

**ANALYSIS OF THE USE OF DIGITAL MARKETING AS A MEDIA FOR MARKETING BUSINESS RESULTS IN BORDER AREAS BETWEEN COUNTRIES (STUDY OF BANANA BUSINESS ACTORS IN MALACCA REGENCY)**

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**Abstract:**  
The digital era and the Industrial Revolution 4.0 have impacted people's lives, especially in marketing banana commodities in Malaka Regency, one of the districts that shares a land border with the State of Timor Leste. The method used in this research is a descriptive method with a qualitative approach with 60 informants who were determined purposively. Then, the collected primary and secondary data were analyzed using data analysis techniques from Creswell (2016). The research results were found using digital marketing as a media for marketing business results in border areas between countries by banana business actors in Malacca Regency; the author uses digital marketing indicators by Nandini (2012:32) which are constrained by aspects (a) internet network accessibility, (b) interactivity with the absence of two-way communication between producers and consumers and (c) entertainment which is still minimal, while the factors inhibiting the use of digital marketing as a media for marketing business results in border areas between countries by banana business actors in Malacca Regency are; (a) internet infrastructure, (b) do not have a smartphone, (c) no workforce to deliver products to consumers outside the village, (d) do not know the market place.

**Keywords:** Digital, Marketing, Banana



**INTRODUCTION**

The agricultural sector is strategic in national development (Septiadi et al., 2020). Agricultural development still has a role in economic development, especially its contribution to food security, employment, and business opportunities. The role of the agricultural sector in spurring the economy can be seen more broadly than in distributing development results to society. Indonesia is one of the agricultural countries that are developing or developing, where 80% of the population earns their main livelihood in the agricultural sector, with a population in 2019 of 133.56 million (BPS, 2022). The agricultural sector is a sector that has a vital role in the national economy, contributing to 19.98% of GDP formation. This can be seen from the many residents and workers who live and work in the agricultural sector (Adjid, 2001, p. 39).

Developing the agricultural subsector of horticultural crops is integral to agricultural development (Tanaya et al., 2021). Horticultural and food crops are among the sectors proliferating in Indonesian agriculture (Tanaya et al., 2022). One of the horticultural crop commodities that is popular with the public is bananas. Traditionally, bananas were generally a side crop to fill empty yards or field land and were rarely cultivated intensively. With technological advances, banana plants have been cultivated commercially and intensively in unique gardens so that production results can reach optimum values and high-quality fruit. Most importantly, the profits are equal to other crops, and one of the largest banana-producing areas in NTT Province is the Regency. Malacca.

Malaka Regency is a new autonomous region in NTT Province, the result of the expansion of Belu Regency. Law of the Republic of Indonesia formed this Number 3 of 2013 concerning establishing Malacca Regency in NTT, with the government center in Betun, Central Malacca District. Central Malacca Regency, as the center of Malacca Regency, experienced rapid development with the separation of Malacca Regency.

Malacca Regency is Indonesia's front porch, which directly borders Timor Leste with the most significant and promising banana potential in East Nusa Tenggara (NTT) Province. Based on data from the Central Statistics Agency (BPS), bananas are the leading fruit commodity in NTT, with the most significant production in 2021 reaching 2,364,974 quintals with a total land area of 3,250 hectares, details of which are 250 hectares of banana plants intervened by the RPM program and the other 3,000 hectares are community independent business with a production level of 667,701 quintals in 2022.

Observations from the government through the Horticulture and Plantation Food Crops Service (TPHP) show that the banana market is currently good. Bananas from Malacca Regency can penetrate the market on mainland Timor. Banana commodities are usually marketed to several areas in mainland Timor, such as Atambua, Kefamenanu, and Kupang, as well as abroad, such as Timor Leste. Apart from that, fresh bananas produced by farmers cannot be stored for a relatively long time. Long. This is because bananas are perishable, so bananas must be immediately distributed to consumers. The process of distributing bananas to consumers is carried out through the marketing process.

Banana marketing is the institutionalization of services to bridge the movement of bananas from production to consumption. Good banana marketing will flow bananas from farmers to farmers' consumers and indicate changes in supply and demand for bananas to the farmers. An essential factor in smoothing the flow of goods from producers to consumers is choosing the proper marketing channels; one is digital marketing as a marketing medium for business results for banana business actors in the Malacca Regency.

In the digital era and the Industrial Revolution 4.0, digital marketing has impacted people's lives individually and within an organization. The digital era can form information technology, especially in the financial sector, which is widely used to help people access financial products and services (Daud et al., 2021). This digital marketing strategy is more prospective because it allows potential customers to obtain product information and transact via the Internet, especially with limited distance between countries.

