

Implementation of Marketing and Digital Marketing Project to Increase Sales of Griya Hijau Hidroponik Smes in Bandung City

Fara Tazkia Pramudya Haryanto, Siti Zaqiyah, dan Andreas Recki Prasetyo

Universitas Padjadjaran, Indonesia
Email: fartazkia@gmail.com

Abstract

Griya Hijau Hidroponik has not yet fully utilized digital marketing in increasing visibility on search engines, expanding marketing reach via social media, and increasing sales conversions of harvested produce. This project applies an interview method to find out the problems faced in marketing Griya Hijau Hidroponik and a questionnaire filling method to find out market conditions. Approach the problem using marketing and digital marketing capstone project methods. The implemented strategies include rebranding, website redesign, implementing on-page SEO through creating articles, implementing off-page SEO through creating Linktree, implementing content marketing through creating Instagram content, creating Google Search Ads, and activating sales through the Shopee marketplace. As a result, the project achieved 363 website visitors with a 1.94% ad click-through rate, a 13.8% increase in Instagram followers with 2.35% engagement, and a sales conversion improvement of 7.23% in the first month and 75.3% in the second month. This project offers relevant empirical data for academics and researchers to further analyze the link between digital marketing utilization and SME sales growth.

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INTRODUCTION

Griya Hijau Hidroponik is an SME that operates in the agricultural sector with the main focus on developing urban agriculture. Griya Hijau Hidroponik was founded in 2018 on the basis of a B2C (business-to-customer) business which began with the sale of hygienic and chemical pesticide-free hydroponic vegetable crops to end-users (individuals who buy, process and consume the harvest). As time went by, more and more requests came in from companies and communities in Bandung to provide food, making Griya Hijau Hidroponik increase its target consumers and develop its business base into a combination of B2B (business-to-business) and B2C (business-to-customer). Griya Hijau focuses on selling healthy vegetables free of chemical pesticides. Vegetables sold include bok choy, green lettuce,

red lettuce, spinach, kale, caisim, celery and coriander. The services sold by Griya Hijau Hidroponik include hydroponic installation services, greenhouse construction services, hydroponic training and education, and consultation.

Marketing is a comprehensive system of business activities aimed at planning, pricing, promotion and distribution of products that meet consumer needs which can ultimately achieve organizational goals. It encompasses a variety of strategies and practices, including the marketing mix that guides companies in making product market choices that align with environmental needs and organizational capabilities (Farah, 2024). In the digital era, marketing is developing rapidly, with significant growth in areas such as content marketing, email marketing and social media marketing, driven by an exponential increase in publications and research in these areas.

Digital marketing is a marketing strategy carried out using digital channels such as the internet, search engines, social media, email, mobile applications and marketplaces to reach consumers and increase sales. Digital marketing has an important role in encouraging consumers to make purchases. Data from We Are Social (2024) notes that as many as 68.5% of consumers find out about brands first via the internet before making a purchase. Digital search sources that are widely used by consumers to find out about brands are through social networks, search engines, consumer reviews, and product/brand websites. As many as 45% of consumers visit brand websites within one (1) month. 14.1% of consumers click on advertising banners on brand websites. 21.7% of consumers click on sponsored social media posts.

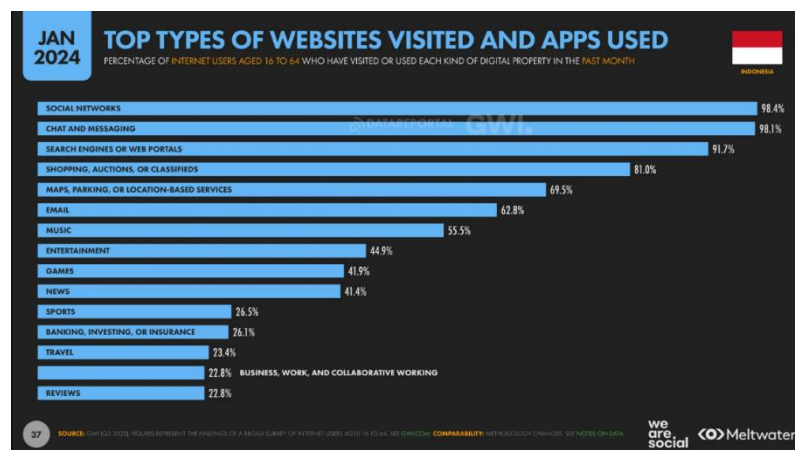


Figure 1. The Most Visited Websites and Most Used Applications by the Indonesian Population

