# THE IMPLEMENTATION OF DIGITAL MARKETING AT GUCI FARM MSME IN FACING OPPORTUNITIES AND CHALLENGES IN TUNCUNG VILLAGE, MAIWA SUBDISTRICT, ENREKANG REGENCY

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***ABSTRACT***

*This study aims to examine how Guci Farm MSME, engaged in broiler chicken farming, utilizes digital marketing to address opportunities and challenges in Tuncung Village, Maiwa Subdistrict, and Enrekang Regency. The business still relies on traditional promotion methods, limiting its market reach. Using a qualitative approach, data were collected through interviews, observations, and documentation. Findings indicate that social media, especially Facebook, offers strong potential to increase product exposure and customer engagement. Guci Farm benefits from product quality and customer trust but faces challenges such as limited technology, lack of digital marketing knowledge, and absence of a structured promotional strategy. Based on SWOT analysis and the marketing mix (4P), digital marketing can improve promotional effectiveness if supported by proper training, mentoring, and infrastructure. This study suggests the need for collaboration between business actors and external stakeholders to support the sustainable digital transformation of MSMEs.*

*Keywords: Guci Farm; Digital Marketing; MSMEs; Opportunities and Challenges*

## INTRODUCTION

The development of information technology has brought significant transformation across various sectors, including livestock farming, which serves as one of the key pillars of the national economy (Sare & Suharsono, 2023). This sector not only fulfills the population's need for animal protein but also plays a vital role in improving farmers' welfare and boosting rural economic growth. As an agrarian country, Indonesia has substantial potential in livestock development, both in urban and rural areas, which can be optimized through the adoption of digital technology to enhance productivity and efficiency (Arianty & Ghafara, 2022).

The implementation of digital marketing technology has proven to have a positive impact on the performance of Micro, Small, and Medium Enterprises (MSMEs) (Supriatna et al., 2022). Training in the use of digital tools such as social media can increase sales by up to 30% (Chusumastuti et al., 2023). Social media-based marketing strategies have also been shown to improve brand visibility and sales by 40% due to more personal interaction with consumers (Ramadhan & Yusuf, 2022). Furthermore, the integration of product innovation with digital marketing contributes to a 25% increase in MSME sales (Abdullah et al., 2023). Digital techniques such as SEO and copywriting have been proven to enhance online accessibility and visibility (Supriatna et al., 2022). In the livestock context, digital platforms enable farmers to expand their market reach, accelerate promotion, and build direct communication with customers (Budiyanto et al., 2024). Ethical-based digital marketing strategies have also shown promising results; for example, the application of sharia-based digital marketing in MSMEs in Gorontalo increased customer loyalty by 20% (Rahman & Zainuddin, 2024).

Broiler chicken is one of the leading commodities in the livestock sector. Based on data from the National Socio-Economic Survey (Susenas) conducted by Statistics Indonesia (BPS), chicken meat consumption in 2017 was higher than that of beef and goat meat. Demand for chicken is projected to continue rising, supported by government programs such as "Free Nutritious Meals." However, the poultry industry faces cost management challenges, particularly feed costs, which remain the largest expenditure component (Andirwan et al., 2023).

Enrekang Regency is among the regions with high potential for broiler farming development, particularly in Tuncung Village, Maiwa Subdistrict. One of the MSME in this area is Guci Farm, which has a production capacity of 3,000 to 4,000 chickens per production cycle. This MSME has gradually grown from a small-scale business and has established partnerships with middlemen for livestock distribution. However, based on the researcher's six-day observation from December 20 to 25, 2024, several problems were identified, including delayed pickups by collectors and limited direct buyers, resulting in full dependency on intermediaries. Furthermore, its marketing strategy remains conventional and does not utilize digital technology optimally. In fact, digital marketing enables broader consumer outreach, real-time promotional personalization, and data-driven understanding of consumer preferences (Octafia et al., 2024). Unfortunately, digital illiteracy, limited technological infrastructure, and high initial investment costs remain major challenges for MSMEs in rural areas (Tambunan, 2019; Kuncorojati et al., 2024). These conditions indicate a clear gap between the potential of digital marketing and its actual implementation on the ground (Muhammad Rusdi et al., 2023).

