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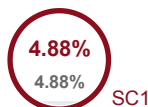
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Sustainable Marketing Strategies through Social Media
as a Supporting Force for the Existence of Food Security
in Chili and Tomato Seed Products

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Abstract

This study aims to explore the marketing strategies of chili and tomato seedlings through social media and examine the role of delivery services in supporting marketing success and their contribution to food security. A descriptive qualitative approach was employed, with data collected through in-depth interviews, observations, and documentation of seedling farmers in Bojonegoro Regency. The findings reveal that Facebook and WhatsApp serve as the primary marketing platforms due to their accessibility and effectiveness in reaching local communities. Simple strategies such as photo uploads, customer testimonials, and educational content were found to enhance consumer trust. However, the success of digital promotion is highly dependent on the support of fast, secure, and affordable delivery services, considering the sensitive nature of horticultural seedlings. The integration of social media and logistics not only increases sales and the sustainability of farmers' businesses but also ensures the availability of quality seedlings for cultivation, ultimately strengthening local food security. These findings highlight the importance of an integrated digital marketing approach in the agricultural sector.

Keywords: social media, delivery services, digital marketing, horticultural seedlings, food security

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Introduction

Chili and tomato are strategic food commodities that play a vital role in the daily lives of Indonesian society [1]. They are not only essential ingredients in various culinary preparations but also exert a significant impact on food price stability. Data from several reports indicate that fluctuations in the prices of chili and tomato often become one of the triggers of national inflation [2]. For instance, when chili prices surge, the impact is immediately felt by the wider public, prompting the government to place special attention on the availability and distribution of these commodities. Alongside increasing demand, the number of chili and tomato farmers has also grown, including those who specifically produce high-quality seeds.

However, high demand does not always translate into ease of marketing. Chili and tomato seed farmers frequently face numerous challenges, ranging from limited market access, low literacy in modern marketing, to competition with large-scale seed producers [3]. In today's digital era, marketing success is determined not only by product quality but also by the ability to communicate its value to prospective buyers. Traditional marketing strategies relying on direct sales or conventional networks are gradually being abandoned, as they are considered less effective in reaching broader markets [4].

Conversely, the advancement of information technology has opened new opportunities through the use of social media. Platforms such as Facebook, Instagram, WhatsApp Business, and TikTok have proven effective in promoting agricultural products, building distribution networks, and expanding market reach.

Social media serves not only as a promotional medium but also as a two-way communication tool capable of building trust between producers and consumers.

Thus, social media-based marketing strategies represent a potential solution for chili and tomato seed farmers to enhance competitiveness and broaden their market presence [5].

Given the importance of chili and tomato seeds in the national food supply chain, as well as the marketing challenges faced by farmers [6], this study is timely and relevant. It seeks to provide deeper insights into how marketing strategies—particularly through social media—can support the sustainability of chili and tomato seed farming and contribute to national food security. Furthermore, the findings of this study are expected to serve as practical guidance for both farmers and stakeholders in formulating more adaptive marketing strategies in the digital

era. These findings may also provide a basis for policy development aimed at strengthening local farmers' marketing capacities in a sustainable manner. Currently, agricultural product marketing is increasingly carried out through various social media platforms. Social media is chosen because it is easily accessible, more practical, and relatively cost-effective compared to conventional marketing methods. However, the use of social media in marketing is diverse, as consumers tend to select platforms that align with their preferences, perceived effectiveness, and responsiveness [7]. This diversity results in a natural filtering process, whereby only certain platforms prove effective in attracting buyers. In the context of chili and tomato seed marketing, for instance, many farmers primarily utilize Facebook to promote their products and conduct transactions with consumers [8].

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In practice, there are numerous types of social media and digital marketing platforms available for product promotion. Yet, not all platforms generate optimal buyer responses. This is due to the varying audience characteristics, algorithms, and interaction patterns of each platform. Moreover, each product targets a consumer segment with specific preferences, making it necessary to tailor marketing strategies to the behaviors and habits of the intended market. Therefore, selecting the appropriate social media platform requires careful consideration of the compatibility between product characteristics, consumer profiles, and the platform's effectiveness in fostering interactions that lead to transactions [9]. Beyond platform selection, the success of marketing strategies in increasing sales also depends on the support of delivery services. When producers use social media to market their products, consumers generally expect that their purchases will be delivered quickly, safely, and on time [10]. Consequently, social media as a promotional channel and delivery services as a distribution mechanism are two complementary elements in digital marketing strategies. The interconnectedness of these elements forms a complete service chain—from promotion and transaction to product distribution. However, small-scale producers often overlook the integration of digital marketing and delivery services, thereby limiting the effectiveness of their strategies.