Figure 1. provides information regarding the most visited websites and the applications most used by the Indonesian population. When using the internet, Indonesians mostly access social networks, instant messaging applications and search engine website portals. These three websites and applications have a user percentage of more than 90%, which indicates that almost all internet users in Indonesia use

these websites and applications in their daily lives. Indonesian residents also like shopping activities as evidenced by the fourth most visited website and the most used applications, namely shopping, auctions and advertising with a percentage of 81%.

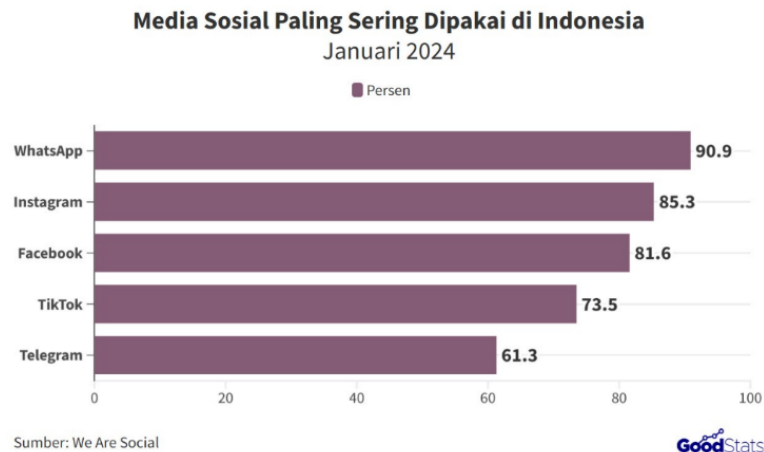


Figure 2. Most Frequently Used Social Media in Indonesia

Figure 2. explains the social media that are most widely used in Indonesia (Rainer, 2024). WhatsApp in first position, is an instant messaging application with the main aim of facilitating communication both personally and in groups. Meanwhile, Instagram and Facebook are multifunctional social media. Instagram is known for its attractive visual content, such as photos and videos, which allows users to share everyday moments, as well as promote a business's products and services. There are Instagram Stories, Shopping and Reels features which allow users to find products and shop directly through the application. Facebook, on the other hand, offers various features ranging from community groups, marketplaces, to business pages that allow interaction with a larger audience.

The development of online shopping trends in Indonesia also shows a significant increase, especially in West Java which ranks first in the number of consumers shopping online based on data by Ginee Indonesia (2022). This trend shows that the people of West Java are very open to technology and prefer the convenience offered by online shopping. This is also supported by increasingly digital infrastructure. Overall, the prospects for e-groceries services in Indonesia are very bright with the support of the increasing online shopping trend.

Griya Hijau Hidroponik currently relies on the word of mouth method as their main marketing strategy. Nevertheless, the company has shown good initiative by building a presence on various digital platforms such as websites and Instagram. Griya Hijau Hidroponik currently has a website in the form of a simple landing page and the information contained in it is not complete and clear enough to be displayed to potential buyers. Griya Hijau Hidroponik has an Instagram called @griyahijauhidroponik which has been around since February 2018 and currently has 495 followers with a total of 107 posts. Apart from the website and Instagram, Griya Hijau Hidroponik also plans to enter the marketplace to

expand its marketing reach. The product photo is available, but their profile on the marketplace is not yet available. By further utilizing these three platforms, Griya Hijau Hidroponik can expand their opportunities to reach markets outside Greater Bandung or throughout Indonesia.

