

# DEVELOPMENT OF DIGITAL MARKETING ENTREPRENEURSHIP SORGHUM-BASED SUPPORTS NEW NORMAL

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## DEVELOPMENT OF DIGITAL MARKETING ENTREPRENEURSHIP SORGHUM-BASED SUPPORTS NEW NORMAL

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### Abstract

Sorghum-based food products as one of the alternative foods can be developed, but the problem is that these products have not been maximally marketed until now. Based on this, it is necessary to study and build marketing with a digital system to support the new normal. The purpose of this research is to develop digital marketing in sorghum-based agroindustry entrepreneurship. The research method used is qualitative research methods in entrepreneurship, descriptive qualitative action research type with data collection techniques observation and documentation, data were collected, and SWOT analysis was carried out. The results showed that sorghum products as a strength in the agroindustrial entrepreneurship process and alternative food diversification products support food security, strengthening the marketing sector to create and increase the potential of digital marketing; the weakness is that raw materials are not maximally available; the threat is competition for imported entrepreneurship products; the challenge is that sorghum products as an alternative food must become a national product. Conclusion: Creating a market for sorghum products as an alternative food is needed, and digital marketing as a solution to support the new normal.

**Keywords:** Digital Marketing; Sorghum Product; Alternative Food; Entrepreneurship; Market potential

### Introduction

All countries are currently facing the COVID 19 epidemic, including Indonesia, which significantly impacts the food sector and the economy (Djekic et al., 2021). The importance of the food supply chain due to the pandemic's impact can be controlled and regulated so that it can meet needs, and the existence of alternative foodstuffs is a solution (Kansiime et al., 2021), one of which is sorghum. The diversification of sorghum entrepreneurship products as an alternative food has varied dramatically, but the market has

not been maximally available (Endang Noerhartati et al., 2018). The development of digital marketing as an alternative solution to problems (Gani & Faroque, 2021) and at the same time will support the new normal in overcoming this pandemic (Amelianny, 2021), and the purpose of this research is to develop digital marketing in sorghum-based agroindustry entrepreneurship

**Material And Methods**

The research method used is <sup>1</sup> qualitative research methods in entrepreneurship, descriptive qualitative action research type with data collection techniques, observation and documentation, data collection. The data collected is data from respondents, consisting of sorghum-based entrepreneurs in the social media marketplace, instagrams, facebook, then observations and groupings are carried out based on product types, the location of the producer, then after the data is collected analysis of Strengths, Weaknesses, Opportunities, and Threats (SWOT) is carried out, and research supporting data from the observation of the advantages of diversification of sorghum products as an alternative food, outline is described as follows (Hoi, 2020; Holtz & Aral, 2020).

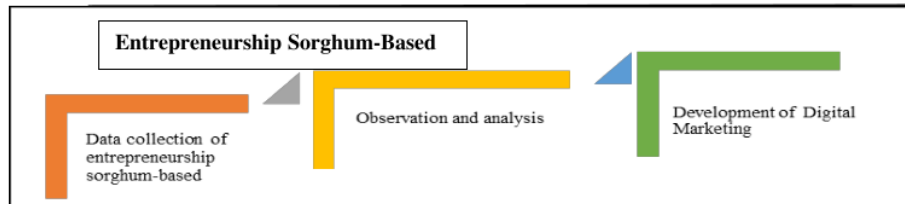


Fig. 1 Program Mission

**Result**

Based on the observations of sorghum-based entrepreneurs on Instagram, Facebook, and the marketplace, they are presented in Table 1-4. In Table 1, it can be seen that 58 sorghum-based entrepreneurs have used the diagram as a means of marketing from various production areas, as well as multiple products. Table 2 presents sorghum-based entrepreneurs on Facebook and is divided into groups, people, and places. There are 33 sorghum entrepreneur groups; it can be seen that there are also members of each group, and the number of members starts from one member, and the most are 23000 members. The number of individual marketing on Facebook is 45 entrepreneurs, and producer locations are in 46 areas. Table 3 shows entrepreneurs in the marketplace, where the highest is Tokopedia, followed by Bukalapak, Lazada, and shopee, with a variety of sorghum products. Table 4 presents the locations of sorghum-based entrepreneurial producers in the marketplace.