Previous studies have widely highlighted the success of digitalization in urban MSMEs, particularly in trade and service sectors (Santos-ja et al., 2023). However, research specifically focusing on the implementation of digital marketing in the rural

livestock sector, such as in Enrekang, remains limited. Therefore, this study aims to identify and analyze the opportunities and challenges in implementing digital marketing technologies at Guci Farm, an MSME located in Tuncung Village, Maiwa Subdistrict, Enrekang Regency.

## LITERATURE REVIEW AND RESEARCH FRAMEWORK
### Digital Marketing
Marketing is a strategic process aimed at creating, building, and maintaining profitable relationships between businesses and consumers (Abdullah et al., 2023). With the advancement of technology, digital marketing has become increasingly relevant as it leverages various online media such as websites, social media, email, and digital advertisements to reach consumers more broadly and efficiently (Kotler & Keller, 2016; Andirwan et al., 2023). This strategy enables two-way interaction, accelerates product information dissemination, and simplifies the transaction process (Jannatin et al., 2020).

Given Indonesia's large population and expanding internet access even in rural areas, MSMEs have a substantial opportunity to utilize digital marketing to broaden their market reach (Rahman & Luthfianti, 2025). However, challenges remain particularly in rural regions such as low digital literacy, inadequate infrastructure, and limited human resource readiness (Herman et al., 2023). To examine this potential and its challenges, the study employs the marketing mix framework developed by Kotler & Keller (2015), which includes the following four key elements:

1. Product: Refers to the goods or services offered to meet consumer needs. In digital marketing, it is essential to highlight product quality, uniqueness, and advantages through visual and informative content (Rina et al., 2023).
2. Price: A crucial factor in purchase decisions. Digital platforms enable flexible and responsive pricing strategies based on market demand data (Mohamad et al., 2021).
3. Promotion: Includes communication strategies such as social media advertising, email marketing, and digital content to build awareness and consumer interest (Saputra et al., 2021).
4. Place (Distribution): Relates to how products reach consumers. Digital platforms such as e-commerce and social media allow for more efficient distribution and broader market reach (Goi, 2009, as cited in Rifqy et al., 2022).

Analyzing these four elements in the context of Guci Farm MSME will provide a comprehensive overview of how digital marketing can be utilized to overcome distribution barriers, enhance promotional effectiveness, and sustainably expand market access.

### Facebook
Facebook is one of the most effective social media platforms for marketing activities, as it provides segmentation features based on users' age, interests, and behavior (Susanto et al., 2020). This allows business owners to reach their target market more precisely and efficiently (Hasibuan et al., 2024). Additionally, interactive features such as comments, direct messaging, and live streaming enable the creation of personalized two-way communication between sellers and consumers, thereby increasing customer engagement and loyalty.

In the context of livestock farming particularly broiler chicken marketing Facebook offers numerous opportunities through features such as Marketplace, buy-and-sell groups, and paid advertising (Hidayat et al., 2024). This strategy not only expands promotional reach at an affordable cost but also facilitates the delivery of information related to product quality, pricing, and pickup locations (Jannatin et al., 2020). The direct communication enabled by this platform can enhance consumer trust and strengthen business relationships, ultimately having a positive impact on sales performance (Wahidahwati, 2025).

**MSMEs**

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in supporting economic growth, creating employment opportunities, and promoting equitable welfare distribution, particularly through their focus on local markets (Yuwono et al., 2024). According to Al Farisi & Fasa (2022), MSMEs are defined as businesses with an annual profit not exceeding 200 million rupiah. In the context of the modern economy, Adam Smith's classical theory of a free market remains relevant, although fair regulation is still necessary (Astuti et al., 2024). Schumpeter's theory of innovative entrepreneurship emphasizes the importance of innovation as a driver of economic growth through new ideas and business model transformations (Fitri & Wicaksana, 2022). In the digital era, innovation and regulatory support are key for MSMEs to survive and grow.