This study reveals that social media marketing strategies cannot be separated from delivery services. Both elements must be viewed as mutually supportive components. Product prices, for example, may become less competitive if shipping costs are too high, reducing consumer interest. Likewise, limited or inaccessible delivery services may hinder product distribution [11]. Therefore, delivery services play a crucial role in building sustainable social media marketing strategies, particularly for chili and tomato seeds, which require special handling and distribution. Commonly, transactions may be delayed or canceled altogether if delivery costs are unaffordable or if shipping services fail to ensure speed and product safety.

Previous studies have highlighted the importance of social media in marketing agricultural products, particularly vegetable seeds. A relatively recent study [12] examined how young farmers used Instagram and WhatsApp to market horticultural products, including tomato and chili seeds, while simultaneously building eco-friendly branding. The findings revealed that engaging visual content on Instagram significantly boosted buyer interest, while WhatsApp was more effective for direct communication and transactions. This **underscores that social media serves not only as a promotional medium but also as a strategic tool for** fostering long-term consumer relationships and product loyalty.

Another study [13] reported that tomato and chili seed sales increased significantly through e-commerce and social media platforms, emphasizing the importance of supply sustainability. It highlighted how the integration of digital promotion and convenient online transactions could efficiently expand farmers' market reach. However, the study also stressed that sustainable supply and product quality are vital for ensuring the long-term effectiveness of digital marketing. Without a consistent supply of seeds, the credibility of social media as a marketing channel diminishes, as consumer trust quickly erodes when demand cannot be sustainably met.

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Although prior research has confirmed the effectiveness of social media for agricultural marketing, studies have largely focused on digital promotion and communication between sellers and buyers. For example, [12] highlighted Instagram's visual content as an effective tool to attract buyers, while WhatsApp facilitated direct transactions. Similarly, [13] emphasized the efficiency of e-commerce and social media platforms in market expansion but underscored supply sustainability as a determining factor. However, both studies did not fully examine other critical supporting elements, such as affordable distribution costs, delivery speed, and their influence on consumer trust.

Moreover, most existing studies remain general in nature and do not specifically address horticultural seed products like chili and tomato seeds, which differ significantly from directly consumable agricultural products. Seeds require special handling, careful transportation, and quality assurance to remain viable upon arrival. Thus, there is a research gap regarding social media marketing strategies that integrate delivery services as a unified system to ensure sustainable seed marketing. Research that links platform selection, horticultural seed characteristics, and effective distribution systems will provide more comprehensive insights while offering practical solutions for seed farmers to enhance competitiveness in the digital era.

In social media marketing strategies, delivery services play a strategically influential role in determining success. Yet, this aspect is often overlooked or regarded as a secondary factor in digital marketing planning [14]. In practice, however, most consumers expect purchased products to be delivered directly to their doorsteps, with options such as cash on delivery (COD). Accordingly, the availability of accessible, timely, and affordable delivery services becomes a critical component in ensuring smooth marketing processes via social media. This issue becomes even more crucial for chili and tomato seed products, which are sensitive and prone to damage or mortality during shipping. High-quality seeds and competitive prices alone are insufficient to attract consumers if producers cannot guarantee fast, safe, and affordable delivery. Without adequate logistics support, sales transactions are difficult to realize even when promotions are optimally executed [5]. Thus, the integration of digital marketing strategies and delivery services emerges as a key determinant of success in marketing horticultural seed products through social media [15].

This research aligns with Sustainable Development Goal (SDGs) 8: Decent Work and Economic Growth [16]. Optimizing social media as a marketing channel, combined with efficient delivery services, can expand market access for farmers and local agribusiness actors. This expansion increases opportunities for sales growth and income, thereby supporting business sustainability. Furthermore, integrating digital marketing with reliable logistics reduces the risk of product damage, enhances consumer trust, and strengthens the competitiveness of local products amid increasingly intense market competition [17].

Additionally, strengthening technology-based marketing strategies contributes to local economic growth **by empowering small and medium-sized enterprises (SMEs)** in agriculture. Broader market access enables agricultural entrepreneurs not only to survive but also to grow, create new job opportunities, and improve rural community welfare. Thus, the integration of social media and delivery services in chili and tomato seed marketing provides benefits not only for

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individual producers but also for wider socio-economic development, consistent with the SDGs' vision of inclusive, sustainable, and equitable economic growth. This study aims to develop a comprehensive understanding of how chili and tomato seed marketing strategies are implemented through social media and how delivery services influence transaction success. Using a qualitative approach, it explores the experiences, strategies, and challenges faced by farmers and seed entrepreneurs in marketing their products in the digital era. Moreover, it seeks to identify the extent to which the integration of social media and delivery services enhances market access, expands distribution networks, and supports the sustainability of small-scale agricultural enterprises. The findings are expected to provide both conceptual and practical contributions for entrepreneurs, policymakers, and other stakeholders in developing effective and sustainable digital

marketing strategies, while also aligning with SDG 8 on inclusive economic growth.

