

DIGITAL MARKETING STRATEGY OF DRAGON FRUIT COMMODITY IN JAWAI DISTRICT, SAMBAS REGENCY**Windarti, Eva Dolorosa*, and Anita Suharyani**

Agribusiness Study Program, Faculty of Agriculture, Tanjungpura University, Indonesia

*Correspondence Email: eva.dolorosa@faperta.untan.ac.id

Submitted 01 March 2022; Approved 22 June 2022

ABSTRACT

Dragon fruit is a plant that is widely cultivated and has a wide and diverse market reach so that it can improve the community's economy. Jawai District is an area that has the potential to cultivate dragon fruit with favorable climatic conditions. However, the increasing number of dragon fruit cultivation both within the region and outside the region will increase production so that an effective and efficient distribution channel is needed. The research objective is to understand the digital marketing of dragon fruit commodities. The research uses a qualitative descriptive method through data collection techniques with in-depth interviews about dragon fruit digital marketing strategies based on marketing mix indicators. The data analysis method used is SWOT analysis to identify internal and external elements and the AHP (Analytical Hierarchy Process) method to develop priority strategies. The results of the study using SWOT analysis show that the position is located at point (1.310; 0.086) or in quadrant 1, namely an aggressive strategy with an IFAS calculation of 2.586, and an EFAS calculation of 3.061. Determining strategic priorities using the AHP method produces alternative priority strategies, namely innovating with an attractive and up to date sales display, which results in a weight of 0.497. Conducting training and education related to digital marketing is the second priority which results in a weight of 0.242. These two strategies are a combination of choices to support the dragon fruit digital marketing strategy in increasing sales volume. Based on this, farmers need to innovate with attractive and up-to-date sales displays, such as adding digital platforms used by designing information so that promotional displays are more attractive. This should also be supported by training related to marketing from the Department of Agriculture.

Keywords: *analytical hierarchy process, dragon fruit, strategy, SWOT*

BACKGROUND

Agricultural products developed in Indonesia are horticultural products that include vegetables, fruits, flower plants, and medicinal plants. The Ministry of Agriculture, Directorate General of Horticulture (2017), stated that the Government began to develop horticulture from 2015- to 2019 due to the increasingly stringent competitiveness of horticultural products. According to the Ministry of Agriculture (2017), fruit production in Indonesia in 2016 reached 18,341,289 tons. Guava is one of the commodities whose production always increases from 2012 to 2016. The Central Statistics Agency (2018) states that guava production in Indonesia in 2017 reached 200,495, and in 2018 it reached 230,697 tons. According to Suamba et al. (2017), crystal guava is a superior variety that many consumers favor due to its sweet taste, few seeds, and high efficacy. In addition, crystal guava has a higher selling price and greater consumer demand than other guava varieties. This shows

that crystal guava is very profitable for producers or farmers. Because of this, most of the farmers in Semarang City cultivate crystal guava, especially in Mijen, Gunungpati, and Ngaliyan sub-districts.

Business actors in the globalization era are required to be creative regarding the selection of effective and efficient marketing strategies which will have an impact on increasing sales thereby increasing profits for business actors. Currently information technology is developing rapidly, thus making digital marketing very popular in the business world. Digital marketing (digital marketing) is a study related to marketing by utilizing network-connected instruments with various strategies and digital media to connect with potential customers online (Chakti, 2019). Communication and transactions through digital marketing are popular in business, so that consumers whenever they want and are available all over the world (Mewoh, Tampi, & Mukuan, 2019). Based on the facts, the use of digital marketing in Indonesia has reached 265.4 million, while data on active social media users has reached 130 million in Indonesia (Chakti, 2019). Digital growth in Indonesia is developing rapidly, namely there is a significant increase in active social media users growing by 23% with a population growth of 24 million (Chakti, 2019). Based on these statistical data, it can be concluded that the potential for digital marketing for business growth is enormous.

Huge business growth in Indonesia is inseparable from the horticultural commodities being developed. Horticultural commodities that are developed and cultivated in Indonesia are one of the agricultural developments that can affect the economy, this condition can be seen from the Gross Domestic Product (GDP) of Rp. 218,712.4 billion which absorbs a workforce of 3,318,583 people and makes farmers prosperous (Ministry of Agriculture, 2018). One of the horticultural commodities of fruit types that are cultivated and developed is the dragon fruit plant. Dragon fruit is the fruit of a type of cactus with an exotic and unique shape, and has beautiful and delicious flowers and fruit to eat with good nutrition for body health (Hardjadinata, 2010).

The area that has the potential to develop dragon fruit farming is Sambas Regency, precisely in Jawai District. Jawai District is one of the dragon fruit centers in West Kalimantan. The Head of the West Kalimantan Food Crops and Horticulture Protection Technical Implementation Unit (UPTPTH) said that dragon fruit from Jawai District has a sweet taste quality with attractive colors and sizes, this is a distinct characteristic for dragon fruit from Jawai (Udin, 2018). Jawai District has 325 hectares of dragon fruit land with production reaching 4 tons to 5 tons per harvest with 36 picking times each year (BPP Jawai Processed Data, 2020). Dragon fruit cultivation can grow optimally with an altitude of 0-350 m above sea level with rainfall of around 720 mm/month and ideal air temperatures ranging from 26-36 degrees Celsius (Hartady, Widyastuti, and Hiroyuki 2021). Jawai District has a quite strategic position because it is located on the equator so that the dragon fruit plants get optimal sunlight. The height of the area in Jawai District is around 0-7 m above sea level with rainfall of around 272.24 mm/month and the air temperature is around 22-33 degrees Celsius. Suitability of climate, land conditions and suitable agro-climatic conditions are the advantages of dragon fruit farming in this area.

