



Marketing Strategy of Inpari 40 and Kusuma 06 Rice Farming (*Oryza sativa* L.) in Mangulewa Village, Ngada Regency

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Abstract

Background: The rice sector is strategic for food security and rural welfare in Indonesia. In Ngada Regency, dry unhusked rice (GKG) production declined from 57,618.67 tons in 2023 to 46,144.71 tons in 2024, while farm-gate prices remained volatile. Studies on the marketing of specific superior varieties such as *Inpari 40* and *Kusuma 06* at the village level remain scarce.

Objective: This study analyzes the marketing strategy of *Inpari 40* and *Kusuma 06* rice farming (*Oryza sativa* L.) in Mangulewa Village, Ngada Regency, focusing on marketing channels, marketing margins, and farmers' share.

Methods: A convergent mixed-methods design was applied between February and May 2025. Thirty respondents (25 purposively selected farmers and 5 traders) were interviewed, and data were triangulated with observation and documentation. Qualitative data were analyzed using the Miles-Huberman model, while quantitative data employed marketing-margin and farmers'-share formulas.

Results: Findings indicate a direct (zero-level) channel for *Inpari 40* organic rice and *Kusuma 06* seed, with a farmers' share of 100% for direct sales and an average marketing margin of IDR 3,500/kg when traders are involved. *Inpari 40* is sold as organic rice at IDR 15,000/kg, and *Kusuma 06* as unlabeled seed at IDR 20,000/kg. Digital promotion via WhatsApp and Facebook contributed approximately 30% of orders.

Conclusion: An integrated strategy combining product differentiation, direct channels, and digital promotion enhances farmers' share and supports farming sustainability. Future research should test these findings on a larger sample and include cost-benefit analyses.

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INTRODUCTION

The state of Indonesia has a very large land area, so most people's businesses are in rural regions (Kania et al., 2021). Rural areas in Indonesia are dominated by the agricultural sector (Ngadi et al., 2023). Within this sector, rice (*Oryza sativa* L.) is the primary food crop and a key pillar of national food sovereignty, making the productivity and marketing of rice a strategic concern for both farmers and policymakers (Arbi et al., 2018; Ngwoke et al., 2025; Savoini, 2025). One of the sectors that has received serious attention from the central government is food crops, which are essential for food sovereignty and independence through rice cultivation (Van der Ploeg, 2017).

Data from the Central Statistics Agency (BPS) indicate that national milled-rice production was approximately 31.54 million tons in 2023 and 30.62 million tons in 2024, a decline of about 2.9%. At the provincial level, East Nusa Tenggara recorded a decrease in dry unhusked-rice (GKG)

production from 757.51 thousand tons in 2023 to 707.79 thousand tons in 2024. The decline is sharper in Ngada Regency, where GKG production fell from 57,618.67 tons in 2023 to 46,144.71 tons in 2024 — a contraction of nearly 19.9%. This decline is attributable to erratic rainfall, conversion of paddy land, and limited adoption of improved varieties, which directly weaken the supply side that farmers rely on for marketing.

Grain prices in Indonesia during 2023–2024 fluctuated noticeably. According to BPS, in January 2023, the price of harvested dry grain (GKP) at the farmer level rose by 3.79%, while premium milled-rice prices at the mill increased by 3.57%. In January 2024, year-on-year, GKP, GKG, and lower-quality grain rose by 27.14%, 33.48%, and 29.76%, respectively, before easing as the wider harvest season arrived.

Fluctuations in grain prices at the farmer level result in farmers being weak in determining rice prices. This is influenced by collectors and wholesalers who play an important role in setting prices (Aryani & Murtiariyati, 2022). To overcome fluctuations in grain prices at the farmer level, it is necessary to have timely market information combined with well-planned marketing management.

Marketing management is the effort to plan, implement, supervise, and control marketing activities within an organization to achieve organizational goals efficiently and effectively (Mehok, 2020). Marketing is a critical factor in the cycle related to meeting consumer needs and generating profit. Likewise, the purpose of market information is to improve farmers' decision-making (Anindita, 2004). Farmers use market information to decide what to plant, when to harvest, and to whom to sell. In a competitive market, it shapes the flow of products and prices and is therefore a precondition for an effective marketing strategy (Anindita, 2004).