Methodology

This study employs a descriptive qualitative approach aimed at gaining an in-depth understanding of the marketing strategies of chili and tomato seeds through social media, as well as the role of delivery services in supporting the success of such marketing efforts [26]. This approach was chosen because it allows for the exploration of the experiences, perspectives, and actual practices of business actors in a contextual manner without manipulating variables. The research focuses on describing the practices of chili and tomato seed marketing through social media, identifying the most effective platforms, and analyzing the role of delivery services as supporting elements in successful transactions. The study is exploratory in nature, as it seeks to explain a phenomenon that has not been widely addressed in previous literature, particularly regarding the integration of social media and agricultural logistics.

As a descriptive qualitative study, this research emphasizes the collection of direct empirical data from farmers, consumers, and delivery service providers. The researcher **seeks to understand the meaning and context** behind **the use of social media and delivery services in** seed marketing, rather than merely measuring their quantitative impact. Thus, this research is not oriented toward numerical data but instead provides a descriptive account of processes, tendencies, and challenges faced by business actors in the field. This approach is considered relevant as it allows for the exploration of real-life phenomena naturally, offering a deeper understanding and presenting the complex realities of agricultural product marketing in the digital era.

The respondents in this study consist of entrepreneurs or chili and tomato seed farmers who actively market their products via social media—particularly Facebook—and rely on delivery services as part of their distribution strategy. The research population includes small- to medium-scale producers who: (1) have at least six months of direct experience using social media for marketing, (2) have used or are currently using delivery services in seed sales, (3) are willing to share information regarding marketing and distribution practices, and (4) are domiciled in the research area, namely Bojonegoro Regency. A purposive sampling technique was applied to select informants deemed capable of providing relevant and in-depth

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information suited to the research objectives. The number of informants was not predetermined rigidly but was adjusted to the principle of data saturation, where data collection was concluded once no new insights emerged. For this study, it is estimated that five to ten key informants would be involved, comprising chili and tomato seed farmers or producers, supported by additional informants such as consumers, delivery service representatives, or administrators of agricultural trading communities on social media.

The validity of the data was ensured through credibility, transferability, dependability, and confirmability tests. Credibility was established through triangulation of sources, methods, and time, such as combining in-depth interviews, documentation of social media marketing activities, and direct field observations.

Transferability was addressed by providing clear contextual descriptions so that the findings could be understood and applied in similar situations. Dependability, unlike in quantitative research, was not defined as producing identical results but rather as maintaining consistency in data collection and analysis procedures.

To ensure dependability, the researcher documented the entire research process through a transparent audit trail, including procedures for informant selection, interview guidelines, and stages of data analysis. A uniform interview guide was used with all informants to maintain comparable depth of data. Data verification was carried out through follow-up interviews with selected informants and peer debriefing, in which colleagues reviewed the analysis to minimize subjective bias. Additionally, direct quotations from informants were included in the research report to support findings and strengthen the reliability of the data.

Through these procedures, this study seeks to produce findings that are both scientifically accountable and capable of accurately portraying the marketing practices of chili and tomato seeds through social media, along with their interconnection with delivery services.

Result and Discussion

Respondent Profile

The respondents in this study consist of chili and tomato seed entrepreneurs who utilize social media as the primary medium for marketing their products. All respondents reside in Bojonegoro Regency, an area recognized as one of the horticultural centers with significant potential for chili and tomato production. They were selected purposively based on specific criteria: having actively used social media for at least the past six months, possessing experience in online seed marketing, and utilizing delivery services to distribute their products to consumers. Their profiles represent the actual practices of digital marketing at the scale of small-to medium-sized, locally based enterprises.

Most respondents are both farmers and producers of chili and tomato seeds who manage their businesses independently or with family support. The majority operate at a household scale, with production capacity limited to local or regional demand. However, some respondents have expanded their businesses by employing additional labor and developing broader marketing networks. Their years of experience in seed production range from three years to more than a decade. Interestingly, long experience in seed cultivation does not always align with adaptability to digital technology. Some long-established farmers remain inclined toward conventional marketing, while younger generations of farmers tend to adapt

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more quickly to the use of social media.

In terms of educational background, most respondents have completed secondary education, with some holding diplomas from agricultural vocational schools. Only a few respondents have attained higher education, yet this has not posed a major barrier to adopting social media. The more dominant factor influencing adoption is the motivation to expand markets and increase income. Respondents who are more aware of digital opportunities tend to be proactive in experimenting with various social media platforms and content strategies to attract buyers. They acknowledge that social media provides new opportunities to reach consumers beyond Bojonegoro without incurring significant promotional costs. Regarding platform usage, the majority of respondents prefer Facebook as their main marketing channel. Facebook is considered more accessible to local communities, as it hosts many buying and selling groups that facilitate direct interactions with potential buyers. Additionally, WhatsApp is often used as a follow-up communication channel once potential buyers express interest in posts shared on Facebook. Only a small number of respondents have experimented with Instagram, as they perceive it to be more suitable for daily consumption or lifestyle products rather than agricultural commodities. This highlights that the choice of platform is not solely determined by popularity but also by perceptions of effectiveness in reaching target markets.

