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ANALISIS STRATEGI PENJUALAN PADA USAHA HIDROPONIK LESTARI AGROTECH UNTUK MENJANGKAU COSTUMER POTENSIAL DI KOTA MAKASSAR

ANALYSIS OF SALES STRATEGY IN AGROTECH'S SUSTAINABLE HYDROPONIC BUSINESS TO REACH POTENTIAL CUSTOMERS IN MAKASSAR CITY

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Abstract
This study aims to analyze the sales strategy of Hidroponik Lestari Agrotech in Makassar City in an effort to reach potential consumers through the optimization of digital media. The study employed a descriptive qualitative approach with data collection techniques consisting of in-depth interviews and direct observations of the production process and marketing activities. The results of the analysis indicate that the partner business has significant potential in supplying fresh vegetables in urban areas; however, it still faces several challenges, such as limited production capacity, dependence on weather conditions, and promotional strategies on social media that have not yet been optimized. Based on these findings, the implementation team provided solutions through the creation of promotional content designs and visual templates tailored to the characteristics of the products, as well as assistance in using simple design applications. This study emphasizes that strengthening digital literacy and implementing visual content-based marketing strategies are strategic steps to expand market reach and enhance the competitiveness of urban agricultural SMEs.

Keywords: *Hydroponics, Digital Marketing, MSMEs, Sales Strategy, Descriptive Qualitative*

Abstrak
Penelitian ini bertujuan untuk menganalisis strategi penjualan pada Hidroponik Lestari Agrotech di Kota Makassar dalam upaya menjangkau konsumen potensial melalui optimalisasi media digital. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara mendalam dan observasi langsung terhadap proses produksi serta aktivitas pemasaran. Hasil analisis menunjukkan bahwa usaha mitra memiliki potensi besar dalam penyediaan sayuran segar di wilayah perkotaan, namun masih menghadapi berbagai kendala, seperti keterbatasan kapasitas produksi, ketergantungan pada kondisi cuaca, serta strategi promosi yang belum optimal di media sosial. Berdasarkan temuan tersebut, tim pelaksana memberikan solusi melalui pembuatan desain konten promosi dan template visual yang disesuaikan dengan karakteristik produk, serta

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pendampingan penggunaan aplikasi desain sederhana. Penelitian ini menegaskan bahwa penguatan literasi digital dan penerapan strategi pemasaran berbasis konten visual menjadi langkah strategis untuk memperluas jangkauan pasar dan meningkatkan daya saing UMKM pertanian perkotaan.

Kata kunci: *Hidroponik, Pemasaran Digital, UMKM, Strategi Penjualan, Kualitatif Deskriptif*

INTRODUCTION

Modern hydroponics-based agriculture is increasingly relevant to be applied in urban areas. This system is considered effective because it is able to utilize narrow spaces and reduce dependence on large amounts of soil and water.

Hydroponic cultivation is very suitable in urban environments, considering that the two main obstacles faced by urban communities are limited land and water supply (Purba et al., 2021). In line with that, hydroponics is also considered a cultivation system adaptive to climate change because it is efficient, sustainable, and able to produce high-quality products (Afiatan et al., 2025).

In addition to technical advantages, the increase in interest in hydroponics is also influenced by changes in consumer behavior who are increasingly aware of the importance of a healthy lifestyle. A survey of 875 respondents showed that 75.7% of them were on a diet to maintain their health, which indicates an increasing demand for fresh, hygienic, and high-nutritional value. This phenomenon provides a great opportunity for hydroponic business actors to develop the market, especially in urban areas (Rahmadona et al., 2025).

One of the business actors engaged in this field is Lestari Agrotech, owned by Zamhary Ramly, which is located in Tamalanrea, Makassar City. This business started from a personal initiative after the Real Work Lecture (KKN) activities in 2020 and has now developed into a productive business unit with a capacity of ±800 planting holes. The main products produced include lettuce, pakcoy, kale, and mint leaves, with lettuce as the leading commodity. The average production reaches ±160 kg per month and is marketed to vegetable stores, restaurants, nutritious food programs, and catering through a direct distribution system without intermediaries.

From a technical perspective, Lestari Agrotech uses a roofless hydroponic system because it is more cost-effective and allows plants to get full sun exposure. However, this system has a disadvantage in the rainy season because plants are more susceptible to damage due to excess water. Other problems faced include pest attacks, fluctuations in market prices, and limited production capacity that causes supply to be unstable. This condition has an impact on the ability of businesses to meet increasing market demand.

On the downstream side, marketing strategies are still carried out conventionally through word-of-mouth promotions and simple uploads on social media. In the era of digital transformation, this strategy is considered not optimal enough. According to Ollerenshaw et al. (2021 in Aryuniasari et al., 2023),

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entrepreneurial digitalization requires MSME owners to have adequate digital literacy in order to innovate and increase business competitiveness. Therefore, increasing the digital capacity of business actors is important in expanding market reach and building a strong brand identity.

Analysis of the condition of partners shows that the potential of Lestari Agrotech's hydroponic business is quite large, but it still needs to be strengthened in terms of management, production, and digital marketing. Empowerment efforts through training, mentoring, and implementation

Digital marketing strategies are expected to increase operational efficiency while expanding the market.