The more dragon fruit farmers in the region and outside the region, it will increase production yields, thus demanding farmers to get an effective and efficient distribution channel. The use of online media is the right solution for business actors to develop their business. Easy internet access offers many great advantages and low costs, making it the perfect solution for expanding market reach (Wardhana, 2015). The online media used by dragon fruit farmers in Jawai District to sell their products is Social Media Marketing (SMM), namely Facebook and Whatsapp. Online marketing is done on Facebook through status posts on personal accounts, buying and selling groups and so on.

Online marketing via Whatsapp is done by creating a status on Whatsapp and spreading the status in the business groups that have been formed.

Based on this, this study aims to develop a digital marketing strategy using marketing mix theory from Chaffey & Chadwick (2019) which is applied in digital marketing as a basis for taking sub-criteria from SWOT and analyzed using the AHP method (Saaty, 1993). In order to contribute in the form of a digital marketing strategy with the 4P marketing mix (Product, Place, Price, and Promotion). This is a novelty in research because the study does not measure relationships, but instead focuses on identified issues for implementing digital marketing strategies and providing recommendations to farmers. The ultimate goal of implementing a digital marketing strategy for dragon fruit farming in Jawai District is to increase sales volume of dragon fruit and make it easier for consumers to make purchases without having to go to the market and provide long-term benefits, such as being one of the export commodities known for its characteristics so that there is an increase welfare of dragon fruit farmers.

RESEARCH METHODS

The research was conducted for two months from August to September 2021. The research site was conducted in Jawai District, Sambas Regency, which is the center for dragon fruit production in West Kalimantan Province. This study used descriptive qualitative method. Identification of respondents in the study used a purposive sampling technique with data collection techniques based on certain considerations (Sugiyono, 2013). Respondents in the study were 17 respondents consisting of 1 key informant and 16 regular informants.

Table 1. Research respondents

Sample	Sample Type	Consideration	Number of Respondents
Agriculture and Livestock Service Office of Sambas Regency (Extension Field)	Key Informants	Mastering marketing strategy	1
Dragon Fruit Farmers in Jawai District	Common Informant	Selling dragon fruit through digital marketing (such as Facebook and Whatsapp)	10
Competitor	Common Informant	Has almost the same opportunity as dragon fruit in Jawai District	1
Consumer	Common Informant	Have purchased dragon fruit more than 2 times	5

Source: Data Analysis, 2021

The data collected and produced in the research includes primary data and secondary data. Primary data is data collected by the researchers themselves based on the results of respondents' responses regarding the questions posed through questionnaires. Primary data was collected through interviews with key informants and ordinary informants. Secondary data was collected from other sources such as reports, books, studies and other literature studies. The indicators of strength, weakness, opportunity and threat are used as research variables obtained from literature studies,

exploratory studies and from in-depth interviews with the Delphi method which is a data collection method based on expert opinion through questionnaire.

Data analysis in this study used SWOT-AHP analysis, SWOT analysis is a strategy mapping method that includes internal factors such as Strengths (S) and Weaknesses (W) and external factors such as Opportunities (O) and Threats (T). SWOT indicators as a basis for designing marketing strategies from the identification of internal and external conditions using SWOT analysis. The strengths, weaknesses, opportunities and threats of each identified variable index are weighted, rated and scored to understand the internal and external situation using the IFAS and EFAS matrices (Rangkuti, 2018). Next, it is analyzed through the position matrix to see the position of the dragon fruit marketing strategy using the S - W formula (difference in strengths and weaknesses) as the X axis and O - T (difference in opportunities and threats) is the Y axis. Next, construct a SWOT matrix to form alternative strategies needed to support farmers to choose an efficient and effective digital marketing strategy. The AHP method used in research is to support decision making by determining the priority scale of criteria and alternative strategies to achieve goals.