SWOT analysis is an essential strategic tool used to identify the strengths, weaknesses, opportunities, and threats faced by MSMEs in running their businesses (Nugraha, 2023). By understanding these factors, MSMEs can optimize resource management, address challenges effectively, and formulate both short- and long-term strategies. SWOT also strengthens internal collaboration and aligns organizational vision and mission (Gumiandari, 2019). As a simple yet in-depth method, SWOT provides a strong foundation for decision-making processes and adaptation to the constantly evolving business environment.

**Opportunities and Challenges**

The use of technology in digital marketing offers various strategic opportunities for business actors, including more realistic consumer interactions, the transformation of promotional methods, and the development of more flexible social media platforms (Firmansyah, 2024). However, challenges such as limited infrastructure, low digital literacy, and cybersecurity threats must also be considered (Aminah et al., 2024). In facing the digital era, the success of entrepreneurs is largely determined by their ability to adapt and optimally utilize technology to create added value that is relevant to consumers (Chen, 2023).
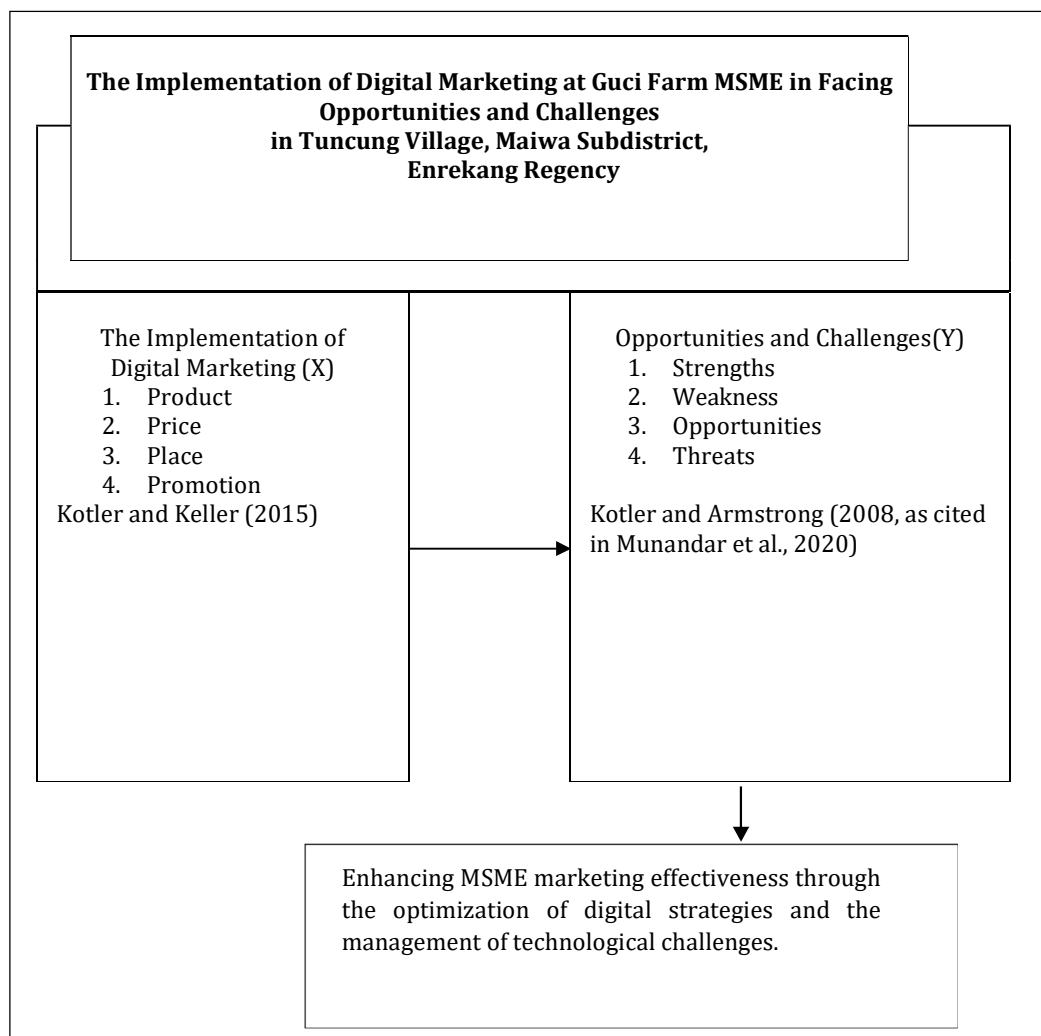
To better understand the condition of Guci Farm MSME in Tuncung Village, Maiwa Subdistrict, Enrekang Regency, a SWOT analysis approach is employed. According to Kotler and Armstrong (2008, as cited in Munandar et al., 2021), SWOT analysis is a comprehensive evaluation involving four main components:

1. Strengths: refer to internal capabilities, resources, and positive factors that help the business serve customers and achieve its objectives.
2. Weaknesses: include internal limitations and negative factors that may hinder the performance of the business.
3. Opportunities: refer to favorable external conditions that can be leveraged to gain a competitive advantage.

4. Threats: involve external factors that may pose risks or obstacles to business operations.

SWOT analysis serves not only as a tool for evaluating internal and external conditions but also as a guide in formulating adaptive long-term business strategies (Munandar et al., 2021). By identifying key factors that influence business performance, entrepreneurs can establish more flexible and market-relevant policies (Kurniawan, 2023). This approach enables MSMEs to respond more appropriately to changes in the business environment, maintain competitive advantages, and drive sustainable business growth.

The conceptual framework of this study illustrates the relationship between the implementation of digital marketing (X) and the opportunities and challenges (Y) faced by Guci Farm MSME. The framework, as shown in Figure 1, is based on the marketing mix theory proposed by Kotler and Keller (2015) and the SWOT analysis model by Kotler and Armstrong (2008, as cited in Munandar et al., 2020).

**The Implementation of Digital Marketing at Guci Farm MSME in Facing Opportunities and Challenges in Tuncung Village, Maiwa Subdistrict, Enrekang Regency**

The Implementation of Digital Marketing (X)
1. Product
2. Price
3. Place
4. Promotion
Kotler and Keller (2015)

Opportunities and Challenges(Y)
1. Strengths
2. Weakness
3. Opportunities
4. Threats

Kotler and Armstrong (2008, as cited in Munandar et al., 2020)

Enhancing MSME marketing effectiveness through the optimization of digital strategies and the management of technological challenges.

Source: Developed by the researcher, 2025

**Figure 1**
**Research Framework**

## METHOD

This study employs a qualitative descriptive approach aimed at systematically and factually describing the opportunities and challenges in the implementation of digital marketing strategies at Guci Farm MSME in Tuncung Village, Maiwa Subdistrict, Enrekang Regency. The qualitative approach was chosen for its ability to explore the meanings, perceptions, and experiences of informants in depth not through numbers, but through narratives and descriptive analysis (Arianty & Ghafara, 2022). This approach yields findings that cannot be obtained through statistical procedures or other quantitative methods, but rather through data in the form of words and sentences (Sekaran & Bougie, 2016, as cited in Prayogi et al., 2024).

Informants in this study were selected purposively, based on the relevance of their roles and their knowledge of the research subject. To provide a clearer overview of the participants, the informants involved in this study are summarized in Table 1.