Digital marketing is promotional activities and market search through online digital media utilizing various means such as social networks. Cyberspace is now no longer only able to connect people with devices but also people with other people all over the world. Digital marketing comprises interactive marketing, market intermediaries, and potential consumers. On the one hand, digital marketing makes it easier for businesses to monitor and provide all the needs and desires of potential consumers; on the other hand, potential consumers can also search for and obtain product information by simply browsing cyberspace to make the search process easier (Hendiarto et al., 2021). Buyers are increasingly independent in purchasing decisions based on their search results. Digital marketing can reach all people wherever they are without geographical or time constraints and makes it easier to interact between producers (Dedi et al., 2017). Therefore, researchers want to conduct research with the title.

**Analysis of the Use of Digital Marketing as a Marketing Media for Business Results in Border Areas. Between Countries (Study of Banana Business Actors in Malacca Regency).** In a business context, the Internet has a transformational impact that creates a new paradigm in business through Digital Marketing (Chandra & Chandra, 2001, p. 78). If in the past there was a traditional

face-to-face business interaction model, *now this interaction model has developed towards modern faceless electronic or e-commerce-based interactions, namely Business Business (B2B), Business Customer (B2C) and Customer To Customer (C2C) with the ultimate target of serving Segment Of One (Arnott & Bridgewater, 2002).* According to (Paquette, 2013), in today's technology-driven world, social networking sites have become an avenue through which retailers can expand their marketing to a broader range of consumers. One of the main challenges marketers must face is knowing how to persuade someone and create ways to attract and retain potential customers.

Therefore, to analyze the use of digital marketing as a medium for marketing business results in border areas between countries For banana business actors in Malacca Regency, researchers used digital marketing indicators from Yazer Nasdini (2012:32), which consist of *Accessibility (Accessibility), Interactivity (interactivity), Entertainment.*

**Marketing.** Marketing is one of the main activities carried out by a company to maintain its survival, develop, and make a profit (Dharmmerta & Handoko, 2000, p. 3). Marketing is also a social process in which individuals and groups discover what they need and want by creating, offering and freely exchanging valuable products with other parties.

Daryanto (2011:1) defines marketing as a social and managerial process in which individuals and groups obtain their needs and desires by creating, offering and exchanging something of value with each other. Meanwhile, Wastha and Irawan (2008: 5) say that marketing is one of the main activities carried out by entrepreneurs in their efforts to maintain their survival, to develop and make a profit."

The meaning of marketing often needs to be clarified with the meanings of (1) sales, (2) trade, and (3) distribution. These terms are only one part of overall marketing activities. The marketing process begins before the goods are produced and continues after sales. The company's marketing activities must also provide satisfaction to consumers if they want their business to run or consumers to have a good view of the company.

According to Kotler and Keller (2016:27), marketing manages institutions and processes for creating, communicating, delivering, and exchanging valuable offers to customers, clients, partners, and society.

**Digital Marketing.** The marketing system through digital technology is a form of sales progress that makes it possible to realize *one-on-one marketing*, which means consumers can interact directly, *in real-time*, and interactively with companies that sell various kinds of products and services Siagian et al. (2020). Digital internet technology and social media have become platforms for improving and expanding product marketing easily, cheaply, and quickly. This makes it easier to carry out transactions and communication, which will impact increasing people's economic income (Arfian et al., 2021 ).

In his book, Laudon (2008:355) explains that internet marketing is marketing that uses the web, just like traditional channels, to build positive long-term relationships with customers (both online and offline) and thereby create superior competition for companies by allowing a company to set higher prices for products or services than competitors charge.

Keller & Kotler (2009:474) define e-marketing differently: a company's efforts to inform, communicate, promote, and sell its products and services via Internet media.

Because it is very flexible, digital marketing has become famous from 2000 until now. It has become the most widely used and sought-after marketing system for business people as a promotional tool to offer their products or services. Many business people are switching strategies through digital marketing because it is considered more effective than other systems. Because of the advantages of digital marketing, which can provide comfort, convenience, and versatility and is



faster than other systems, This makes things very easy for consumers and becomes an effective medium for marketers in reaching their target market (Hermawan, 2012, p. 206).

In digital marketing, a common strategy is to increase brand awareness. Realizing the importance of brand awareness in influencing consumer purchasing decisions, many business people are competing to reach the top of mind in consumers' minds. Essentially, consumers will only buy products or services they know or know about. However, brand awareness or brand familiarity is also a strong influence on consumer purchasing decisions. Consumers feel more comfortable and confident with familiar products compared to unfamiliar foreign products (Dicky and Satria, 2018).

