenMart uses the B2C (Business to Consumer) system in the process of marketing its products to maintain the PanenMart company’s existence.

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