METHOD

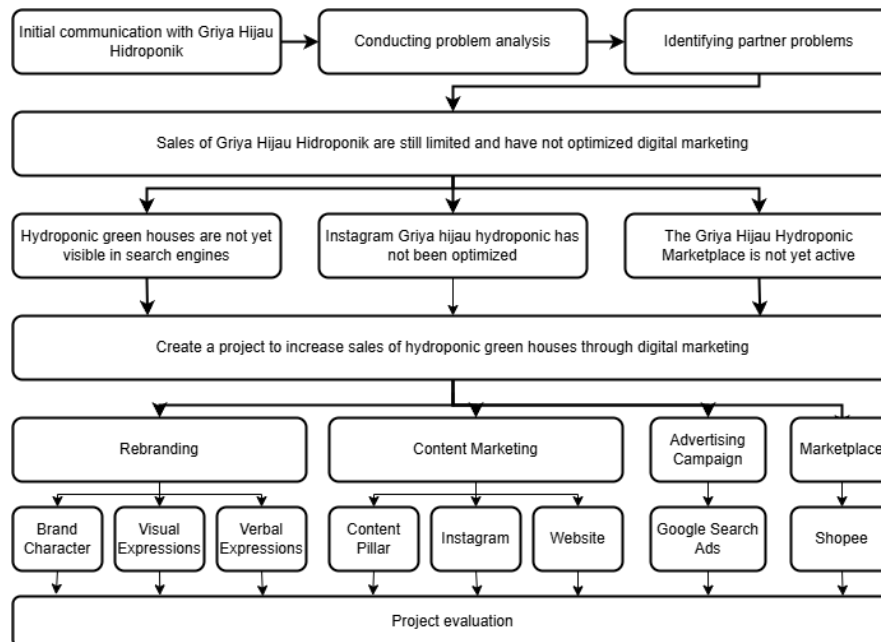


Figure 3. Marketing and Digital Marketing Capstone Project Framework

Figure 3. is the capstone project framework carried out by the author who adopted a practical, research-based approach to answer the marketing challenges faced by Griya Hijau Hidroponik. This project began with a qualitative exploration phase through in-depth communication with business owners to identify the main problems in the marketing strategy being implemented. From the results of the initial analysis, it was found that this business had not yet utilized the marketplace platform as a sales channel. Based on these problems, the author designed an integrated digital marketing strategy that includes rebranding efforts, SEO optimization, content marketing, social media marketing, paid advertising campaigns, and online store activation in the marketplace.

To support the formulation of a more comprehensive strategy, the author uses various marketing analysis tools. TOWS analysis is used to map internal strengths and weaknesses against external opportunities and threats. Marketing Mix 7P is applied to evaluate the elements of product, price, place, promotion, people, process and physical evidence. The author also conducted a Porter's Five Forces analysis to understand the dynamics of competition in the hydroponic market. In addition, Segmenting, Targeting and Positioning (STP) analysis was carried out to identify and determine the most relevant target market for this project. To understand consumer behavior at Griya Hijau Hidroponik in more

depth, the author uses a Customer Path approach to map the customer journey from awareness to loyalty stage, as well as compiling a Buyer Persona based on the results of qualitative interviews with the owner and quantitative survey data distributed via online media.

All of this analysis is the basis for developing rebranding projects, content marketing projects, advertising campaign projects, and marketplace creation projects. The project evaluation was carried out over a two month period which showed positive increases in site traffic, social media engagement, sales conversions, thus strengthening the strategic role of digital marketing in supporting the growth of Griya Hijau Hidroponik in the agribusiness sector.

RESULTS AND DISCUSSION

The marketing and digital marketing projects implemented include several main initiatives, including a rebranding project, a content marketing project (including optimizing Instagram social media, website development, creating SEO articles, and creating Linktree), an advertising campaign project (creating Google Search Ads ads), and creating the Shopee marketplace.

In order to increase the level of visibility and competitive advantage of Griya Hijau Hidroponik compared to other plantations in search engines, the strategies implemented include developing the Griya Hijau Hidroponik website, creating SEO articles, creating Linktree, and creating Google Search Ads advertisements. In expanding marketing reach, attracting customer purchasing interest, and increasing customer interaction by utilizing social media marketing, the author optimized Griya Hijau Hidroponik's Instagram social media. To increase the sales conversion rate for Griya Hijau Hydroponic harvests with an effective digital marketing approach, the Shopee marketplace was created.