RESULT AND DISCUSSION

Internal Factor Indicators

Strengths Indicator

1. Explanation of product characteristics is good and communicative. On the social media that farmers use, namely Facebook and Whatsapp, farmers explain that dragon fruit from Jawai has a sweet quality taste with tempting fruit sizes. This is explained through a post with the sentence "dragon fruit from Jawai, boss guaranteed to taste sweet, hurry up and order" which is accompanied by a photo of a red-skinned dragon fruit with an attractive size.
2. Informative and communicative explanation of product availability and product benefits. On Facebook and Whatsapp, farmers post sentences such as "dragon fruit is my boss, ready organic and inorganic, interested directly chat bosskuu". In this sentence, the farmer informs that there is a stock of dragon fruit available to meet consumer demand. This sentence also indicates that consumers are directed directly to the chat room to order dragon fruit and ask questions regarding the price and delivery process. The farmer also explained how the benefits of dragon fruit are for health and what are the contents in it which are supported by display pictures.
3. The display of product images posted is attractive. On Facebook and Whatsapp accounts, farmers post photos of dragon fruit that is still on the tree or has already been picked, with the color of the dragon fruit being rosy red and having a large size. This will be the main attraction because some other farmers only display sober photos.
4. Ease in the payment process. Farmers in Jawai District have conducted online marketing through Facebook and Whatsapp with the payment method via transfer because now dragon fruit customers are spread across various cities. Therefore, with online payments, consumers will find it easier because they do not need to meet directly with producers.
5. Sales promotions are informative and attract consumers' attention. Dragon fruit farmers in Jawai District attract the attention of consumers by spreading status on Facebook and Whatsapp which can be seen in the picture above. The information distributed is related to the characteristics of dragon fruit, the availability of dragon fruit available and the benefits contained therein.

Buah naga nya bosku.
Ready organik dan anorganik bos.
Siap antar, melayani partai kecil dan besar.
Minat langsung inbox bosku.



RP 123.123 · SAMBAS
Buah naga

LIHAT AKTIVITAS

Manfaat Buah Naga

- Menjaga kesehatan & stamina
- Menurunkan kadar kolesterol
- Meredakan batuk
- Membantu penyembuhan kanker
- Meredakan asma
- Menstabilkan hipertensi
- Mencegah osteoporosis
- Membantu penyembuhan diabetes
- Memperindah tampilan fisik
- Meraut kesehatan mata
- Membantu mengurangi berat badan
- Melancarkan pencernaan

Sangat Baik Untuk

- Gigi
- Kulit
- Jantung
- Usus
- Mata
- Tulang
- Syaraf

Kandungan Penting

Gizi	Jumlah (per gram)
Protein	11 gr
Air	87 gr
Lemak	0,4
Karbohidrat	11,0 gr
Vitamin B1 (Thiamine)	0,04 gr
Serat	0,04 mg
Vitamin B2 (Riboflavin)	0,05 mg
Vitamin B3 (Niacin)	0,16 mg
Kalsium (Ca)	8,5 mg
Vitamin C (Ascorbic Acid)	25,5 mg
Besi (Fe)	0,16 mg

Figure 1. Sales Promotion

6. There is a commitment that exists between producers and consumers. The commitment that exists between producers and consumers is in the form of a pre-purchase agreement. Dragon fruit farmers in Jawai District before making a transaction will discuss with the buyer via chat either on Facebook or Whatsapp so that both parties do not feel disadvantaged. The contents of the discussion related to the determination of the price per kg and shipping costs.

Weakness Indicator

1. Lack of rebates or discounts provided by manufacturers. Price cuts are something that consumers really like, especially among housewives, according to them, the discount really helps the budget that will be issued. However, according to dragon fruit farmers in Jawai District, the price cut or discount is not too important because the quality you get is comparable to what you spend.
2. The number of social media accounts owned by dragon fruit farmers is only two. Dragon fruit farmers in Jawai District only use two Social Media accounts in conducting online marketing, namely Facebook and Whatsapp. According to the farmers, this is the only account that is easy for them to access and which is widely used by the community. However, the more social media accounts one has to market a product, the greater the chance that sales volume will increase.
3. The lack of presentation of products that are widely communicated to consumers (webinar, virtual exhibitions/local government exhibitions). Some dragon fruit farmers in Jawai District have never displayed their products at agricultural product exhibitions or webinars. However, according to agricultural extension workers, attending an exhibition or webinar on agricultural products will make this dragon fruit product from Jawai District better known to many people and this will build a good image for local products.
4. There is no capital development and marketing guidance digitally carried out virtually or in person. Fostering capital development and digital marketing is very important to do because currently the farmers really need an effective and efficient market so that production can be sold at prices that benefit farmers.

External Factor Indicators***Opportunities Indicator***

1. There are many digital platforms that can be used as sales promotion media. Currently there are many digital platforms that farmers can use to promote their products online. Especially now that many people are making buying and selling transactions through digital platforms because they are more effective and efficient. Therefore, dragon fruit farmers are expected to add digital platforms as promotional media apart from Facebook and Whatsapp. Other platforms that can be used as promotional media are Youtube, Instagram or various Marketplaces such as Shopee, Tokopedia and so on.
2. Social media users such as Facebook or Whatsapp are increasing. The ease of internet access and the use of gadgets for the community makes it easier for them to use social media as a tool for online shopping. Especially during a pandemic like now, online marketing is very popular because people are encouraged to carry out activities at home. This will provide a great opportunity for farmers to market dragon fruit through Social Media in order to increase sales volume and income generated.
3. Sales support from the government regarding digital marketing. Sales support from the government is very much needed according to extension agents in Jawai District because the government can provide an effective and efficient marketing link for dragon fruit. In addition, coaching and training related to digital marketing also needs to be carried out so that farmers are more in control and make use of existing digital to market their products.