**Table 1.** Shows Entrepreneurship Sorghum-based on Instagram

No	Entrepreneurship Sorghum-based on Instagram		
1.	Katia.Produk Sorgum	21.	tambiyaku_tmgng
2.	Indo Sorgum	22.	sueer_mie_sorgum
3.	Sorgumnusantara	23.	sorgum.id
4.	Sorgum Indonesia	24.	rumahsorgum
5.	sorghumfoods	25.	#sorgumIndonesia
6.	Bakpao sorgum AP	26.	kgum_ (kreasisorgum)
		41.	sorghumcheckoff
		42.	sorghumgirlz
		43.	#sorghumorganik
		44.	sorghum.steak
		45.	devinasorgum
		45.	tambiyaku.makassar

7. #sorgum	27. tambiyaku_gsk	46. sorgumtime
8. Sorgumberkahmelimpah	28. sorgume.kitchen	47. healthy_sorgum
9. Kampungorghum	29. produsensorgum	48. sorghumpartners
10. yantsorghum	30. sorgumecovillage	49. dcantela.sorgum
11. sorgum	31. sorgum_elok	50. sorgumconsultant
12. jogja.sorgum	32. komunitasorgumedan	51. #sorgumputih
13. sorgumjogja	33. sorgum2020	52. sorghasorghum
14. berassorgum	34. sorghum.likotuden	53. soghum_sneedly
15. tambiyakusorgum	35. sorgum_manado	54. sorghumandspear
16. duniasorgum	36. tambiyako_semarang	55. sorghum_farmmitu
17. sorgum_dan_steak	37. #sorgummerah	56. sorghumfqy
18. sorghumjombang	38. simplysorgum	57. kbasorgumlombok
19. kampung_sorgum_Bojonegoro	39. nabraska_sorghum	58. sorghum.jp
20. krya_sorgum	40. omsorgum	

Table 2. Shows Entrepreneurship Sorghum-based on Facebook

Entrepreneurship Sorghum-based on Facebook						
No	Group	Member	No	People	No	Place
1.	Komunitas petani jagung dan sorgum Indonesia	23000	1.	Bakpao sorgum AP	1.	marketplace
2.	Sorgum 1	3400	2.	Produsen sorgum (tepung)	2.	Jombang
3.	Sorgum Indonesia (Sorindo)	1100	3.	sarang sorgum	3.	Lamongan
4.	Petani Bawean (Sorgum corner)	839	4.	Pop sorgum	4.	Malang
5.	Asosiasi Agrobisnis Sorgum	628	5.	Sorgum berkah melimpah	5.	Gresik
6.	Pangan lokal sorgum	452	6.	Harga sorgum, Bogor	6.	Surabaya
7.	Sorgum	281	7.	Jual benih sorgum, Makasar	7.	Sidoarjo
8.	Penggiat sorgum Lampung	266	8.	Sorgum, Jakarta	8.	Gianyar
9.	Komunitas sorgum Indonesia	184	9.	Beras sorgum, Jogjakarta	9.	Kudus
10.	Sorgum Lampung	171	10.	Sorgum Patihan	10.	Bojonegoro
11.	Sorgum atambua timor	111	11.	Ida Sueer Sorgum	11.	Tulungagung
12.	Kuliner Sorgum	95	12.	Abah	12.	Klaten