According to Chaffey and Chadwick (2016:11), " *Digital marketing is the application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives* ". This means that Digital Marketing is an application of the Internet and is related to digital technology, which is connected to traditional communication to achieve marketing goals. This can be achieved by increasing knowledge about consumer profiles, behavior, values, and loyalty levels and combining targeted communications and online services according to each individual's needs.

According to Wolfinbarger and Gilly (2003), digital marketing variable indicators that can influence consumer purchasing decisions are:

- a. *Fulfillment/reliability* is the ease of access in terms of the accuracy of the display and description of the product that consumers receive according to what the consumer ordered.
- b. *Website design* links with the digital world, where online activities will be directed directly to potential consumers. Website design covers consumer practicality in searching for information, order processing, appropriate personalization, and product selection.
- c. *Customer service*, namely good service, responsiveness, communicativeness, and intelligence in responding to consumer questions and needs.
- d. *Security/privacy* includes privacy security for personal information and online payment systems.

According to Nandini (2012:32), Digital Marketing indicators are:

- a. *Accessibility* is the user's ability to access information and services provided by online advertising. Accessibility is generally related to how users can access social media sites.
- b. *Interactivity* is a level of two-way communication that refers to the mutual ability of advertisers and consumers to communicate and respond to the input they receive.
- c. *Entertainment* is the ability of advertising to provide pleasure or entertainment to consumers. Many advertisements provide entertainment while including information.
- d. *Credibility* is the level of online consumers' trust in advertisements that appear or the extent to which advertisements provide information about them that is trustworthy, impartial, competent, credible, and specific.
- e. *Irritation* is a disturbance in online advertising, such as manipulating advertisements to lead to fraud or lousy consumer experiences regarding online advertising.
- f. *Informativeness* is the ability of advertising to supply information to consumers, which is its essence. Advertisements must also provide an accurate picture of a product to provide economic benefits for consumers.

## METHODS

The research method used in this research is a descriptive research method with a qualitative approach. In contrast, the data sources in this research were obtained through primary and

secondary sources, which were collected using observation techniques, interviews, and document searches through 36 informants related to the research problem. Next, the collected data will be analyzed using data analysis techniques from Creswell (2016:264-268).

## RESULT AND DISCUSSION

**Analysis of the Use of Digital Marketing as a Marketing Media for Business Results in Border Areas Between Countries by Banana Business Actors in Malacca Regency.** Developing the agricultural subsector of horticultural crops is integral to agricultural development (Tanaya et al., 2021). Horticultural crops and food crops are one of the sectors that are proliferating in Indonesian agriculture (Tanaya et al., 2022). One of the horticultural crop commodities popular with the public is bananas, whose benefits are no less than those of other crops. One of the largest banana-producing areas in NTT Province is Malacca Regency.

Based on data from the Central Statistics Agency (BPS), bananas are the leading fruit commodity in NTT, with the most significant production in 2021 reaching 2,364,974 quintals with a total land area of 3,250 hectares, details of which are 250 hectares of banana plants intervened by the RPM program and the other 3,000 hectares are community independent business with a production level of 667,701 quintals in 2022.

Furthermore, an essential factor in smoothing the flow of goods from producers to consumers is choosing the proper marketing channels, one of which is digital marketing as a marketing medium for business results for banana business actors in Malacca Regency.

Therefore, to analyze the use of digital marketing as a medium for marketing business results in border areas between countries by banana business actors in Malacca Regency, the author uses digital marketing indicators by Nandini (2012:32) with research results and discussion as follows:

**Accessibility.** *Accessibility* is the user's ability to access information and services provided by online advertising. Accessibility is generally related to how users can access social media sites.

Based on the results of observations and interviews conducted by the author, it is known that internet accessibility for banana marketing in Malaka Regency, a district that borders the neighboring country of Timor Leste, is still minimal. Banana marketing is the thermalization of services to bridge the movement of bananas from production to consumption. Good banana marketing will flow bananas from farmers to farmers' consumers and indicate changes in supply and demand for bananas to the farmers. An essential factor in smoothing the flow of goods from producers to consumers is choosing the proper marketing channels; one is digital marketing as a marketing medium for business results (Daud et al., 2021) for banana business actors in the Malacca Regency. However, with minimal internet access, online marketing activities remain an obstacle. Separately.

Internet network services in border areas are a significant obstacle because the central government needs to back them up entirely. This opens up a destructive paradigm for development and progress in the field of digital marketing of local commodities because up to now, residents spread across eight sub-districts out of a total of 12 sub-districts in Malacca Regency on the RI-RDTL border have not all enjoyed the internet network. Not all sub-districts that have regular internet access are Botin Leobebe Subdistrict, Io Kufeu Subdistrict, Laenmanen, Rinhat, Central Malacca, East Malacca, Kobalima and East Kobalima. For Malacca Regency, many villages still need better internet access and even have blank spots.