Previous studies in Ngada Regency have examined farming productivity Wuli (2024) and environmentally friendly cultivation practices, but few have analyzed the marketing strategy of specific superior varieties at the village level using a mixed-methods approach. The novelty of this study lies in jointly analyzing two contrasting superior varieties — Inpari 40, sold as organic milled rice for household consumption, and Kusuma 06, sold as unlabeled seed to other farmers — within a single village setting, using a convergent mixed-methods design combining marketing-margin and farmer's-share computations with qualitative interviews. The expected contribution is twofold: (i) it provides empirical evidence on the marketing channel and margin structure of two superior rice varieties; and (ii) it offers practical recommendations for smallholder farmers and the local government in Ngada to strengthen their bargaining position through direct channels and digital promotion. Based on this, the study aims to: (1) describe the implementation of marketing-management functions (planning, organizing, implementation, supervision) for Inpari 40 and Kusuma 06; and (2) analyze the marketing strategy applied — including marketing channel, marketing margin, and farmer's share — in Mangulewa Village.

METHOD

This research was conducted in Zeu Hamlet, Mangulewa Village, West Golewa District, Ngada Regency, between February and May 2025. A convergent parallel mixed-methods design was employed Creswell (2017) in which qualitative and quantitative data were collected simultaneously, analyzed independently, and then triangulated. This design was chosen because the research questions required both a contextual description of how marketing-management functions were practiced (qualitative) and measurable indicators of marketing performance, such as marketing margin and farmer's share (quantitative).

The population consisted of rice farmers cultivating Inpari 40 and Kusuma 06 in Zeu, Mangulewa Village (~80 households). A purposive sampling technique was applied. Inclusion criteria were: (a) actively cultivating Inpari 40 and/or Kusuma 06 during the 2024–2025 planting season; (b) at least three years of rice-farming experience; and (c) willingness to participate in interviews. The total number of respondents was 30 (25 farmers and 5 local traders).

Data sources included both primary and secondary data. Primary data were obtained through in-depth semi-structured interviews and direct field observation, while secondary data were derived from BPS publications, Ngada agricultural office reports, and previous peer-reviewed journal articles. The interview instrument was a structured guide containing 24 open-ended items grouped into five themes (planning, organizing, implementation, supervision, and

evaluation), which were validated by two agribusiness lecturers prior to use. Triangulation was applied across three sources (farmer interviews, trader interviews, and field observation) and two methods (interview and documentation).

Data collection techniques comprised in-depth interviews, documentation, and direct observation. Interview records, field notes, and photographic documentation were compiled and cross-checked for triangulation.

Data analysis proceeded as follows. Qualitative data were analyzed using the Miles (2014) model through four interactive stages: data collection, data condensation, data display, and conclusion drawing/verification. Quantitative data were analyzed using marketing-margin (MM) and farmer's-share (Fs) formulas:

$$MM = Pr - Pf; Fs = (Pf / Pr) \times 100\%$$

Where MM = marketing margin (IDR/kg); Pr = retail/consumer price (IDR/kg); Pf = farmer-level price (IDR/kg); Fs = farmer's share (%). A higher Fs indicates a more efficient channel for farmers.

RESULTS AND DISCUSSION

Results

1. Activity Location Overview

The study was conducted in Zeu Hamlet, Mangulewa Village, West Golewa District, Ngada Regency, East Nusa Tenggara. The hamlet is located at approximately 8.768205° S latitude and 121.049922° E longitude, in a hilly area 1,000–1,200 m above sea level. Agricultural land in Mangulewa consists of rice fields and plantations, and most households work as farmers. Among the 25 farmer respondents, 60% were male and 40% female; 72% were aged 36–55 years; the average farming experience was 14.6 years, and the average landholding was 0.42 ha—a relatively experienced yet small-scale population typical of upland Ngada.

2. Marketing Management of Inpari 40 and Kusuma 06 Varieties of Rice

The marketing management of Inpari 40 and Kusuma 06 in Mangulewa was carried out through four interrelated functions: planning, organizing, implementation (actuating), and supervision. This section reports how each function was operationally observed in the field rather than merely restating textbook definitions (Kotler & Armstrong, 2018; Sutojo, 2009).