Entrepreneurship Sorghum-based on Facebook						
No	Group	Member	No	People	No	Place
				Sorghum (Haji Supardi)		
13.	Komunitas sorgum Pangkep	76	13.	Sorghum Seller	13.	Jogjakarta
14.	Poktan sorgum	66	14.	Energum Sereal sorgum	14.	Demak
15.	Petani sorgum Brebes	50	15.	Muara Sorgum (Suyin)	15.	Semarang
16.	sorghum (solidaritas)	49	16.	Om Sorgum	16.	Madiun
17.	Asiknya bertani sorgum	41	17.	Sorghum Broom	17.	Cilacap
18.	Sorghum Bali organik	36	18.	Sorghum Poncosari	18.	Sleman
19.	Petani sorgum Indonesia	34	19.	Sorghum Redontena	19.	Surakarta
20.	sorghum community	32	20.	Sorghum	20.	Kediri
21.	Olahan sorgum	31	21.	Sorghum Menbar	21.	Nganjuk
22.	Sorghum Sukabumi ICD	26	22.	Noto Sorgum	22.	Situbondo
23.	sereal sorgum inovasi	26	23.	Rengginang Sorgum	23.	Tegal
24.	Penggiat sorgum tuba	17	24.	Sorghum Singh	24.	Purworejo
25.	sereal sorgum	14	25.	Sorghum Rsa	25.	Kuningan
26.	cantel/sorghum	14	26.	Sorghum Insan	26.	Brebes
27.	Beras sorgum nusantara	14	27.	Sorghum Kaan	27.	Purbalingga
28.	Komunitas sorgum Sulsel	10	28.	Sorghum Boniona	28.	Bantul
29.	komunitas petani sorgum	4	29.	Negwalda sorgum	29.	Surakarta
30.	sorgumer	3	30.	Agung Sorgum	30.	Pati
31.	Sorghum jatim	3	31.	Sorghum Vargas	31.	Blitar
32.	Beras dan tepung sorgum	2	32.	Sorghum Eid Aden	32.	Jember
33.	mesin sosok sorgum Lesung	1	33.	Rumah Sorgum Babat	33.	Banjar
			34.	Roti Sorgum	34.	Kebumen
			35.	Sorghum Jbg	35.	Pasuruan

Entrepreneurship Sorghum-based on Facebook						
No	Group	Member	No	People	No	Place
			36.	Sorghum You	36.	Denpasar
			37.	Sorghum Vitalis Yinnongre	37.	Banjarmasin
			38.	Aldiano Sorghum	38.	Bandung
			39.	Berkant Sorghum	39.	Sumenep
			40.	Sorghum Cristo RE	40.	Ponorogo
			41.	Sorghum Sa	41.	Kendal
			42.	Sorghum Jombang	42.	Bangkalan
			43.	Petani Sorghum	43.	Probolinggo
			44.	Sorghum Nusantara	44.	Sampang
			45.	Sorghum Kediri	45.	Banyuwangi
					46.	Pamekasan

**Table 3.** Shows Entrepreneurship Sorghum-based on Marketplace

Types of products	Types of Products			
	Lazada	Shopee	Tokopedia	Bukalapak
Sorghum seeds	10	6	14	12
Sorghum grain	12	8	16	17
Red Sorghum				
Rice	7	9	12	4
White Sorghum				
Rice	12	19	15	7
Sorghum Flour	5	10	26	26
Sorghum Sugar	10	3	6	2
Sorghum Soy				
Sauce	3	2	5	3
Sorghum				
noodles	0	0	1	1
Pop Sorghum	0	0	1	1
Sorghum nectar	3	0	2	0
Sorghum book	1	0	0	0
Sorghum sereal	0	0	0	1
Sorghum				
Cookies	4	6	5	1
Sorghum				
Flower	2	1	2	1
Total	69	64	105	76

**Table 4.** Shows Distribution of sorghum producers on Marketplace

Distribution of sorghum producers on Marketplace	Percentage (%)
DKI Jakarta	37
Jawa Barat	24
Jawa Tengah	9
DI Yogyakarta	4
Jawa Timur	10
Banten	10
Bali	1
Sumatera Selatan	0,5
Sulawesi Selatan	2
Nusa Tenggara Timur	0,5
RRC	2
Total	100