Threats Indicator

1. Mobility restrictions due to the Covid-19 Pandemic. Restrictions on mobility due to the Covid-19 Pandemic have closed various market accesses, making dragon fruit farmers feel overwhelmed. There are only a few market access that can affect dragon fruit sales. Sales promotions that farmers carry out through Facebook and Whatsapp also provide limited realization results, because farmers can only fulfill domestic demand. As for requests from Malaysia, they cannot be processed because the access road is closed so that dragon fruit cannot enter Malaysia. This resulted in the price of dragon fruit dropping and making farmers feel overwhelmed because so many dragon fruit were being sold in the domestic market.
2. The price of dragon fruit sold by competitors on Facebook or Whatsapp is cheaper. A cheaper selling price will attract consumers' attention so that it can reduce sales volume of dragon fruit from Jawai. In addition, prices can persuade consumers to behave and provide benefits for sellers.
3. The mode of fraud in transactions on online buying and selling sites. Online fraud has occurred a lot in online buying and selling transactions. This will be a challenge for farmers to convince buyers that the products being sold are in accordance with consumer needs. In addition, farmers must also be more careful in choosing customers, because it is possible that these buyers are just fads.
4. Interference with internet and wifi networks in online marketing. The internet network will help producers and consumers to communicate and transact online without meeting in person. Therefore, the internet network is an important part that must be considered in online marketing. However, interruptions to the internet or wifi can happen and cannot be predicted. This obstacle cannot be avoided because it can occur due to less stable weather. Usually, disruptions to the internet network don't last long or don't happen every day, so that's understandable.

IFAS and EFAS Matrix Results

The IFAS matrix consists of the identification of internal strategic factors, namely the strengths and weaknesses that influence the digital marketing strategy for dragon fruit commodities in Jawai District. Determination of the weight is obtained from the results of interviews with dragon fruit farmers, competitors and consumers, while the determination of the rating is obtained from the results of interviews with the Jawai District Extension Officer. The results of calculating internal factors can be seen in the IFAS table 2.

Table 2. IFAS Table

No	Strength Factors	Weight	Rating	Score
1	Explanation of product characteristics is good and communicative	0.114	3.00	0.343
2	Explanation of product availability and product benefits that are informative and communicative	0.114	4.00	0.457
3	Interesting display of posted product images	0.113	3.00	0.338
4	Ease in the payment process	0.113	3.00	0.338
5	Sales promotions are informative and attract the attention of consumers	0.098	2.00	0.196
6	There is a commitment that exists between producers and consumers	0.092	3.00	0.276
Total				1,948

No	Weakness Factor	Weight	Rating	Score
1	Lack of discounts or discounts provided by the manufacturer	0.091	2.00	0.181
2	The number of social media accounts owned by dragon fruit farmers is only two	0.101	2.00	0.202
3	The lack of presentation of products to be communicated to consumers broadly (webinar, virtual exhibitions)	0.074	1.00	0.074
4	There is no guidance on capital development and digital marketing that is carried out virtually or directly	0.091	2.00	0.181
Total				1,000
Total				0.638

Source: Primary Data Analysis, 2021

Based on the table above, it can be seen that the most influential strategic strength factor in online marketing lies in an informative and communicative explanation of product availability and product benefits on Facebook and Whatsapp with a calculated score of 0.457. The highest score on strength implies that explaining product availability and product benefits will have a large influence on online marketing. Explanation of product availability must also be balanced with the availability of fruit produced by farmers. The production or availability of dragon fruit in Jawai District is quite high, because the dragon fruit land area reaches 325 ha with picking times 3 to 4 times a month (Fertiasari, Mulyati, and Ridho, 2019). This is reinforced by Apriando, Soesanto, and Indriani (2019), related to the importance of the availability of products sold will be able to influence the decision making to buy. Customers will see whether the product is available or not before making a purchase, because if the

goods are not available then the intention to buy will decrease and consumers may even buy similar products elsewhere.

In the strategic factor, the weakness that has a big influence is the number of social media accounts owned by dragon fruit farmers, only two with a score of 0.202. There are two social media accounts used by dragon fruit farmers in Jawai District, namely Facebook and Whatsapp as sales and communication media. According to the farmers, only these accounts are easy to access and there are also many enthusiasts who use these accounts. This is in line with research from Apriando et al. (2019), that promotion using social media can increase sales volume such as the use of social networks Facebook and Instagram which have reach overseas and transactions are also easy.

The total strategic value of the strength factor is higher than the weakness factor, this condition indicates that the strength factor can cover the weakness. Therefore, dragon fruit farmers must pay more attention to the existing strengths to continue to grow. The result is the difference between the total values of the strengths and weaknesses of the strategic factors, namely $1.948 - 0.638 = 1.310$. The obtained value is used as the X-axis.

Furthermore, the EFAS matrix includes identification results from external factors, namely strategic opportunity factors and strategic threat factors that influence the digital marketing strategy for dragon fruit commodities in Jawai District. The results of the calculation of external factors are explained in the EFAS table 3.