In terms of motivation, nearly all respondents stated that their primary reason for using social media was the ease of promotion and expansion of buyer networks. Before adopting social media, marketing was conducted only through word of mouth or close personal networks, which limited their market reach. With social media, they can share product photos and descriptions, educate consumers on seed quality, and build trust through customer testimonials. Some respondents even make use of live-streaming features to showcase the seedling process in real time, thereby increasing buyers' confidence in product quality.

Beyond promotion, respondents also use social media as a customer service channel. They respond to inquiries, provide seed care guidance, and address complaints more quickly. This illustrates that social media functions not only as a one-way marketing tool but also as a communication bridge that strengthens producer–consumer relationships. Nevertheless, not all respondents are able to maximize social media features. Some still face challenges in creating engaging content, managing account activity due to limited time, and understanding platform algorithms.

For product distribution, all respondents acknowledged that delivery services are an essential component of their marketing strategy. Once buyers place orders through social media, shipping is carried out using local courier services such as JNE, J&T, SiCepat, or private couriers. Some respondents rely on cash on delivery (COD) systems to build customer trust, though this creates logistical challenges.

Others limit their delivery area to certain regions to reduce the risk of seed damage during long-distance transport.

This overall respondent profile demonstrates that, despite the relatively small scale of chili and tomato seed businesses, they hold substantial potential for growth through the adoption of digital technology. However, their success is determined not only by the ability to promote products on social media but also by their readiness to manage distribution and after-sales services. This underscores that

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digital marketing in the agricultural sector cannot be separated from the supporting role of logistics. The findings provide a foundation for deeper analysis of how social media marketing strategies and delivery services are interconnected in sustaining horticultural seed enterprises.

Marketing Strategies through Social Media

The marketing strategies through social media implemented by chili and tomato seed producers in Bojonegoro essentially stem from the need to expand their customer network without incurring high promotional costs. Before the introduction of social media, seed marketing was generally carried out in traditional ways such as word-of-mouth recommendations, personal networks, or direct meetings at local markets. These methods were indeed effective within a limited scope but restricted in reaching consumers outside the region. Along with the increasing penetration of the internet and smartphone usage in rural areas, farmers began to utilize social media—particularly Facebook—as the main platform for promotion and communication with potential buyers.

Figure 1. Facebook Group of Chili and Tomato Farmers Community in Bojonegoro

Facebook was not chosen without reason. The platform is considered more familiar to the habits of the local community, as it hosts many community groups focused on buying and selling agricultural products. Through these groups, farmers can upload photos of seedlings, write short descriptions of their advantages, and include prices and ordering methods. Some farmers even make use of the live broadcast feature (Facebook Live) to show the seedling care process in real time, allowing potential buyers to directly assess the quality of the seedlings being offered. This kind of visual approach has proven to increase consumer trust, as they can see authentic evidence before deciding to make a purchase.

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Figure 2. Promotion Through Facebook Platform

In addition to Facebook, WhatsApp also plays an important role as a follow-up medium once consumers become interested in the products. After seeing posts on Facebook, potential buyers usually contact the sellers via WhatsApp to inquire about further details. Through personal conversations on WhatsApp, sellers can provide more in-depth explanations, send additional photos, or even offer seed care advice tailored to buyers' needs. This more personal interaction helps build emotional closeness between sellers and buyers, ultimately strengthening consumer loyalty.

The content strategies applied by seed producers are generally simple yet effective. They upload photos of seedlings in ready-to-ship packaging, accompanied by descriptions regarding seed type, planting age, yield potential, and selling price. Some sellers, being more creative, include testimonials from previous buyers, which helps boost confidence among prospective customers. Others create educational content such as tips on growing chili and tomato plants for beginners, which not only attracts potential buyers but also increases engagement in the comments section. In this way, their social media accounts serve not only as product showcases but also as valuable sources of agricultural knowledge for the community.

However, not all farmers possess the same ability to manage social media content. Many still face limitations in visual design, choosing attractive wording,

or scheduling posts strategically to gain wider visibility. They also acknowledge that social media algorithms often change, causing posts not to reach as many audiences as expected. Some farmers try to overcome these challenges by joining more active community groups, using paid features such as Facebook ads, or seeking help from their children who are more technologically adept. In terms of consumer interaction, farmers who respond promptly to buyer inquiries tend to achieve higher sales. They reply quickly, provide clear explanations, and are not hesitant to offer additional services such as seedling care consultations. This demonstrates that response speed and quality are crucial factors

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in digital marketing, as consumers who feel well-served are more likely to trust and remain loyal. Conversely, farmers who are less active in monitoring messages often miss sales opportunities, as consumers switch to other sellers who are more communicative.

Beyond serving as a promotional tool, social media is also used to build reputation and trust. Some seed producers regularly upload photos of the production process to demonstrate their commitment to maintaining seed quality. Others share success stories from customers who have grown their seedlings, creating a positive image in the eyes of potential buyers. This approach aligns with the trend of storytelling-based digital marketing, where authentic narratives are more effective in attracting consumer sympathy and interest than simple price promotions.