### Discussion

Based on the results of observations of sorghum-based entrepreneurial data on Instagram, Facebook, and the marketplace, then evaluated using a Strength, Weakness, Opportunity, and Threats (SWOT) analysis for the development of sorghum-based entrepreneurial digital marketing. The strength of sorghum products lies in their nutritional content, which can be equated with rice, wheat, and corn from carbohydrates, proteins, fats, vitamins, and minerals (E Noerhartati & Puspitasari, 2016; Endang Noerhartati, 2018; Endang Noerhartati, Widiartin, Maslihah, & Karyanto, 2019). Apart from this, another advantage of sorghum which is good for health, is that it does not contain gluten (free gluten), contains antioxidants, and a low glycemic index. This sorghum's superior value is the best solution for consumers who are allergic to gluten, especially children. Until now, there has been a lot of diversification of sorghum products with raw materials from rice, flour, and sorghum bran, and there is another superior product, namely liquid sugar from sorghum stalks (Awobusuyi et al., 2020; Rooney, 2014), (Pablo Martín Palavecino, Curti, Bustos, Penci, & Ribotta, 2020). This is the strength, and the development of sorghum has the potential to be developed and become a national alternative food product. The planting and maintaining that can be planted in all areas in Indonesia is also an advantage; sorghum production centers are scattered on Java, Madura, Lampung, NTT, Lombok, Sulawesi, and Bali (Endang Noerhartati, Karyati, Soepriyono, & Yunarko, 2019). The strength that has begun to build in the marketing sector is that sorghum networks are starting to form in Indonesia to know when and where sorghum raw materials are available.

The weakness is that raw materials are not maximally available, this is based on the fact that farmers have not planted sorghum throughout the year, but farmers will alternate planting rice, corn, then sorghum, besides that sorghum seeds are very susceptible to warehouse pests, namely the presence of lice, this is It can reduce the quality of sorghum during storage, and becomes an obstacle for the producers of various sorghum products because when sorghum is not available, they have to maintain stock for sustainable production. The marketing sector's weakness is that until now, the diversified sorghum products have not been marketed optimally, most of which are found on social media in the

form of raw materials, namely seeds, rice, and sorghum flour (Chapke & Tonapi, 2019; Motilhaodi, 2016; Rao, 2019).

The opportunities for sorghum-based entrepreneurship in the future are extensive, starting from planting, which must be a national movement, socializing nutritional content and its benefits for health, which can expand the reach of consumers, where now consumers are given education about the need to choose healthy foods—post-harvest training of sorghum products to extend shelf life. Practice making product diversification and training in digital marketing developed to open up new markets for sorghum products as an alternative food. At present, all activities are based on the industrial era 4.0, and during the COVID-19 pandemic, 4.0-based actions are deepening, and the community is encouraged to increase their various competencies so that they can be a solution to the downturn in the food sector and the economic sector at this time. All related institutions must contribute, including in the development of marketing sorghum as an alternative food. Socialization, promotion, research, the publication of research results, community service, must be carried out sustainably, especially digital marketing (Kusumawardhana & Noerhartati, 2019; E Noerhartati, Widiartini, Maslihah, & Karyanto, 2018) (Erdmann & Ponzio, 2021; A Warokka, Sjahrudin, Sriyanto, Noerhartati, & Saddhono, 2020) (Romprasert & Trivedi, 2021).

The challenges ahead for sorghum-based entrepreneurs must be able to compete with other products, especially with the increasing number of imported products in Indonesia, but with the overall strength of the sorghum product aspects, and the benefits, as well as opportunities of digital marketing, if the development is carried out simultaneously and together with all related units, it will be able to increase the value and market potential of the sorghum product (Pablo Martín Palavecino et al., 2020) (A Warokka et al., 2020) (Matosas-López, 2021) (Ahmad et al., 2021; Dharmawan, Muljono, Hapsari, & Purwanto, 2021).

## Conclusion

The development of digital marketing for sorghum-based entrepreneurs is significant to increase the market for sorghum products as an alternative food by carrying out a national movement to strengthen sorghum product production centers in Indonesia.

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