Marketing innovation on agricultural products in Indonesia

Ani Fitriani
aapriani@gmail.com

Abstrak: Masalah paling gedhe ing pembangunan pertanian dumunung ing sumber daya manusia. Minangka asil Sensus Pertanian 2018, mayoritas petani ana ing kisaran 45-54 taun, yaiku 28%, dene jumlah petani enom sing umure kurang saka 25 taun mung 1%. Kathah para ahli ingkang sarujuk bilih narik kawigatosan para generasi mudha supados tani menika lumantar upaya ningkataken kesejahteraan para petani. Transformasi digital ing babagan pertanian minangka upaya kanggo ningkatake kesejahteraan petani. Fokus digitalisasi ora mung ing bagian hulu budidaya (on-farm) nanging uga kudu diintegrasi karo bagian hilir marketing utawa off-farm. Literasi digital minangka bagean penting saka adopsi pertanian digital. Institusi sing nduweni peran penting ing pangembangan tetanèn digital, yaiku, Kementrian Pertanian, Kemenkominfo, Kementrian Perdagangan, Lembaga Penelitian lan Perguruan Tinggi lan Swasta. Yen kemajuan ing bidang teknologi lan ilmu pengetahuan, utamane kanthi implementasine pertanian digital sing dibarengi dhukungan kebijakan pemerintah, terus, mula adhedhasar asil proyeksi kasebut, kontribusi sektor pertanian ing taun 2030 bakal tekan 1,662 triliun Rupiah.
Kata Kunci: Strategi Pertanian, Pertanian digital, Pemasaran

REFERENCE

Arviant, EY, Masyhuri, Waluyati, LR, & Darwanto, DH (201. Overview of the Crisis of Young Farmers in . Journal of Socio-Economic and Agricultural Policy, 168-180.

BPS (202. Farmer's Exchange Rate (NTP) in March 2021 was 103.29, up 0.18 percent. Picked September 2021 BPS: https://www.bps.go.id/pressrelease/2021/04/01/1786/value-tukar-petani--ntp--maret-2021-sebesar-103-29-or-naik -0-18-percent.html.

Fajri, C., Rahman, Y. T., & Wahyudi, W. (202. MEMBANGUN KINERJA MELALUI Harras, H., Sugiarti, E., & Wahyudi, W. (2020). Kajian Manajemen Sumber Daya Manusia Untuk Mahasiswa.

KBBI. What is the meaning of the word. Taken October 2021 KBBI : https://www.kbbi.co.id/arti-kata/degeneration

Lubis, D., (20. Utilization of information and communication technology supports sustainable agricultural development. IPB: Proceedings of theSeminar

Mawardi, S., Arsid, A., & Wahyudi, W. (202. ANALISIS PERASAAN SENANG (KEPUASAN) TERHADAP HASIL KERJA YANG DIUKUR MELALUI KOMUNIKASI, EFIKASI DAN PENGHARGAAN DIRI. SCIENTIFIC JOURNAL OF REFLECTION: Economic, Accounting, Management and Business, 4(, 850-858.

Ministry of Republic of . (202. BPS, Agriculture Grows Positively 2.15 Percent YonY in the Third Quarter. Taken July 2021 from the Ministry of Agriculture's website: https://www.pertanian.go.id/home/?show=news&act=view&id=4561