Interestingly, despite the many conveniences offered by social media, respondents still face a number of challenges. One major barrier is the lack of digital literacy, particularly among older farmers. They find it difficult to understand more complex features, such as creating paid advertisements or managing large-scale interactions. Another challenge is limited time, as farmers must divide their attention between seed production and online marketing activities. In addition, some respondents revealed that not all consumers who contact them through social media are genuinely serious about buying; some only make inquiries without follow-up, which consumes time and energy.

Nevertheless, almost all respondents agreed that social media has opened up new opportunities they previously did not have. The wider market reach, ease of communication, and relatively low promotional costs are the main reasons they continue to use social media despite its challenges. This digital marketing strategy is considered more flexible than conventional methods, as it can be carried out anytime and anywhere. Moreover, social media also helps build networks among farmers, enabling them to exchange information and even collaborate to meet large consumer demands.

These findings show that marketing strategies through social media are not only about posting products online but also about building sustainable relationships with consumers. Success is not determined solely by the chosen platform but also by creativity in content creation, responsiveness to customers, and consistency in maintaining service quality. Thus, social media has become an important instrument that is transforming how chili and tomato seed farmers run their businesses, although stronger digital skills are still needed to fully maximize this potential.

Shipping Services and Marketing Support

The success of marketing chili and tomato seedlings through social media cannot be separated from the role of shipping services as an integral part of the transaction process. While social media is effective in expanding promotional reach and attracting potential buyers, the final stage that determines customer satisfaction is how the product reaches the buyer in good condition, on time, and with affordable shipping costs. For sensitive horticultural seedling products, shipping is not merely a logistical process, but an essential part of the service that influences consumer trust and loyalty.

Most respondents in this study rely on local courier services such as JNE, J&T, SiCepat, and private couriers to distribute their products. The choice of

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shipping service is usually based on considerations of shipping cost, delivery speed, and reputation for safe handling. Respondents with customers in nearby areas more often use local couriers or personal delivery services to ensure that seedlings remain fresh and undamaged during transit. Meanwhile, for buyers located outside the regency, courier services become the main option, although the risks are greater due to longer shipping distances and times.

Consumers generally expect the seedlings they order to arrive healthy, fresh, and ready to plant. To meet this expectation, seed producers take various risk mitigation measures, such as safer packaging and the use of additional protective materials. Some respondents pack seedlings with moist growing media to prevent dehydration during transit. Others add special handling instructions to the package so that couriers are more careful. However, despite these efforts, cases of damaged seedlings still occur due to delivery delays, careless handling, or extreme weather conditions.

Shipping costs are also an important factor influencing consumers' purchasing decisions. Respondents revealed that buyers often cancel transactions when shipping fees are considered too expensive, especially for distant destinations. In some cases, seedlings that are actually affordable become less competitive because the total purchase cost rises significantly once shipping fees are added. This has led some producers to limit shipping areas to regions with lower delivery costs. Producers with larger sales volumes sometimes attempt to negotiate special rates with couriers, but this is difficult to achieve for small-scale businesses. In addition to cost, delivery speed is a major concern. Chili and tomato seedlings have a limited tolerance window to remain in prime condition. If shipping takes more than two to three days, the risk of stress or damage increases drastically. Respondents acknowledged that regular delivery services often do not meet the needs of horticultural products. To address this, some producers choose express delivery services despite their higher costs. Others schedule shipments only at the beginning of the week to avoid packages being held in courier warehouses over the weekend. Such practices show that producers must adapt their logistics strategies to meet consumer expectations.

The payment system is also closely related to the role of shipping services. Many consumers prefer the option of cash on delivery (COD) as it feels safer. However, not all couriers provide COD services for agricultural products such as seedlings. Respondents who offer COD admitted that this system increases buyer interest but adds challenges in logistics management and additional costs charged by couriers. This highlights that the integration of payment and shipping services remains a challenge that has not been fully resolved in small-scale agriculture. Interestingly, some respondents view shipping services not only as distributors of products but also as determinants of business image. Timeliness and the condition of packages received by consumers are often seen as indicators of the seller's overall service quality. If delivery problems occur, even if not directly the producer's fault, consumers still tend to blame the seller. Therefore, farmers or seed producers often select couriers with good reputations and more consistent service. Some respondents even provide replacement guarantees for damaged seedlings as a form of commitment to consumer satisfaction, even though this means bearing additional losses.

These findings show that digital marketing through social media and logistics

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services cannot be separated. Social media creates sales opportunities and expands buyer networks, while shipping services ensure that transactions are successfully completed. The two form a complementary unit: attractive promotion without reliable distribution support loses effectiveness, while even the best shipping service will not be utilized without demand generated from promotion. This aligns with the concept of integrated marketing, in which all elements of the marketing process—from promotion to distribution—must be integrated to create added value for consumers.