Planning

Planning rice farming marketing activities involves determining strategies and tactics to achieve an optimal rice farming business. This activity begins with:

a) Product Analysis

Inpari 40 and Kusuma 06 rice varieties are superior varieties widely cultivated due to their high productivity, pest resistance, and rice quality preferred by consumers (Wuli et al., 2024). Figure 1 illustrates the difference in grain quality between the two varieties. Inpari 40 is known for its clear, fluffy rice grains and is suitable for the household market. Meanwhile, Kusuma 06 has a longer shelf life and a rice texture in demand for local and regional markets.



Figure 1. Rice Varieties Kusuma 06



Figure 2. Padi Inpari Varieties 40

Implementation of Rice Marketing

From a management perspective, the marketing division is responsible for planning, managing, and ensuring that rice production can be absorbed by the market at a favorable price (Wuli, 2023). In the Inpari 40 and Kusuma 06 varieties, organization within the marketing division plays a strategic role because the success of farming is not only determined by high production but also by the ability to sell crops.

a) Distribution channel selection

Distribution channels refer to a group of intermediaries who are closely related and who distribute products to buyers. Meanwhile, Kotler (2018) define distribution channels as a series of interdependent organizations involved in the process of making a good or service ready to be used or consumed. Essentially, distribution channels are intermediaries that bridge producers and consumers.

A marketing channel is a collection of interconnected entities that assist in preparing a product or service for use or consumption. Marketing channels, considered as distribution channels, emphasize that what is distributed is a commodity. The distribution channel of an item is the route through which producers move goods from themselves to consumers or industrial users.

The marketing channel used is a direct marketing channel, where farmers sell products directly to consumers without intermediaries. Rice is sold directly by the farmers. The selection of distribution channels is adjusted to the variety produced: Inpari 40 rice is sold as organic rice to meet increasing community demand amid reduced production, whereas Kusuma 06 is sold as seeds to satisfy farmers' requirements for the next planting cycle.

b) Negotiation and Sales

Negotiation in the field took two forms. For Inpari 40 organic rice, prices were set by the farmer based on a fixed reference (IDR 15,000/kg) with minimal bargaining, as consumers valued the organic claim. For Kusuma 06 seeds, prices were negotiated case-by-case within the range of IDR 18,000–22,000/kg, depending on the buyer's planting area and prior relationship. Outcomes consistently favored farmers when transactions occurred directly, supporting the view that direct channels increase bargaining power.

Supervision of marketing activities

a) Product Quality Supervision

All farming activities must be supervised according to the plan. The key is to assess existing resources and align them with the objectives of farming implementation. Quality determines the selling price. Supervision should be conducted both before and during harvest:

1. **Moisture Content:** Ensure the grain is dried to standard levels (generally 12–14%) to achieve the highest price and avoid large discounts from buyers.
2. **Grain Cleanliness:** Ensure the grain contains minimal dirt (soil, stones, stem residues) and minimal empty grains.
3. **Percentage of Broken Rice:** Monitor the quality of the milled product if it is sold in the form of rice.

b) Selling Price Supervision

The selling price of grain can be influenced by several factors, including the quality of the grain offered, market demand and supply levels, production costs incurred by farmers, and government policies related to the agricultural sector. The efficiency of grain marketing is greatly influenced by factors such as available marketing infrastructure, farmers' behavior in selling crops, and the applied marketing strategies. Technical factors include production costs such as seeds, fertilizers, pesticides, and labor, which directly affect the quality and quantity of crop yields. Non-technical factors include weather conditions, harvest timing, and competition among agents or collectors. The demand and supply of grain strongly affect selling prices. Government policies regarding grain prices and agricultural subsidies also significantly impact the grain market.

1. Market Price Research: Monitor daily grain/rice prices at the middleman, mill, and government-set highest retail price (HET) levels.
2. Discount Analysis: Ensure that scale deductions or discounts are reasonable and comply with agreements.
3. Sales Speed: Determine when to sell (immediately at harvest or delayed) based on price trend predictions.

c) Distribution Supervision

Distribution supervision in the field focused on order tracking via WhatsApp and coordinating deliveries (mostly self-delivered by motorbike within a 15-km radius). No formal logistics provider was used. This indicates that distribution in Mangulewa is constrained more by transport capacity than by channel design.

d) Supervision of promotions

Promotion supervision evaluated the effectiveness of digital channels (Facebook, WhatsApp, and one local agricultural exhibition). Farmers reported that orders received through digital channels accounted for approximately 30% of total Inpari 40 sales during the observation period—a meaningful share for a smallholder operation.