Rebranding



Figure 4. Rebranding of the Griya Hijau Hidroponik Logo

Brand identity is an important element in marketing which includes visual and emotional aspects that differentiate a brand from business competitors. This includes components such as logos, colors, typography, and packaging design, which collectively create a unique image in consumers' minds (Galchynska, 2023). The author made rebranding efforts for the Griya Hijau Hidroponik logo as in Figure 4. This logo brings significant changes to strengthen the visual identity. This logo uses a fresh concept design with leaf elements which symbolize the hydroponic industry. In this logo, a bolder and more formal font is used in white, creating a clear contrast with the green background. The use of a firm

and simple font reflects the impression of Griya Hijau Hidroponik' professionalism. White gradations and rays were also added to give a more modern impression.

The tagline that was formed was the phrase "The Purest Hydroponics in Bandung". This sentence was chosen because it gives a message to focus on the quality and superiority of Griya Hijau Hydroponic products. The word "Purest" implies that the hydroponic vegetables produced by Griya Hijau Hidroponik have a high level of cleanliness, health and good quality. This includes growing methods without harmful pesticides, controlled use of water, and a clean environment for cultivation that produces clean, contamination-free products. The word "Hydroponics" emphasizes the agricultural techniques used, namely hydroponics. This helps build consumer perception that Griya Hijau Hidroponik is a specialist in hydroponic growing techniques. This also confirms the brand's identity as an expert in hydroponic vegetable growing methods. Then adding the location "In Bandung" shows that Griya Hijau Hidroponik is committed to the local community and is a brand that is proud of its place of origin, namely Bandung. Overall, this tagline was taken to emphasize Griya Hijau Hidroponik's position as a brand that offers the best quality hydroponic products and services from its local area, namely Bandung, which has become the main choice for consumers looking for pure and fresh hydroponic vegetables in Bandung.

Content Marketing

Content marketing is a marketing approach that includes creating, publishing, selecting, and expanding content that is interesting, relevant, and useful for everyone in order to create deep communication relationships with consumers and brands contained in that content (Fadillah & Setyorini, 2021).

There are 5 factors that influence the performance of content marketing, including design, content topic, reading experience, tone, and timing. Audiences now see a variety of good designs, so design has a big influence on content performance. Design such as the background used, layout, color, and font selection cause the audience's reaction to the content topic being discussed. Good content is content that displays topics related to events and phenomena that are currently taking place. The tone of content uploads, which is how the creator communicates the message conveyed in the content, needs to be adjusted to the preferences of the target audience. The audience's reading experience also greatly influences content performance. Creators are advised to provide a pleasant reading experience through sentence selection, layout and font size. Completed content needs to be uploaded at the right time and with a consistent upload frequency (Yunita et al, 2021).

Content Pillar

Content pillars are the basis for creating content that will be uploaded. (Basnet & Auliya, 2022). The benefits of creating content pillars include providing strength to content strategies on social media,

helping audiences understand the content, improving company identity, simplifying the content creation process, and helping determine consumer focus on content (Febrian, 2023). Griya Hijau Hidroponik has 4 content pillars, including education, convince, inspire, and entertain.

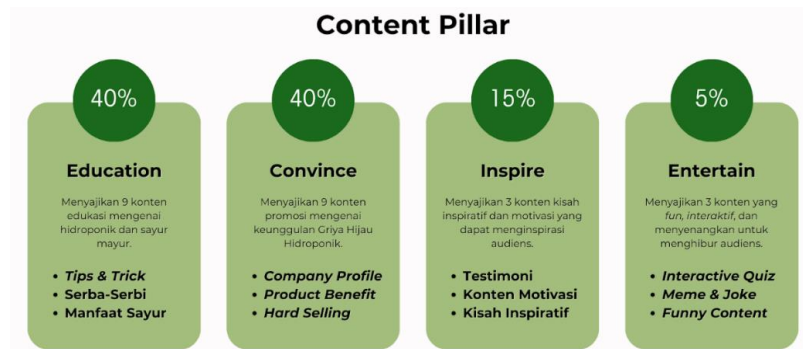


Figure 5. Content Pillar of Griya Hijau Hidroponik

Determining the proportion of content pillars is based on benchmarking results from competitors' social media accounts. In the hydroponics industry, the content on social media is dominated by content with the content pillars of education and convincing. Apart from that, in the results of the engagement rate analysis on the Griya Hijau Hidroponik Instagram social media account, content with the educational and convincing content pillars had a high level of interaction. So in this project, the content pillar that will be used has a fairly large proportion of education and convince, namely 40% each, followed by the content pillar inspire at 15%, and the content pillar entertain at 5%.