Table 3. EFAS Table

No	Opportunity Factor	Weight	Rating	Score
1	There are many digital platforms that can be used as sales promotion media	0.173	3.00	0.518
2	Social media users such as Facebook or Whatsapp are increasing	0.183	4.00	0.731
3	Sales support from the government regarding digital marketing	0.162	2.00	0.325
Total				1,574
No	Threat Factor	Weight	Rating	Score
1	Mobility restrictions due to the Covid-19 Pandemic	0.142	4.00	0.569
2	Dragon fruit sold by competitors on Facebook and Whatsapp is cheaper	0.124	3.00	0.373
3	The mode of fraud in transactions on online buying and selling sites	0.114	3.00	0.343
4	Interference with internet and wifi networks in online marketing	0.102	2.00	0.203
Total		1,000		1,487

Source: Primary Data Analysis, 2021

Based on the table above, it can be seen that the strategic opportunity factor that has the greatest influence lies in social media users such as Facebook and Whatsapp which are increasing with a score of 0.731. A high score implies that it will have a big impact on online marketing to increase dragon fruit sales volume. The increasing number of social media users will provide a great opportunity for dragon fruit farmers to market their products through social media. This is reinforced by Nurdelila (2021), online marketing for business people in marketing their products with time that is not limited by working hours and broad market access so as to increase sales volume.

In terms of strategic factors, threats that have a major influence are mobility restrictions due to the Covid-19 Pandemic with a score of 0.569. In order to slow the spread of Covid-19, the government is urging people to stay at home and reduce their mobility. The initial action taken and implemented by the government is social distancing which includes activities at home and worship at home. Next, followed by information from the government which has determined that the virus is a risky disease. Therefore, the government has re-implemented the Large-Scale Social Restrictions policy (Zebua and Sunaryanto, 2021). This policy turned out to have a big impact on business actors, especially dragon fruit farmers in Jawai District because they were no longer able to market their products to Malaysia so that dragon fruit production piled up in the domestic market which resulted in dragon fruit prices dropping drastically. This is confirmed by Aulia et al. (2021), the Covid-19 pandemic caused dairy business actors to complain about a decrease in turnover because many products were not sold, so the selling price fell due to restrictions on community activities.

The total strategic value of the opportunity factor is higher than the threat factor, this condition indicates that the opportunity factor can minimize the threat. Based on this, dragon fruit farmers can take advantage of existing opportunities to continue to grow. The result is the difference between the total value of the strategic opportunity factor and the total value of the threat strategic factor, namely $Y = 1.578 - 1.487 = 0.086$. The value obtained is used as the Y axis. Based on the results of identification, analysis and evaluation of each internal and external strategic factor, the digital marketing position of the dragon fruit commodity is obtained in the quadrant strategy. The meeting results between the X and Y axes in the SWOT Position Matrix are described as below.

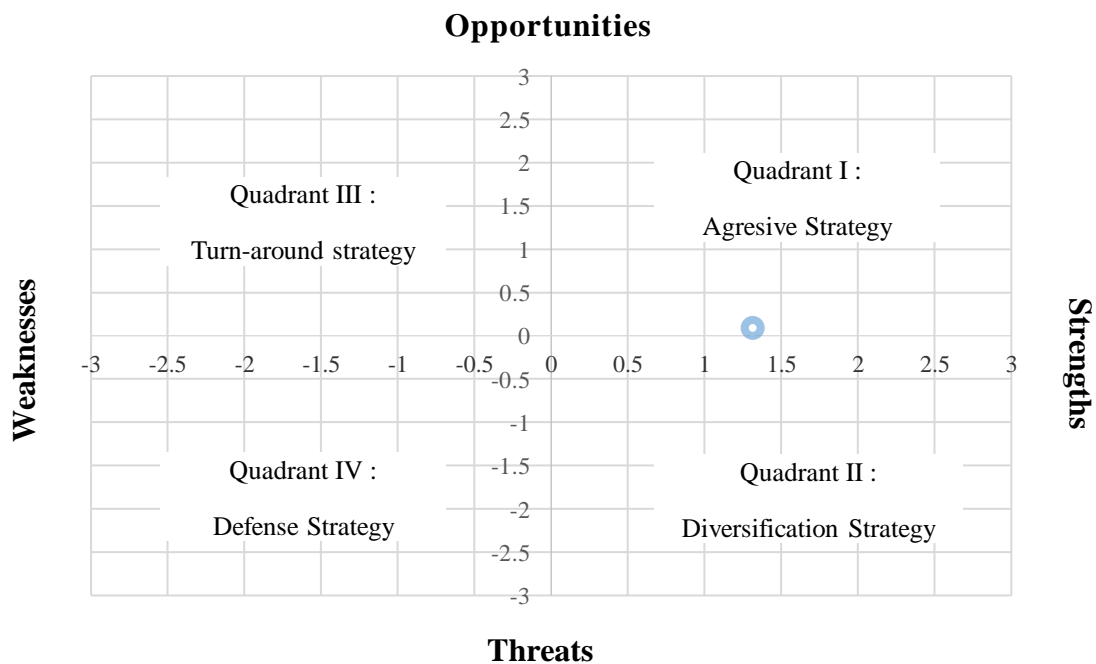


Figure 2. Position of Dragon Fruit Commodity Digital Marketing Strategy in Jawai District

Figure 2 shows the digital marketing strategy for dragon fruit commodities in Jawai District, Sambas Regency, which has strengths and opportunities that can be used to compete in the world of marketing. Existing opportunities can be used by farmers to increase sales and expand the market. This condition applies a strategy to support an aggressive growth policy (growth oriented strategy). This shows that dragon fruit farmers in Jawai District have internal resources that can be utilized to

seize existing opportunities, increase the efficiency of marketing activities for farmers' products, and be able to compete in the business world. An active growth strategy is a strategy implemented by a company or organization in the best conditions to continue growing, expanding its growth rate (Rangkai 2014).

