

RINGKASAN

Pemasaran *online* produk agribisnis mulai berkembang di Kabupaten Banyumas seperti penjualan benih dan tanaman hias. Mereka sedikit demi sedikit mulai meninggalkan model pemasaran konvensional dan beralih ke pemasaran moderen yaitu pemasaran *online*. Pelaku usaha yang sudah melakukan pemasaran *online* di Kabupaten Banyumas adalah 3R FARM, Orchid House, Nayuka Florits, Yun Landscape, Tanaman Hias PWT, Ozza Flowers, Sebelas Maret Kaktus dan Dunia Benih. Pemasaran *online* ini dilakukan melalui *social media* Facebook, Instagram dan *E-Commerce* Tokopedia, Shopee dan Bukalapak. Alternatif pemasaran *online* diharapkan mampu meningkatkan pendapatan dan mampu memberi keuntungan bagi pelaku usaha yang memasarkan produk agribisnis. Tujuan Penelitian ini adalah: 1) Menganalisis profil perusahaan pemasaran *online* produk agribisnis, 2) Menganalisis pendapatan penjualan dan keuntungan pemasaran produk agribisnis secara *online* dan *offline*, 3) Menganalisis perkembangan pemasaran *online* produk agribisnis di Kabupaten Banyumas, 4) Menganalisis hubungan keberhasilan pemasaran *online* terhadap tingkat keuntungan

Penelitian ini dilaksanakan di 3R FARM, Orchid House, Nayuka Florits, Yun Landscape, Tanaman Hias PWT, Ozza Flowers, Sebelas Maret Kaktus dan Dunia Benih di Kabupaten Banyumas. Penelitian dilaksanakan pada bulan Juli sampai Agustus 2019. Responden dipilih secara sengaja (*purposive*) dengan pertimbangan toko ini sudah melakukan pemasaran *online* produk agribisnis. Pengambilan sampel penelitian pemasaran *online* produk agribisnis adalah menggunakan *key informan*.

Hasil penelitian menunjukkan rata-rata perusahaan sudah melakukan pemasaran *online* kurang dari lima tahun, produk agribisnis yang dijual benih dan tanaman hias, pemasaran *online* menggunakan sosial media Facebook, Instagram dan *E-Commerce* Tokopedia, Shopee dan Bukalapak, sistem pembayaran menggunakan transfer via bank dan dompet digital ovo, dana dan shopeepay. Total pendapatan dan keuntungan secara *online* lebih tinggi dibandingkan secara *offline* karena produk yang terjual lebih banyak, pelanggan lebih banyak dan pangsa pasar lebih luas. Perkembangan pemasaran *online* produk agribisnis dimulai dengan menggunakan sosial media Facebook, Instagram dan *E-Commerce* Tokopedia, Shopee dan Bukalapak. Pemasaran *online* yang paling banyak digunakan yaitu Instagram dan pemasaran *online* yang paling menguntungkan yaitu *E-Commerce* Tokopedia, Shopee dan Bukalapak. Pemasaran *online* akan mendapatkan tingkat keuntungan tinggi dikarenakan pengelolaan *E-Commerce* yang intensif dalam pemasaran produk, penggunaan jasa iklan, membuka sistem *dropship* dan sistem *reseller*, menerapkan sistem pembayaran menggunakan dompet digital dan pelayanan yang baik terhadap pelanggan.

Kata Kunci: pemasaran *online*, keuntungan, produk agribisnis.

SUMMARY

Online marketing of agribusiness products began to develop in Banyumas Regency, such as the sale of seeds and ornamental plants. They gradually began to leave the conventional marketing model and move on to modern marketing, namely online marketing. Business actors who have done online marketing in Banyumas Regency are 3R FARM, Orchid House, Nayuka Florits, Yun Landscape, PWT Ornamental Plants, Ozza Flowers, Eleven March Cactus and World of Seeds. This online marketing is done through social media Facebook, Instagram and E-Commerce Tokopedia, Shopee and Bukalapak. Online marketing alternatives are expected to be able to increase revenue and be able to benefit business people who market agribusiness products. The objectives of this research are: 1) Analyzing the agribusiness product marketing online profile, 2) Analyzing the sales revenue and marketing profit of online and offline agribusiness products, 3) Analyzing the development of online marketing of agribusiness products in Banyumas Regency, 4) Analyzing the relationship between online marketing success towards profit rate.

This research was conducted at 3R FARM, Orchid House, Nayuka Florits, Yun Landscape, PWT Ornamental Plants, Ozza Flowers, Eleven March Cactus and Seed World in Banyumas Regency. The research was conducted in July to August 2019. Respondents were chosen purposively with the consideration that this shop had done online marketing of agribusiness products. Sampling online agribusiness product marketing research is using key informants.

The results showed the average company had done online marketing for less than five years, agribusiness products sold seeds and plants, marketing online using social media Facebook, Instagram and E-Commerce Tokopedia, Shopee and bukalapak, the payment system using bank transfer and digital ovo wallets, funds and shopeepay. Total revenues and profits online is higher than in offline because the product is sold for more, more subscribers and a market share more widely. The development of online marketing of agribusiness products began by using social media Facebook, Instagram and E-Commerce Tokopedia, Shopee and Bukalapak. Marketing online the most widely used is Instagram and marketing online the most profitable is the E-Commerce Tokopedia, Shopee and bukalapak. Marketing online will get a higher profit rate due to the management of E-Commerce intensive in product marketing, the use of advertising services, open systems dropship and system resellers, implement a payment system using a digital wallet and good service to customers.

Keyword: marketing online , profit , product agribusinesss.