**Table 1**
**Informant**

| No | Description | Informant |
|----|-------------|-----------|
| 1 | Owner of Guci Farm MSME | 1 person |
| 2 | Employee | 1 person |
| 3 | Customers | 10 people |

Source: Primary Data, 2025

These informants provided essential information regarding marketing activities, their experiences in interacting with the product or service, and their perspectives on the opportunities for implementing digital marketing strategies. In addition, secondary data were obtained from literature studies, documents, and direct observations to strengthen the research findings. The data sources consist of primary data derived from direct observation and interviews (Lutfiatunnisa, 2024), and secondary data from documents and written references (Azwar, as cited in Lesmana, 2019).

Data collection was carried out through three main methods: observation, interviews, and documentation. Observation was conducted to directly examine operational and marketing activities of the MSME and to understand the challenges in implementing digitalization. This method involves all five senses to comprehensively capture field conditions (Sangadji & Sopiah, 2010, as cited in Khaatimah & Wibawa, 2019). In-depth interviews were conducted with the two main informants to explore their perceptions, experiences, preparedness, and expectations regarding the implementation of digital marketing strategies. Interviews allow effective and deep two-way communication between the researcher and informants (Yusuf, 2014, as cited in Dewi et al., 2024). Documentation was used to obtain secondary data through written documents, activity archives, social media usage, and potential support from the MSME's surrounding environment (Jumiati, 2024, as cited in Arif & Wardi, 2024). These three methods complement each other to provide a comprehensive picture of Guci Farm's condition.

Data analysis refers to the model developed by Miles and Huberman (as cited in Sofwatillah, 2024), which includes four stages: data collection, data reduction, data display, and conclusion drawing/verification. Data were systematically collected through observation, interviews, and documentation. Once collected, data reduction was performed to simplify, categorize, and organize raw data into a more structured and relevant format. This step includes summarizing, coding, and identifying emerging themes (Sofwatillah, 2024). The reduced data were then presented in the form of

descriptive narratives and tables to facilitate the analysis of patterns and relationships among findings. The final stage involved drawing and verifying conclusions, conducted continuously throughout the data collection process as the researcher sought meaning, identified patterns, explained phenomena, and built causal relationships based on the gathered data.

## RESULTS AND DISCUSSION
### Results of Research Implementation
This study explores the digital marketing strategies implemented by Guci Farm MSME in identifying various opportunities and challenges related to the use of digital technology in Tuncung Village, Maiwa Subdistrict, Enrekang Regency.

Data were collected through in-depth interviews, field observations, and documentation, and were analyzed qualitatively using the marketing mix (4P) theoretical approach and SWOT analysis to assess the effectiveness of the digital marketing strategies employed. The indicators in this study refer to the marketing mix framework proposed by Kotler and Keller (2015), which includes:

1. Product
   This assesses the quality and distinctiveness of Guci Farm's broiler chickens in meeting local consumer needs and strengthening customer trust in the products offered.
2. Price
   This evaluates whether the price of broiler chickens set by Guci Farm aligns with product quality and how customers perceive affordability and the value of the product.
3. Place
   This involves evaluating the availability and accessibility of products through physical distribution channels as well as the use of digital platforms, along with the convenience for customers in obtaining Guci Farm products.
4. Promotion
   This analyzes the extent to which digital promotional strategies particularly through social media platforms such as Facebook contribute to product introduction and attract new customers.

In addition to these four elements, the analysis is strengthened using a SWOT approach to identify:

1. Strengths
   Guci Farm offers high-quality broiler chickens with proper care and has earned strong trust from the local community regarding its product quality.
2. Weaknesses
   The lack of digital platform proficiency remains a major obstacle in Guci Farm's marketing strategy.
3. Opportunities
   The growing trend of social media usage among rural communities presents a strategic opportunity for Guci Farm to expand its market reach.
4. Threats
   Limited digital infrastructure, such as unstable internet connectivity in Tuncung Village, and the low level of digital literacy among the community pose significant challenges to optimal marketing transformation.