Instagram Social Media Marketing

Digital marketing activities that use various kinds of digital-based media are very important to carry out because they can provide knowledge and input to business actors regarding the methods and stages needed to expand business networks through the use of social media to increase competitive advantage for companies (Sagita & Wijaya, 2022). The strategy used for Instagram Griya Hijau Hidroponik, the author optimized the appearance and bio profile to strengthen the brand identity of Griya Hijau Hidroponik and facilitate communication with consumers. The profile and bio are designed in an attractive and informative manner by including brief information about the brand, location, as well as a clear Call-to-Action (CTA) to encourage interaction and conversion as shown in Figure 4.x. The author uses Linktree as an integration that connects consumers to various Griya Hijau digital platforms effectively and efficiently, including the marketplace, website and consultation contacts via WhatsApp. The existence of Linktree can enable consumers to access information and make purchases more easily and quickly, thereby increasing the potential for sales conversions.



Figure 6. Griya Hijau Hidroponik's Instagram Feeds

The total content created is 24 posts which will be implemented over two (2) months or eight (8) weeks. Each content that will be uploaded is categorized based on content type, content pillar, and Instagram Highlights category. The types of content that will be uploaded include Carousel and Reels with an upload proportion of two (2) Carousels and one (1) Reels every week. Based on the content pillar design that has been created, the author will upload two (2) contents with the content pillar entertain, nine (9) contents with the content pillar education, nine (9) contents with the content pillar convince, and three (3) contents with the content pillar inspire. There are four (4) Highlight content categories that are tailored to the Highlights that will be created, including About Us, Hydroponic Tips, Lifestyle, and Our Product.

Instagram Insights Griya Hijau Hidroponik showed positive performance in the last 1 month period from January 15 - February 13. In general performance, impressions increased by 6.2 thousand, which shows a significant increase in content exposure. This indicates that the content strategy is successful in reaching more users. Engagement was also recorded at 293 interactions, which included likes, comments and shares. This increase indicates content that attracts attention and drives engagement from the audience. Then, Griya Hijau Hidroponik experienced an increase of 69 followers, showing the growth of the audience who were interested in Griya Hijau's content and brand identity. Then the content shared was 56 posts during this period, which reflects consistency in posting frequency which can increase brand awareness of Griya Hijau Hidroponik.

Website Development

A website is a collection of web pages that are connected to each other and can be accessed via the internet. Pages usually contain various types of information, including text, images, sound, and video, presented in multimedia format. Websites function as a medium for displaying information to users which allows for more dynamic and interesting interactions (Milniadi & Auliya, 2021). The Griya Hijau Hidroponik website was created with the aim of providing information about Griya Hijau Hidroponik which can convince visitors to purchase Griya Hijau Hidroponik products. Therefore, the

Griya Hijau Hydroponic website begins with the headline "Hydroponic Vegetables are Fresh, Hygienic and Free of Chemical Pesticides" which displays the advantages and value proposition of Griya Hijau Hydroponic vegetable products. This website has lots of call to action buttons, such as “Buy Now” and “Contact Us”, which leads to the Griya Hijau Hidroponik WhatsApp contact. This button is on every website page with the aim of encouraging visitors to make purchases through the website.