SWOT Matrix Results

The resulting IFAS and EFAS matrix calculations are used as guidelines in developing alternative strategies needed to increase dragon fruit sales volume through digital marketing strategies for dragon fruit commodities in Jawai District. The matrix will produce four alternative strategies namely, SO, WO strategy, ST strategy and WT strategy. Alternative strategies are prepared using the SWOT Matrix which can be seen in the table 4.

Table 4. SWOT Matrix

	Strength (S)	Weakness (W)
	<ol style="list-style-type: none"> 1. Explanation of product characteristics is good and communicative 2. Explanation of product availability and product benefits that are informative and communicative 3. Interesting display of posted product images 4. Ease in the payment process 5. Sales promotions are informative and attract the attention of consumers 6. There is a commitment that exists between producers and consumers 	<ol style="list-style-type: none"> 1. Lack of discounts or discounts provided by the manufacturer 2. The number of social media accounts owned by dragon fruit farmers is only two 3. The lack of presentation of products to be communicated to consumers broadly (webinar, virtual exhibitions) 4. There is no capital development and digital marketing coaching
Chance (O)	SO	WO
<ol style="list-style-type: none"> 1. There are many digital platforms that can be used as sales promotion media 2. Social media users such as Facebook or Whatsapp are increasing 3. Sales support from the government regarding digital marketing 	<ol style="list-style-type: none"> 1. Continue to innovate with an attractive and up to date sales display (S1, S2, S3, S5, O1, O3) 2. Establish good relationships with certain parties through social media (S6, O2) 3. Conduct training and education regarding digital marketing as well as the advantages of various platform features that can be used (S3, S5, O1, O3) 4. Innovate in the payment process (S4, O2) 	<ol style="list-style-type: none"> 1. Provide counseling to farmers regarding social media that can be used as a business platform (W2, W4, O1, O3) 2. Expand and improve promotions that can attract consumers and partners (W1, W2, W3, O1, O2)
Threat (T)	ST	WT
<ol style="list-style-type: none"> 1. Mobility restrictions due to the Covid-19 Pandemic 2. The price of dragon fruit sold by competitors on 	<ol style="list-style-type: none"> 1. Adding social media accounts in online marketing so that it can reach wider consumers (S5, T1) 2. Utilizing the latest features on social media to attract consumers 	<ol style="list-style-type: none"> 1. Convincing potential partners and consumers to make purchases or transactions in order to maintain a healthy body (W1, W3, T1)

Facebook and Whatsapp is cheaper 3. Transaction fraud mode on online buying and selling sites 4. Interference with internet and wifi networks in online marketing	and partners to stay royal (S1, S2, S3, S4, S5, T1) 3. Overcoming threats in competition by making responsibility and offering attractive discounts and being more thorough in assessing customers (S6, T2, T3)	2. Increase the type of platform used so that you have multiple accounts (W2,W4,T1)
---	--	---

Source: Primary Data Analysis, 2021

Based on the results of the calculation of the IFAS and EFAS matrices identified from internal factors (strengths and weaknesses) and external factors (opportunities and threats) in the digital marketing of dragon fruit commodities in Jawai District which are used as a reference in determining alternative strategies, a strategy is obtained SO (Strengths-Opportunities). This happens because these two factors have the highest score. This strategy aims to combine the strengths and opportunities that are owned in order to take advantage of the best opportunities (Rangkuti, 2014).