However, literature that specifically discusses the relationship between social media strategies and shipping services in the context of horticultural products remains limited. Most studies only highlight the effectiveness of social media in boosting sales, without considering the crucial logistical factors for sensitive products such as chili and tomato seedlings. Therefore, this study emphasizes the importance of a holistic approach that not only focuses on digital promotion but

also strengthens distribution systems to support the sustainability of agricultural enterprises.

Integration of Social Media and Shipping Services

The integration of social media and shipping services is the key to the success of digital marketing for chili and tomato seedlings. Social media acts as the first gateway to introduce products, attract potential buyers, and build more personal communication between producers and consumers. However, online transactions only gain real value when the ordered products actually reach buyers in good condition. Thus, the roles of social media and shipping services cannot be separated; they are two complementary elements that determine business sustainability.

For seedling producers in Bojonegoro, social media—particularly Facebook—has become the main platform to reach broader markets. Through product photos, descriptions, buyer testimonials, and educational content, they successfully attract consumers not only from nearby areas but also from outside the region. Once potential buyers are interested, communication usually shifts to WhatsApp to discuss details such as orders, prices, and delivery methods. At this point, shipping services begin to play a critical role. Buyers want not only to know the product's quality but also how it will be shipped, how long the delivery will take, and how much the shipping fee will cost.

Many respondents emphasized that responsiveness on social media must be matched with speed and certainty in delivery. Consumers tend to hesitate if the transaction process takes too long or if sellers fail to provide clear shipping options. For this reason, some seedling producers provide complete information from the outset about the couriers they use, estimated delivery times, and shipping costs. This practice helps build consumer trust while minimizing order cancellations.

Some producers even prepare special packages with fixed shipping rates for certain regions, ensuring that buyers are not burdened by unexpected shipping costs. This integration process is also reflected in how producers manage shipping schedules. They must align seedling planting and transplanting with courier schedules to ensure seedlings are shipped in their optimal condition. Some respondents only ship on specific days—usually early in the week—to avoid the risk of packages being held in courier warehouses over the weekend. Such strategies

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highlight that the distribution of horticultural products requires more careful planning compared to more durable consumer goods. Here, it is clear that attractive digital promotion on social media will not yield maximum results without well-planned logistics support.

Beyond technical aspects, the integration of social media and shipping also encompasses service quality and consumer experience. In interviews, several respondents revealed that their reputation on social media heavily depends on consumers' experiences in receiving products. If seedlings arrive in good condition and on time, consumers provide positive testimonials, which are then shared on social media. These testimonials become additional promotional content that boosts trust among other potential buyers. Conversely, if shipping problems such as delays or damaged seedlings occur, consumers often blame the producers even though the problem lies with the courier. This demonstrates that responsibility does not end with promotion but extends to the entire process until the product is received.

More advanced integration is practiced by some producers who establish special partnerships with certain couriers. They choose delivery services that offer fast shipping, provide cash on delivery (COD) options, and have a proven track record in handling agricultural products. Such partnerships allow producers to offer stronger guarantees to consumers regarding delivery speed and safety. However, not all producers can establish such arrangements, especially small-scale ones. They continue to rely on general courier services and must bear greater risks.

This phenomenon of social media–logistics integration also reveals the structural challenges faced by small-scale agricultural businesses. On one hand, they must manage dynamic digital marketing, requiring creativity and responsiveness. On the other, they face logistical infrastructure limitations, high shipping costs for certain regions, and the lack of specialized services for horticultural products. These conditions lead some producers to restrict their market reach to limited radii, leaving expansion opportunities unrealized despite growing

social media demand.

Ideally, integration should allow consumers to order seedlings online through a process that is simple, transparent, and secure, while ensuring products arrive in good condition without excessive costs. To achieve this, synergy is required among producers' digital marketing capabilities, social media platforms, and efficient logistics systems. In a broader context, this also highlights the need for ecosystem support, both from government and the private sector, to provide shipping services more suitable for sensitive agricultural products such as chili and tomato seedlings. These findings reaffirm that the success of digital marketing in agriculture is not merely a matter of adopting social media but also the ability to integrate all supporting elements, including logistics and after-sales services. From the perspective of integrated marketing theory, social media and shipping services are interrelated parts of the value chain. Digital promotion generates demand, while logistics ensures that demand is fulfilled effectively. When both are integrated successfully, not only do sales increase, but long-term consumer trust is also strengthened—ultimately reinforcing the resilience of local agricultural enterprises.

Research Findings in the Context of Digital Agricultural Marketing

The findings of this study demonstrate that the marketing of chili and tomato seedlings through social media holds significant potential for expanding farmers'

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market reach, increasing sales volume, and fostering closer relationships with consumers. Social media-based marketing strategies employed by the respondents—primarily through Facebook and WhatsApp—proved effective in reaching both local and regional communities. This aligns with Kaplan and Haenlein's (2010) assertion that social media functions as an interactive platform that enables two-way communication between producers and consumers. In this study's context, interactions via social media went beyond mere promotion; they also encompassed consultation services, seed-related education, and direct handling of complaints, all of which strengthen consumer loyalty.