Figure 7. Griya Hijau Hidroponik Website

The Griya Hijau Hidroponik website consists of five pages, including the Home page, About Us, Products, Blog and Contact Us. During the period from January 3 to February 15 2025, the Griya Hijau Hidroponik website received 236 new visitors with an average interaction time of 23 seconds per visitor. The highest number of visits to the Griya Hijau Hidroponik website was on February 11 2025. The majority of visitors to the Griya Hijau Hidroponik website came from display, paid search, direct, organic search, referrals and organic social. This shows that the use of Google Search Ads is quite effective in increasing visitors to the Griya Hijau Hidroponik website. Visitors to the Griya Hijau Hidroponik website come from Indonesia, the United States, India, Ireland and Lithuania. This shows that even though Griya Hijau Hidroponik is located in Indonesia, through website publication on the internet, residents of other countries can also get to know Griya Hijau Hidroponik. The pages most visited by visitors to the Griya Hijau Hidroponik website are the Homepage and Blog page. This shows that these two pages have quite high appeal for visitors to the Griya Hijau Hidroponik website.

SEO Article

The on-page search engine optimization strategy is carried out by uploading articles on website pages so that the website can enter the top results on Google's search engine result page (SERP). There are four articles uploaded, including “5 Keunggulan Sayuran Hidroponik Dibandingkan Sayuran Biasa!”, “Nutrisi AB Mix: Kunci Sukses dalam Tanaman Hidroponik”, “Rekomendasi Toko Hidroponik di Bandung yang Sudah Terima Penghargaan Bergengsi!”, and “Duel Kangkung vs Pakcoy, Siapa Juaranya di Dunia Hidroponik?”. This article is uploaded at the beginning of every week with the aim of providing the latest relevant information about hydroponics to readers. Articles uploaded to the website are based on four content pillars, including education, entertain, convince and inspire.

Each uploaded article has a writing format that begins with a title, followed by inserting images relevant to the content of the article, followed by an opening paragraph, body paragraph and closing paragraph. In the middle of the article, a backlink is inserted that leads to another article page on the Griya HIjau Hidroponik website. This is done so that visitors can easily visit other relevant article content on the Griya HIjau Hidroponik website. The article Griya HIjau Hidroponik received a total of 33 views. If reviewed using the RankMath SEO Analyzer platform, the Griya HIjau Hydroponik article gets a score of 56/100, which indicates that this article has quite good performance, but improvements can be made to comply with RankMath SEO guideline standards.

Linktree

The off-page search engine optimization strategy is carried out by creating a Linktree link which is placed in the bio of the Griya HIjau Hidroponik Instagram account. Linktree is dominated by green and yellow gradations, which are the brand colors of Griya HIjau Hidroponik. At the beginning of Linktree there is a logo, business name, and an explanation of the products sold by Linktree, dominated by green and yellow, which are the brand colors of Griya HIjau Hidroponik. This Linktree contains website links, WhatsApp contact links as well as social media account links for Instagram, Facebook and Tiktok Griya HIjau Hidroponik.

Since its inception, Linktree Griya HIjau Hidroponik has received 20 views, 8 clicks and a 40% click rate. This shows that Griya HIjau Hidroponik' strategy of using Linktree has started to produce results in directing visitors to various platforms or pages. The large number of views and clicks obtained by Linktree Griya HIjau Hidroponik shows that Linktree's promotional strategy can be maximized in the future by placing Linktree in the WhatsApp bio so that consumers who know about Griya HIjau Hidroponik from WhatsApp can easily visit the website and other social media accounts belonging to Griya HIjau Hidroponik. A click rate of 40% shows that almost half of the people who visit Linktree click on the links provided. This is a positive indicator that Linktree Griya HIjau Hidroponik has succeeded in attracting attention and encouraging interaction from visitors. Where visitors who view Linktree don't just stop by, but are also encouraged to click on the available links because the links on Linktree match the visitors' interests and needs.

Advertising Campaign

The Griya HIjau Hydroponic advertising campaign was carried out using the Google Ads platform. The type of advertising used is Google Search Ads. Google Search Ads are text-based advertisements located on search engine results pages that allow marketers to reach people when they search Google for products and services offered (Google Support, 2022). This campaign is great for driving sales, leads, or traffic to the company website. Companies can also show ads to people who are actively searching for products and services the company provides.