The results of the data coding and thematic analysis using NVivo 12 Plus are illustrated in Figure 2, which shows the relationship between key variables identified from interviews, observations, and documentation.
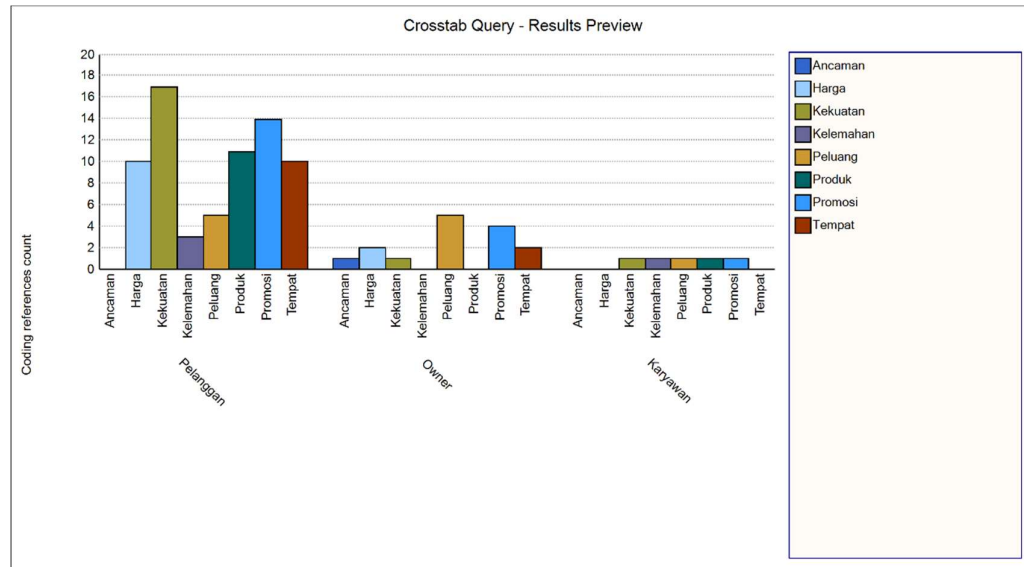


Source: Data Analyzed, 2025

**Figure 2**
**Results of NVivo 12 Plus Analysis**

Based on the survey results conducted with various respondents, it was found that each group expressed differing perspectives on the implementation of digital marketing strategies at Guci Farm MSME. The findings reveal that consumers, business owners, and employees evaluate digital marketing effectiveness from different viewpoints particularly in seizing opportunities, addressing challenges, expanding market reach, and enhancing business competitiveness.

1. Product received the highest score from employees (20%) and customers (15.71%), while the owner provided no assessment in this category. This suggests that the quality or variation of services is a major concern for both consumers and internal staff, although it has not yet become a primary focus for the business owner.
2. Price received relatively balanced evaluations from customers (14.29%) and the owner (13.33%), while employees gave no emphasis (0%). This indicates that price is a crucial factor in attracting and retaining customers and is strategically considered by the owner.
3. Place (Location) consistently received low scores Owner (13.33%), Customers (14.29%), and Employees (0%) indicating that the accessibility or location of services is not a strong point and needs improvement.
4. Promotion was rated highly across all groups Owner (26.67%), Customers and Employees (both 20%) indicating that Guci Farm's promotional strategies are relatively effective, visible, and acknowledged by all stakeholders.
5. Strengths received the highest score among customers (24.29%), reflecting that customers recognize the company's internal advantages, such as service quality and reputation, as standout elements in Guci Farm's marketing strategy.

6. Opportunities were most strongly acknowledged by the business owner (33.33%), suggesting that the owner perceives significant potential for future business growth and development.
7. Weaknesses and Threats received notable emphasis from employees (20% each), demonstrating internal staff awareness of operational challenges and areas that require improvement within the company.

Based on the data analysis, it can be concluded that the assessments of various marketing aspects at Guci Farm indicate both potential and obstacles in implementing digital marketing strategies. The potential is reflected in the strong appreciation of promotional activities by all respondents and the business owner's optimism regarding future business opportunities. Customers also positively rated internal strengths such as service quality and company reputation. However, challenges remain particularly in the aspect of location, which receives limited attention, and in several weaknesses and threats highlighted by employees, including operational barriers and internal readiness limitations. These findings suggest that while digital marketing presents a path toward business advancement, improvements in several areas are still required to ensure its optimal implementation.