**Interactivity.** *Interactivity* is a level of two-way communication that refers to the mutual ability of producers and consumers to communicate and respond to the input they receive.

Based on the results of interviews and observations made by the publicist, it is known that from the *Interactivity aspect*, namely the level of two-way communication, which refers to the ability

to reciprocate communication between producers and consumers, and responding to the input they receive in the context of digital marketing of banana commodities in Malacca Regency, it is known that this is not yet optimal because producers tend to wait for consumers without carrying out intense communication due to internet network accessibility constraints, so it can be stated that digital marketing of the Malacca Regency banana commodity is not yet optimal.

Digital marketing comprises interactive marketing, market intermediaries, and potential consumers. On the one hand, digital marketing makes it easier for businesses to monitor and provide all the needs and desires of potential consumers; on the other hand, potential consumers can also search for and obtain product information by simply browsing cyberspace to make the search process easier (Hendiarto et al., 2021 ). Buyers are increasingly independent in purchasing decisions based on their search results. Digital marketing can reach all people wherever they are without any geographic or time constraints and makes it easier to interact between producers (Dedi et al., 2017)

**Entertainment** is the ability of advertising to provide pleasure or entertainment to consumers. In general, many advertisements provide entertainment while including information.

Based on the results of interviews and observations made by the author, it is known that the Malacca banana commodity is very promising and can penetrate markets in mainland Timor such as Atambua, Kefamenanu, Kupang and Timor Leste. However, marketing banana commodities in Malacca Regency still uses conventional methods: ordering, paying, and transporting. This can happen because of the community's limited digital literacy, further exacerbated by the need for more communication infrastructure in this border area.

**Factors Inhibiting the Use of Digital Marketing as a Marketing Media for Business Results in Border Areas Between Countries by Banana Business Actors in Malacca Regency.** Based on the results of research and discussion, it was found that several factors inhibit the use of digital marketing as a media for marketing business results in border areas between countries by banana business actors in Malacca Regency, namely as follows:

**Internet Infrastructure.** IT infrastructure development in the industrial era 4.0 must continue to be improved so that various activities can run without problems. However, more infrastructure is needed for Indonesia, especially Malacca Regency, to digitalize micro, small, and medium enterprises (MSMEs) to market their banana products to the regions. On the island of Timor to the neighboring country of Timor Leste, although interest in digital transactions currently continues to increase in society,

The uneven internet network is another critical obstacle. If this is resolved, digital marketing activities for Malaccan bananas will be easier to develop because a capable internet network does not support them.

**Do not need a smartphone.** Because the people live in rural Malacca Regency, far from urban areas, many people still need sophisticated smartphones. Smartphones can also market, buy, and sell banana commodities digitally. Moreover, unlike in urban society, smartphones are not cheap, and people feel there is no obligation to have a smartphone.

**There are no workers to deliver products to consumers outside the village.** Several banana commodity MSMEs in Malaka Regency have smartphones but have yet to market their products digitally due to problems sending products outside the village. With the digitalization of marketing, consumers outside the village and even those far from the village can be reached through marketplaces or social media. However, if you have to send products to consumers far from the village, you need additional workers responsible for product delivery. Banana MSMEs in Malaka Regency do not have acquaintances or family members who can send products outside the village. Also, MSMEs need to have the extra costs to pay for additional labor, so they wait for consumers to come to the plantation to pick up bananas.



**I am still looking for the marketplace.** Several banana farmers in Malacca Regency know how to market via the Internet, including social media such as Facebook, Instagram, and TikTok. However, very few farmers know there is a platform specifically used for buying and selling products, usually called a "marketplace." Examples of marketplaces include Shopee, Tokopedia, Lazada, Bukalapak, and others. Products can be marketed via social media, but farmers can also reach more consumers by marketing their products in marketplaces.

## CONCLUSION

Based on the research results and discussion, several conclusions can be given as follows:

1. Using digital marketing as a media for marketing business results in border areas between countries by banana business actors in Malacca Regency, the author uses digital marketing indicators by Nandini (2012:32), which are constrained by aspects (a) Internet network *accessibility*, (b) *Interactivity* with no 2-way communication between producers and consumers and (c) *Entertainment* which is still minimal.
2. Factors inhibiting the use of digital marketing as a medium for marketing business results in border areas between countries by banana business actors in Malacca Regency are (a) internet infrastructure, (b) do not have a smartphone, (c) no workforce to deliver products to consumers outside the village, (d) do not know the market place.

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