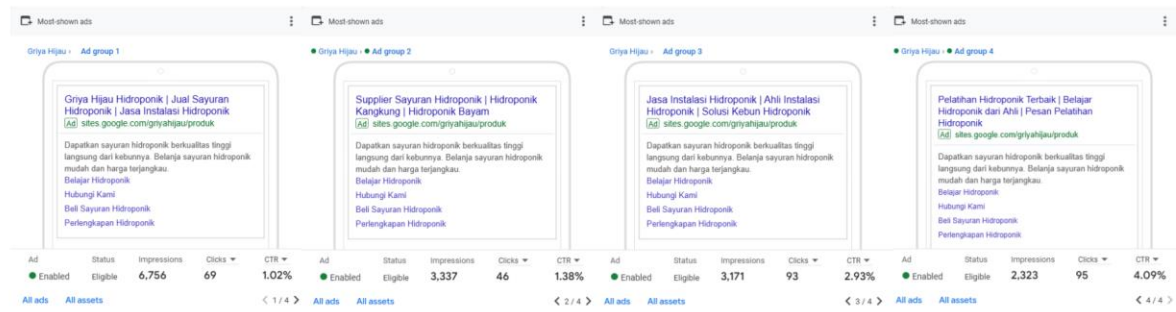


Figure 8. Ad Group of Griya Hijau Hidroponik Ads

In this project, the author created one advertisement with four ad groups. The first ad group is ads that target the target audience and keywords as a whole. The advertisement displays all the products that Griya Hijau Hidroponik has, namely hydroponic vegetables, hydroponic equipment, hydroponic installation services and hydroponic education services. The second ad group targets audiences and keywords related to hydroponic vegetables. The product advertised in the second ad group is hydroponic vegetables. The third ad group targets audiences and keywords related to hydroponic installation services. The product displayed in the third ad group is hydroponic installation services. The fourth ad group targets audiences and keywords related to hydroponic education and training services. The products displayed in the fourth ad group are hydroponic education and training services.

Overall, the Griya Hijau Hidroponik ad has performed quite well, but there needs to be further optimization so that the ad runs more effectively. The Griya Hijau Hidroponik ad received 303 clicks, 15,594 impressions, a click through rate of 1.94%, an average cost per click of IDR325.47, and a cost of IDR98,617.03. This shows that of the 15,594 people who saw the ad, 303 people were interested in clicking. This figure can be increased by optimizing keyword targeting and audience targeting. The most frequently used keywords and searches include "hydroponics", "hydroponic plants", and "tools and materials for making hydroponic plants". The most frequently used keywords include "hydroponic creation", "hydroponic vegetables", and "hydroponic installations". From these keywords and searches, it can be concluded that the keywords targeted by this advertisement are quite in line with the actual keywords used by the target audience for the Griya Hijau Hidroponik advertisement.

Marketplace

Marketplace is a product promotion media that utilizes internet technology, also known as e-commerce, which is an application for carrying out online sales and purchasing activities. Buying and selling activities via online platforms are considered to make it easier to sell a product and make purchases faster and more efficient. There are several e-commerce sites in Indonesia, including Shopee, Tokopedia, Lazada, and others (Sulistiyawati & Widayani, 2020).

The condition of the Griya Hijau Hidroponik marketplace currently does not have a profile on Shopee or other marketplaces. This means that their products cannot be accessed by potential buyers online via e-commerce platforms. Even though there is no profile on the marketplace yet, Griya Hijau Hidroponik already has product photos. This is good initial capital because quality product photos are good initial capital because they will be very helpful in increasing the credibility and value of the product in the eyes of potential buyers.

The author decided to use Shopee as a place to sell the products offered by Griya Hijau Hidroponik. Shopee was chosen because it has high active users, in fact it is the online shopping application with the most users in Indonesia (Kementerian Perdagangan, 2023). The initial stage is to register Griya Hijau Hidroponik on Shopee and also register it on Shopee Seller. After that, fill in complete but brief information such as the shop name, shop description with visual aids such as the shop logo and banner. Then, the author included hydroponic vegetable products sold or offered by Griya Hijau Hidroponik into the Shopee shop. The title is used with relevant, interesting and selling words, quality photos, videos as additional product information, appropriate categories, complete product information descriptions assisted by hashtags as a booster. Apart from optimizing appearance and product optimization, the author plans to optimize promotions. The author uses Shopee feature functions organically, such as increasing products every four hours and Shopee Video.