AHP Method

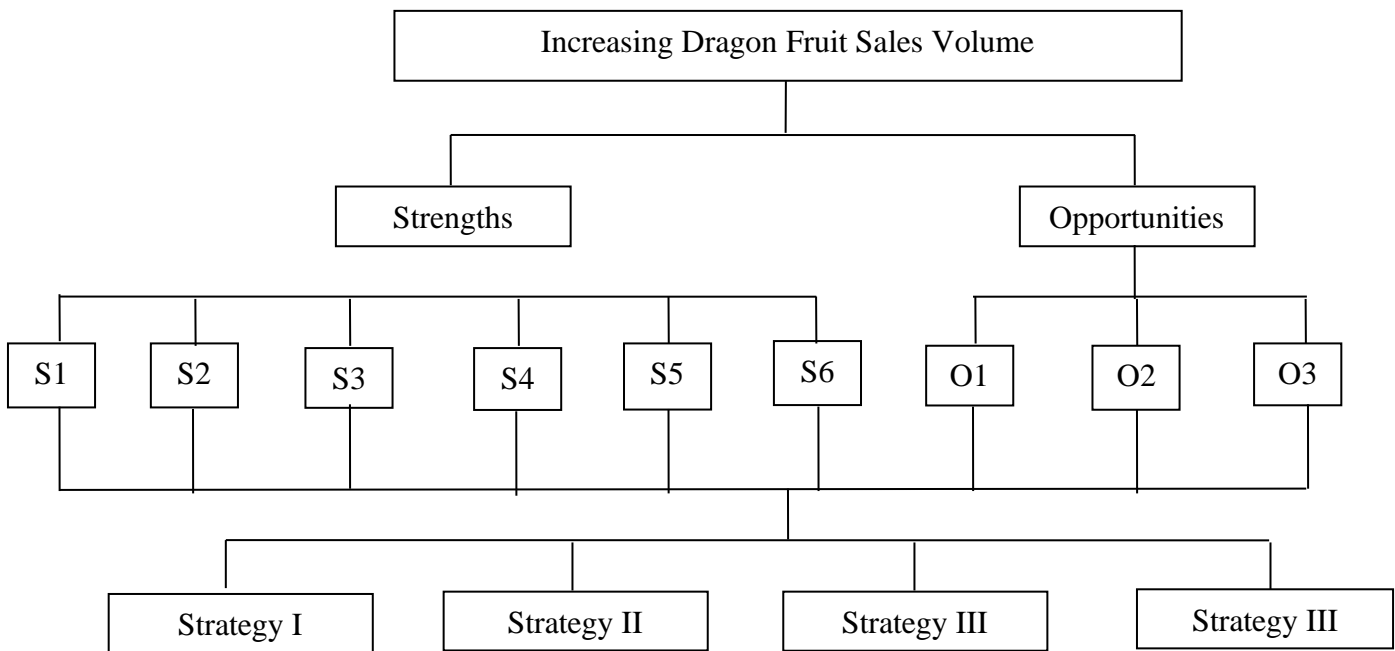


Figure 3. Hierarchy of Increasing Dragon Fruit Sales Volume

The strategic alternatives obtained from the results of the SWOT Matrix are used as a basis for determining alternative priority strategies for AHP, namely SO (Strengths-Opportunities). This happens because these factors have a high score. The purpose of this strategy is to combine strengths and opportunities to take full advantage of opportunities (Rangkuti, 2014). The next step is to determine the priority of each alternative strategy chosen. The arrangement of the hierarchy begins with the aim of increasing the sales volume of dragon fruit, then the strength and opportunity indicators obtained from the SWOT determination are used as criteria and sub criteria in the AHP

analysis. The SO strategy alternative selected in the SWOT Matrix is used as an option adjusted for the weight of the pairwise comparison matrix on the AHP method using Expert Choice 11 software.

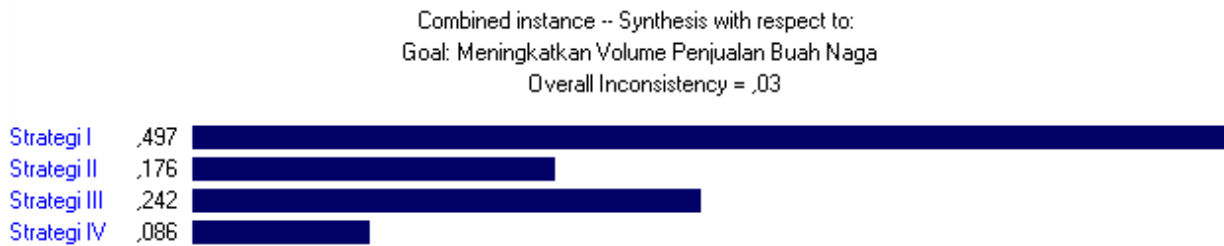


Figure 4. Priority Weight of Alternative Digital Marketing Strategy for Dragon Fruit Commodity

Based on Figure 4. the best alternative strategy to increase sales volume of dragon fruit through a digital marketing strategy for dragon fruit commodities in Jawai District, namely the SO1 strategy by innovating with an attractive and up to date sales display, ranks first with a weight calculation of 0.497. While the second and third ranks are occupied by the SO3 and SO2 strategies with respective weight calculations of 0.242 and 0.176. This shows that dragon fruit farmers in Jawai District prioritize strategies for innovating with attractive and up-to-date sales displays. Farmers can carry out innovation strategies by adding digital platforms used such as Instagram, Youtube and others. Farmers can make attractive and up-to-date sales displays by making information designs so that the promotional appearance is more attractive, such as using design applications, namely Canva, Adobe Photoshop and so on. However, every farmer has limited ability to master the application. Therefore, farmers can use the services of people who have mastered the design application. Farmers in Jawai District are also relatively easy to accept innovation because there are still young farmers in it. This must also be supported by the existence of training organized by the Department of Agriculture related to digital marketing so that the marketing of dragon fruit in Jawai District is growing.