**Research Implementation Obstacles**
During the implementation of this study, several obstacles were encountered, particularly during the data collection phase through interviews. One of the main challenges was the limited availability of time for conducting interviews with the owner of Guci Farm MSME. The owner's busy schedule in managing the business combined with their role as a civil servant (PNS) made it difficult to coordinate interview appointments. As a result, multiple reschedulings were necessary to ensure the interviews could be conducted, causing delays in obtaining direct data from the primary source, which in turn impacted the overall research timeline.

Additionally, the use of local dialects by some respondents during interviews posed another challenge. Several participants were more comfortable responding in their native language, which required a strong understanding to ensure accurate interpretation of their responses. Although this issue was managed through the assistance of interpreters or by adapting the communication method, it extended the time needed to ensure the data collected remained accurate and free from misinterpretation.

Despite these challenges, the research was successfully completed by adapting communication methods and interview schedules to be more flexible, ensuring that the data obtained remained valid and supportive of the analysis on the implementation of digital marketing at Guci Farm MSME in Tuncung Village, Maiwa Subdistrict.

**CONCLUSION AND SUGGESTION**
Based on the findings and discussion in this report, it can be concluded that Guci Farm MSME, located in Tuncung Village, Maiwa Subdistrict, Enrekang Regency, holds considerable potential in implementing digital marketing strategies. This opportunity is primarily supported by the high quality of its broiler chicken products, which attract consumer interest and help build market trust. Furthermore, the use of social media platforms such as Facebook creates opportunities to expand marketing reach more effectively and efficiently, without being constrained by geographic location. Marketing strategies based on the marketing mix (4P) framework provide a strong foundation, with product and price receiving positive responses from consumers. Another potential

strength is the emerging business image formed through digital activities, which, if managed properly, can enhance Guci Farm MSME's competitiveness in broader markets.

The findings and discussion also indicate that the challenges faced by Guci Farm MSME in implementing digital marketing are diverse and require serious attention. One of the main obstacles is the limited digital literacy of the business owner, which reduces the effectiveness of online promotional efforts. In addition, uneven internet access in the business area presents a significant technical barrier. The absence of a structured and continuous promotional strategy also leads to suboptimal digital marketing implementation. Other challenges include the lack of understanding regarding the importance of digital marketing and the limited budget available to produce engaging digital content tailored to market preferences. Therefore, to address these challenges, it is necessary to enhance human resource capacity, strengthen digital infrastructure, and provide ongoing support to ensure that digital marketing strategies can be implemented optimally in the future.

Guci Farm is advised to strengthen its use of social media as the primary marketing channel. This can be achieved by optimizing platforms such as Facebook and WhatsApp Business to expand promotional reach, facilitate online ordering, and build direct relationships with customers. Creating engaging visual content such as chicken product photos, short videos of livestock care, and customer testimonials can also enhance consumer trust and interest. In addition, collaborating with local influencers or community social media accounts may help improve the business's visibility more broadly.

Guci Farm should enhance its capability in using digital technologies. The business could also begin adopting more convenient sales systems, such as delivery services or a pre-order system, to reach a wider range of customers. By increasing its knowledge and adopting more practical workflows, Guci Farm will be better prepared to implement digital marketing strategies consistently and effectively.

Based on this study, future research should explore quantitative or mixed-method approaches to measure the impact of digital marketing strategies on MSME performance using specific indicators such as sales growth, customer retention, or brand engagement (Hussein et al., 2024). Additionally, researchers could examine new variables, such as entrepreneurial adaptability and digital innovation capability, to understand how these factors influence business sustainability (Yuwono et al., 2024). Expanding the scope to other rural MSMEs across different sectors would also provide comparative insights and strengthen the generalizability of digital transformation findings in the MSME context (OECD, 2023).

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