Griya Hijau Hydroponic Sales Conversion Outcome

Table 1. Vegetables Order for the period November 2024-January 2025

Month/Year	Order Quantity	Percentage Increase (%)
November 2024	88,4 kg	-
December 2024	94,8 kg	7,23%
January 2025	166,2 kg	75,3%

The marketing and digital marketing project to increase sales of Griya Hijau Hidroponik will be implemented from December 2024 to January 2025. The sales outcomes of Griya Hijau Hidroponik can be seen in table 4.x. In November 2024, that is before the start of this project, Griya Hijau Hidroponik received orders for hydroponic vegetables of 88.4 kilograms. At the time of project implementation, namely in December 2024 and January 2025, Griya Hijau Hidroponik received orders for hydroponic vegetables totaling 261 kilograms. The results show that there is a significant increase in the number of orders after the implementation of this project. The projects carried out, including content marketing projects, advertising campaigns and creating a marketplace, have proven to be able to attract more consumers and increase the number of orders for hydroponic vegetables. If this strategy is continued and perfected by Griya Hijau Hidroponik, there is a greater opportunity to maintain the upward sales trend.

Outcome Brand Presence and Digital Visibility

Griya Hijau Hidroponik's digital marketing project, apart from sales conversion, is also focused on increasing brand presence and digital visibility through a series of integrated marketing strategies. This strategy includes optimizing social media, websites, and using marketplaces to expand market reach and increase sales conversions. With increasingly fierce competition in the hydroponics industry, especially in the Bandung area, Griya Hijau Hidroponik needs to strengthen its digital presence to remain relevant and competitive in the market. Apart from that, this effort is also aimed at overcoming budget limitations so that the approach used focuses on organic optimization and the effective and efficient use of paid advertising.

Table 2. Outcome Brand Presence and Digital Visibility Results

Platform	Element	Pre-Project	Post Project	Percentage Increase (%)
Website	Website Visitors	0	363	+∞%
	Average Interaction Time	0	23 seconds	+∞%
	Article Views	0	33	+∞%
Instagram	Views	753	9,997	+1,327.62%
	Interaction	21	416	+1,980.95%
	Followers	495	576	+16.36%
	Account Reached	61	786	+870%
	Profile Activity	103	368	+231%
	Profile Visits	78	344	+300%
	External Link Taps	11	21	+90.9%
Shopee	Shop Visitor	0	3	+∞%
	Order	0	0	0%
Google Ads	Click	0	303	+∞%
	Impressions	0	15,594	+∞%
	CTR	0	1.94%	+∞%
	CPC	0	Rp325.47	+∞%

Even though Griya Hijau Hidroponik has great potential in the urban farming market, the implementation of this project faces a number of obstacles and limitations that affect the effectiveness of the digital strategy being implemented. The first challenge is the intense competition in the Shopee marketplace, where the presence of large sellers such as Shopee Mall and Star Seller makes it difficult

for new brands to build credibility, gain visibility, and compete on price and promotions. Second, budget limitations are an obstacle in optimizing Google Ads and carrying out A/B testing which is needed to find the most effective content and advertising strategies, while adapting SEO and SEM algorithms requires a lot of time and resources. Third, in terms of segmentation and targeting, even though the urban farming trend is increasing, it is still difficult to identify and reach potential consumers who are truly suited to the hydroponic vegetable market, due to the lack of available customer behavior and preference data.

CONCLUSION

The project will be implemented from December 2024 to January 2025. The project results show a significant increase in sales of 188%. Griya Hijau Hidroponik's brand presence and digital visibility also experienced a drastic increase with an increase in the engagement rate on Instagram by +1980.95%, an increase in website traffic of 336 new visitors, and Google Search Ads which succeeded in getting 303 clicks from 15,594 impressions with a CTR rate of 1.94%. This shows that the digital marketing strategy implemented can attract the attention of Griya Hijau Hydroponic consumers.

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