Furthermore, the findings support prior research suggesting that social media provides significant opportunities for small-scale agricultural enterprises to reduce promotional costs and broaden their markets. As highlighted in several studies, social media not only serves as a digital storefront but also as a medium for building brand image and reputation. Respondents in Bojonegoro utilized photos, videos, and testimonials as forms of storytelling to enhance consumer trust. This strategy is consistent with earlier studies emphasizing that authentic visual content and compelling narratives exert a strong influence on consumers' purchasing decisions for horticultural products.

However, in contrast to studies that highlight social media as the dominant factor in driving sales, this research underscores that digital promotion alone is insufficient to guarantee successful transactions. Logistics—particularly shipping services—play an equally vital role in ensuring consumer satisfaction. Chili and tomato seedlings are sensitive products with limited timeframes to remain viable for planting. Therefore, speed and security of delivery are critical determinants of marketing success. This finding expands existing understanding by adding the perspective that digital marketing in agriculture cannot be separated from the readiness of distribution infrastructure.

In this regard, the study provides an additional contribution to the literature, which has largely discussed digital marketing from the promotional perspective. The integration of social media and shipping services emerges as a decisive combination in the successful marketing of horticultural seedlings. Without the support of fast and affordable delivery, attractive social media promotion cannot culminate in successful transactions. Conversely, even the most reliable delivery services will be underutilized if not accompanied by demand generated through digital promotion. This interdependence highlights the need for a holistic approach that views marketing as a system of interrelated and mutually supportive elements. Another relevant finding concerns the issue of digital literacy among some respondents, particularly senior farmers. This confirms previous studies indicating that the adoption of digital technology among farmers remains uneven and is often constrained by limited knowledge, time, and resources. On the other hand, younger respondents or those with family members skilled in technology tended to be more successful in leveraging social media. This phenomenon suggests the necessity of

providing digital literacy training and mentoring for farmers to fully harness the potential of social media as a marketing tool.

The study also revealed that payment systems influence the choice of delivery services. Many consumers prefer cash-on-delivery (COD) options because they perceive them as safer, but not all couriers provide COD services for agricultural products. This creates an additional challenge for producers, who must balance

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consumer preferences with the limitations of available logistics services. This issue has received little attention in previous literature, thereby offering new insights into the interplay among payment systems, social media, and delivery services.

In relation to the Sustainable Development Goals, particularly SDG 8 on decent work and economic growth, these findings suggest that integrating digital marketing and delivery services can be an effective strategy to enhance the welfare of smallholder farmers. By expanding market access through social media and ensuring efficient product distribution, chili and tomato seedling producers gain greater opportunities to increase income and reinforce business sustainability. This corresponds with literature suggesting that digital transformation in agriculture can foster inclusive local economic growth, provided that adequate logistics infrastructure is in place.

Conceptually, the results of this study strengthen the integrated marketing theory, which emphasizes the importance of coordination across promotional, distributional, and customer service elements. Social media can only be effective when combined with delivery services that meet consumer expectations. This demonstrates that in the marketing of agricultural products—particularly perishable seedlings—success relies heavily on the harmonization of information technology and physical logistics. The findings also highlight a gap in prior research, which often overemphasized digital promotion while overlooking distribution challenges in practice.

In conclusion, this study enriches the academic discussion on digital marketing in agriculture by demonstrating that social media and delivery services are inseparable components. Beyond reaffirming the effectiveness of social media, it broadens the understanding of logistics as a key factor in sustaining online transactions for horticultural products. Future studies may build on this by exploring more formal integration models among social media platforms, shipping services, and digital payment systems to create a more efficient marketing ecosystem for local agricultural products.

Implications of the Findings

The findings of this study carry important implications at the practical, theoretical, and policy levels, particularly in the context of supporting food security. At the practical level, the study demonstrates that utilizing social media as a marketing tool for chili and tomato seedlings can expand market reach, enhance consumer interaction, and reduce promotional costs. However, the success of digital marketing does not stand alone; it is highly dependent on the support of efficient, fast, and affordable delivery services. For horticultural seedlings, the successful delivery of healthy and viable plants ultimately determines the future availability of production crops. In other words, the smooth distribution of seedlings becomes one of the key foundations that indirectly supports the sustainability of local food supply chains.

Within the framework of food security, quality seedlings are the first step in ensuring stable chili and tomato production. Effective digital marketing strategies enable seedling producers to distribute quality seedlings across wider regions, thereby increasing cultivation potential and ensuring the consistent availability of these commodities in the market. Without adequate logistics support, however, seedling distribution is hindered, which risks creating shortages at the farming level.

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The practical implication of this finding is the need for an integrated marketing approach that not only emphasizes digital promotion but also ensures that seed distribution flows smoothly so that horticultural food production can remain

sustainable.