Table 1. Solutions offered from the problems raised

Field	Partner Problems	Solutions Provided	External Targets
Production Field	Fluctuations Consequences price Demand changes The market makes revenue unstable and Makes it difficult to manage finances	Maintain a partnership with modern market, restaurant, or consumer remains through consistent product quality and quantity for stability Pricing and Hydroponic Income(Albert & Ismadi, 2023).	Prices are more stable and business income increases consistently**.**
	Attack Pests Trips and Eye Diseases Frog Down Harvest while reducing customer satisfaction	Usage Roof Plastic UV Quality high creating environment stable, reduce moisture and heat excess, so that suppress pests and diseases and Maintaining Quality Harvest (Rahmadona et al., 2025).	Pest attacks are reduced, harvest quality is improved, and consumer satisfaction is maintained.
	Dependence on weather due to roofless systems makes plants vulnerable during the rainy season.	Sustainable Agrotech builds a greenhouse semi-permanent with polycarbonate/paranet and drainage systems for Keeping the environment growing under control (Suharyanto et al., 2023).	More stable production throughout the season and a guaranteed supply of vegetables.

This service activity aims to increase the production, management, and marketing capacity of Lestari Agrotech in order to be able to reach urban consumers more widely, strengthen local food security, and create a sustainable hydroponic business model. This activity also supports several Sustainable Development Goals (SDGs), including SDG 2 (Zero Hunger), SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), and SDG 15 (Life on Land) (Ramadhani et al., 2025).

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In addition, this program is in line with the Main Performance Indicators (KPIs) of universities, especially KPI 2 through student involvement in practical experiences outside the campus, and KPI 7 through applied research activities that encourage collaboration between students, lecturers, and business actors.

Nationally, this activity is also relevant to the National Research Master Plan (RIRN) 2017–2045 in the field of food and agriculture focus, especially in the aspects of food security, the use of appropriate technology, and the empowerment of MSMEs based on modern agricultural innovations (Albert & Ismadi, 2023).

METHODS

Implementation Method

Community service activities at Hydroponic Lestari Agrotech partners in Makassar City are carried out systematically through several stages that are mutually sustainable. The implementation stage begins with the identification of problems through field observation and direct interviews with business owners. This process aims to obtain a comprehensive overview of hydroponic production conditions and marketing strategies that have been implemented. From the results of the interviews, a number of main obstacles were found, including dependence on weather conditions due to roofless cultivation systems, pest attacks in the dry season, and digital promotional activities that are still limited and do not reflect brand identity consistently.

Based on these findings, the implementer then analyzes and formulates solutions by considering technical and managerial aspects of the business. This analysis resulted in several alternative solutions that include improving the production system through the installation of a protective roof (UV or paranet), preventive pest control, and strengthening digital marketing strategies through social media optimization and Google Business Profile. After discussions with partners, it was agreed that the initial implementation stage was focused on the digital marketing aspect as the most relevant and quickly implemented solution (Suharyanto et al., 2023).

Furthermore, the implementation of the solution is carried out, namely by providing a ready-to-upload promotional content design in JPEG and PNG formats that contains product information, operating hours, and how to order. In addition, the team also provides promotional design templates for partners to independently update content in the future. This activity was complemented by technical mentoring sessions on how to manage social media, the use of simple design applications such as Canva, and basic strategies for maintaining visual consistency of the brand.

The final stage of the activity is in the form of assistance and initial evaluation carried out through field observation and follow-up interviews to assess the

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effectiveness of implementation. The evaluation is focused on increasing promotional activities on social media, as well as the ability of partners to utilize the design templates that have been provided. The results of the evaluation show that this approach is able to increase the independence of partners in managing digital promotions and expand the reach of potential customers more efficiently and sustainably.

This research was conducted using a descriptive qualitative approach that aims to gain an in-depth understanding of production conditions and marketing strategies in Hydroponik Lestari Agrotech partners in Makassar City. This approach was chosen to factually and systematically describe the situation that occurs in the field, as well as identify problems faced by partners in the cultivation and promotion of hydroponic products.

The research data was obtained through in-depth interviews with business owners and direct observation of production activities and social media management. The interview technique is used to dig up information about technical obstacles in production, sales systems, and promotional strategies that have been implemented.

Meanwhile, observation is used to assess the condition of production facilities, hydroponic installations, and cultivation practices implemented by partners.

Based on the results of the analysis, the implementation team formulated several alternative solutions to overcome the problems found. One of the solutions implemented is the optimization of digital marketing strategies through the creation of promotional designs and content templates that are tailored to product characteristics.

With this qualitative, descriptive and participatory approach, service activities are expected to be able to make a real contribution to increasing production capacity and the effectiveness of digital promotion in partner hydroponic businesses, as well as becoming the basis for the development of sustainable marketing strategies in the future.

RESULTS AND DISCUSSION

Community service activities carried out with Hydroponik Lestari Agrotech focus on improving promotional aspects through social media optimization. Based on the results of

observations and interviews with business owners, it is known that the social media accounts for this business exist, but they are less active, less well managed and do not have permanent content that can be used repeatedly to introduce products and strengthen brand image. Additionally, most of the content uploaded is temporary and has not yet demonstrated a consistent visual identity.

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As a form of solution to these problems, we help partners by creating and submitting digital promotional content designs that can be used directly on social media, especially Instagram. The design consists of two main types, namely permanent posts and designs for Instagram feeds. The permanent post includes information on opening hours and how to order. This content is designed to be evergreen or reusable in the long term without having to be updated regularly. Meanwhile, Instagram feed design is focused on attractive, informative and uniform visual appearance to strengthen the image of the business in the eyes of the audience.

In the implementation process, we communicate with business owners to understand the needs and visual preferences that are in accordance with the character of the hydroponic business. The business owner provided photos of crops and cultivation activities as the basic design material. Once the design is complete, we hand it over directly to the partner. The designs we provide are in ready-to-upload format (JPEG and PNG files) so that they can be posted directly by social media managers.

The results of this activity show that partners feel helped by the availability of ready-to-use content that can strengthen promotional activities without having to spend time on the design process.

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