CONCLUSION AND SUGGESTION

Based on the research results, it can be concluded that alternative strategies that can be applied by farmers are SO (Strengths-Opportunities) strategies in the form of innovating with attractive and up to date sales displays, establishing good relationships with certain parties through social media such as resellers and consumers or partners. business so that production can be marketed, and conduct training and education related to digital marketing so that farmers are more adept at online marketing and innovate in the payment process. The alternative strategies were analyzed again to find out which SO strategy was the priority strategy, so that a priority strategy was produced, namely the SO1 strategy with a weight score of 0.497 or 49.7%, namely innovating with an attractive and up to date sales appearance.

Based on the results of the research that has been done, the researchers provide suggestions for the government to facilitate training and education related to digital marketing. For the farmers are advised to apply the strategy innovate with attractive and up-to-date sales displays by adding online marketing channels such as marketplaces, looking for resellers or using other platforms to market products other than Facebook and Whatsapp. Attractive and up to date sales presentations

can be made by designing information that will be shared on social media so that it looks more attractive, as well as updating how dragon fruit is currently available.

REFERENCES

- Apriando, J. P., H. Soesanto & F. Indriani. 2019. The Influence of Product Quality and Product Availability on Purchase Decisions with Brand Image as an Intervening Variable (Study on M-150 Energy Drink Consumers in Semarang City). *Indonesian Journal of Marketing Science*, 18(2), 166–83. <https://doi.org/10.14710/jspi.v18i2.166-183>
- Aulia, A. A., A. N. Nalawati, A. Asadam, A. Yuristianti & Rizki Rismawati. 2021. Empowerment of PKK Groups Through Skills in Food Processing Synbiotic Yoghurt to Support a Healthy Lifestyle and Boost the Economy During the Covid-19 Pandemic. *Journal of Science and Technology Community Service*, 7(1), 74–82. <https://doi.org/10.32528/jpmi.v7i1.5263>
- Chaffey, D. & F. E. Chadwick. 2019. *Digital Marketing (Seventh Edition)*. New York-USA: Pearson Education.
- Chakti, G. 2019. *The Book Of Digital Marketing: Digital Marketing Book*. Vol. 1. Celebes Media Perkasa.
- Fertiasari, R., S. Mulyati, & A. Ridho. 2019. Functional Food Innovation and Zero Waste Made from Dragon Fruit. *Scientific Journal of Innovation*, 19(2). <https://doi.org/10.25047/jii.v19i1.1501>
- Hardjadinata, S. 2010. *Organic Cultivation of Dragon Fruit Super Red*. Jakarta: Penebar Swadaya.
- Hartady, T., R. Widyastuti & A. Hiroyuki. 2021. Health Management of Beef Cattle: A Case Study. *Indonesian Journal of Animal Science*, 31(2), 102–8. <https://doi.org/10.21776/ub.jiip.2021.031.02.02>
- Ministry of Agriculture 2018. *Map of Indonesia's Food Security and Vulnerability (A Food Security and Vulnerability Atlas of Indonesia)*.
- Mewoh, F. M., J. R. E. Tampi & D. D. S. Mukuan. 2019. The Influence of Digital Marketing on Purchasing Decisions at Matahari Department Store Manado Town Square. *Journal of Business Administration (JAB)*, 9(1), 35–42. <https://doi.org/10.35797/jab.9.1.2019.23529.35-42>
- Nurdellilla, N. 2021. The Effect Of Digital Marketing Systems On Increasing Sales Volume Of Agro Rimba Nusantara (Agrina) Cooperation In Parsalakan Village, Angkola Barat District, Tapanuli Selatan District. *Nusantara: Journal of Social Sciences*, 8(2), 402–12.
- Rangkuti, F. 2014. *SWOT Analysis: Techniques for Dissecting Business Cases for Calculating Rating Weights and OCAI*. Jakarta: PT Gramedia Pustaka Utama.
- Rangkuti, F. 2018. *Measuring Customer Satisfaction Techniques for Measuring Strategy*. Jakarta: Gramedia.
- Reken, F., B. Modding & R. Dewi. 2020. The Influence of Digital Marketing on Increasing Sales Volume at Ciputra Tallasa Jo Makassar. *Governance*, 7(2), 142–53. <https://doi.org/10.52103/tatakelola.v7i2.144>
- Saaty, T. L. 1993. *Decision Making For Leaders, Analytical Hierarchical Processes For Decision Making In Complex Situations*. Pustaka Binama Pressindo 100
- Sugiyono. 2013. *Quantitative, Qualitative and R&D Educational Research Methods*. Bandung: Alfabeta.
- Udin, A. 2018. *Dragon Fruit Development in Sambas, West Kalimantan*. Retrieved (<https://www.swadayaonline.com/artikel/2125/Pemembangan-Buah-Naga-di-Sambas-Kalimantan-Barat/>).
- Wardha, A. 2015. *Digital Marketing Strategy and Its Implications for the Competitive Advantage of SMEs in Indonesia*. National Seminar on Finance and Business IV.
- Zebua, D. D. N. & L. Sunaryanto. 2021. *Digital Platform as an Alternative to Survive in the Era of the Covid-19 Pandemic for Agricultural Businesses Digital Platform as An Alternative To*

Survive in the Era of Pandemic Covid-19 for Agricultural Businesses. Journal of Agribusiness-oriented Scientific Community Thought, 7(1), 848–62. <https://doi.org/10.25157/ma.v7i1.4834>