The study also reveals that social media opens opportunities for smallholder farmers to access wider markets without geographic limitations. This has the potential to increase seed producers' income and strengthen the sustainability of their enterprises. The continuity of these seed businesses directly supports food security, as a consistent seed supply guarantees stable chili and tomato production. Nonetheless, challenges such as low digital literacy, high shipping costs, and the lack of specialized logistics services for sensitive products remain obstacles to be addressed. Hence, the implication is the need for both digital literacy assistance for farmers and adequate logistics infrastructure support to reinforce the horticultural seed supply chain.

From a policy perspective, the findings suggest that the success of digital transformation in agriculture should be viewed as part of a broader strategy to support national food security. Governments can facilitate collaboration among farmer communities, logistics providers, and digital platforms to ensure more effective seed distribution. Policies such as subsidized shipping costs for agricultural seedlings, provision of specialized courier services for horticultural products, or incentives for logistics actors supporting local food products could have significant impacts on seed availability and, ultimately, on food production.

Thus, strengthening digital marketing systems through social media should also be regarded as part of the effort to reinforce food security.

At the theoretical level, this study expands the understanding of digital marketing in agriculture by emphasizing that social media and delivery services are inseparable elements, particularly when discussing products directly tied to food security. Much of the previous literature has focused primarily on the effectiveness of social media in boosting sales, while paying little attention to the role of logistics in ensuring the availability of agricultural production inputs such as seedlings. This research offers the perspective that the successful distribution of horticultural seedlings through the integration of digital promotion and logistics affects not only producers' economic gains but also the stability of food production on a broader scale.

In the context of the Sustainable Development Goals (SDGs), specifically SDG 8 on decent work and economic growth and SDG 2 on zero hunger, these findings carry dual relevance. The integration of social media marketing with effective logistics services not only improves market access for small farmers but also ensures the availability of seedlings as a key input for food production. With increased access to quality seedlings, cultivating farmers can maintain land productivity, ensuring stable supplies of chili and tomato while helping control food prices. This shows that digital transformation in seed marketing not only supports local economic growth but also contributes to national food security.

Another implication is the importance of synergy among stakeholders to ensure that the digital marketing ecosystem in agriculture functions optimally. Seed producers require support in digital literacy, logistics providers need regulations that encourage specialized services for horticultural products, and governments must create policies that promote the sustainability of seed supply chains. If such

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integration can be achieved, food security will not only depend on the productivity of cultivating farmers but also on the smooth distribution of seedlings as the foundational stage of production.

In conclusion, this study underscores that the success of digital marketing through social media, when integrated with delivery services, not only provides economic benefits to entrepreneurs but also serves as a strategic element in supporting food security. Quality seedlings that are well-distributed and consistently available are the key to stable horticultural food production, which ultimately strengthens the food security of society at large.

Conclusion

This study demonstrates that the marketing of chili and tomato seedlings through social media holds significant potential for expanding market reach and increasing local farmers' income. Platforms such as Facebook and WhatsApp emerge as the primary choices due to their accessibility, active buy-and-sell communities, and ability to facilitate direct communication between producers and consumers. Simple content strategies—such as posting seedling photos, sharing

buyer testimonials, and providing educational content—have proven effective in attracting potential buyers. However, the findings also reveal that limited digital literacy, time constraints, and insufficient social media management skills remain challenges that hinder the optimization of digital marketing potential among seedling farmers.

Beyond digital promotion, the study emphasizes that delivery services are an inseparable factor in the successful marketing of horticultural products, particularly chili and tomato seedlings, which are sensitive and easily damaged. Speed, security, and affordability of shipping are critical determinants of consumer satisfaction. Without adequate distribution support, social media promotion will not translate into successful transactions. The integration of social media marketing with reliable logistics has been shown to strengthen consumer trust, ensure product quality upon arrival, and support the sustainability of smallholder farmers' businesses.

The findings of this study have strategic relevance for food security. Quality seedlings delivered in a timely manner form a crucial foundation for the sustainability of chili and tomato production at the cultivation level. By leveraging social media as a promotional channel and delivery services as the supply chain connector, seedling availability can be maintained, thereby contributing to more stable horticultural food distribution. This not only supports local economic growth in line with SDG 8 on decent work and economic growth but also contributes to efforts in safeguarding food security, consistent with SDG 2 on zero hunger.

Based on these findings, the study recommends that seedling farmers enhance their digital literacy through training and capacity-building programs facilitated by local governments, educational institutions, and agricultural communities. Policy support is also required to strengthen logistics infrastructure, for example, through subsidized shipping costs or the development of specialized delivery services for horticultural products that require fast and secure transportation. Furthermore, synergy among seedling producers, logistics providers, and social media platforms is essential to create a more efficient, affordable, and sustainable digital marketing ecosystem—one that can improve farmers' welfare while simultaneously reinforcing both local and national food security.

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