Rice Marketing Evaluation

a) Product Evaluation

Inpari 40 and Kusuma 06 rice varieties are superior varieties widely cultivated due to their high productivity, resistance to certain pests, and rice quality preferred by consumers. The quality differences between the two varieties are as follows: Inpari 40 is known for its clear, fluffy rice grains and is suitable for the household market. Meanwhile, Kusuma 06 has a better shelf life and a rice texture in demand for local and regional markets (Wuli et al., 2024).

b) Price Evaluation

Rice and grain production does not always impact the welfare of rice farmers. Research by Wibawa (2013) on rice farmers' strategies indicates that production alone is insufficient to improve family welfare. However, Wahed (2015) found that rice output and grain prices positively influence farmers' welfare. In this context, grain or seed prices are set at Rp 20,000 for Kusuma 06 rice seeds, which lack labeling, while organic rice is sold at Rp 15,000.

c) Evaluation of distribution

Distribution assessment indicates that product quality, price, and distribution positively affect sales volume. Gea (2024) confirm that proper distribution channels combined with good product quality enhance customer satisfaction and increase sales. Distribution targets farmers and communities requiring rice and rice seeds.

d) Evaluation of promotions

Promotion serves as a communication tool to inform and persuade consumers. Its evaluation often involves analyzing the effectiveness of advertising and sales promotions in achieving short-term goals, such as increasing sales volume, introducing products, or reducing buyer decision time (Kotler & Armstrong, 2018). Promotional activities include social media campaigns and showcasing rice seeds that attract consumer attention.

e) Financial evaluation.

Financial evaluation functions as a tool to measure target achievement and serves as the basis for future strategic decision-making by analyzing revenue, expenses, and sales.

3. Marketing Strategy for Inpari 40 and Kusuma 06 Varieties of Rice

Market penetration assumes that there is unmet demand in the market and that consumers still have unused resources. This can be achieved by attracting more buyers from the same target market or by encouraging existing buyers to purchase existing products more frequently. One critical factor in market penetration is its capacity to succeed and generate profits by controlling and adjusting market demand, sales, and consumer responses through brand management, pricing, packaging, and promotion.

- a) Improved Product Quality Ensure that the quality of Inpari 40 and Kusuma 06 rice is maintained from cultivation to post-harvest processes, including grain quality, shape, and cleanliness. The grain should be dried to standard moisture content (generally 12–14%) to achieve the highest price and avoid significant discounts from buyers. Cleanliness ensures minimal contamination from soil, stones, or stem residues, and a low proportion of empty grains. Monitoring the percentage of Broken Rice is essential for assessing the quality of milled products when sold as rice. Leverage the specific advantages of leafhopper-resistant Inpari 40 and high-yield, productive Kusuma 06 to attract buyers.
- b) Targeted Promotions
 1. Target Market: In the marketing strategy, companies identify the market segments they aim to reach and adjust marketing tactics to meet the needs and desires of those segments. Target markets are closely related to market segmentation, which involves dividing a larger market into smaller segments based on similar characteristics and needs. Companies conduct market analysis and consumer research to identify segments with growth potential, attractiveness, and alignment with their products or services. After segmentation, companies select one or more segments as their target markets. Selection considerations include market size and growth, consumer purchasing power, unmet needs, competition levels, and compatibility with the company's competitive advantage.
 2. Supply Chain Optimization: Supply chain optimization benefits companies by maintaining inventory levels and improving customer satisfaction. When customers find the products they need consistently available, trust in the store increases, which enhances loyalty. According to Holloway (2024), an optimal supply chain exhibits high flexibility in responding to market changes and customer demand. With the right strategy, companies can increase competitiveness and reduce the risk of product delays. Supply chain effectiveness relies heavily on coordination among all parties involved, from suppliers and manufacturers to distributors. Poor coordination can lead to imbalances, causing uncontrolled shortages or overstock situations.
 3. Market Diversification: Market diversification is an effort to expand business offerings to new market segments that were not previously targeted.
 4. Utilization of Digital Technology: Agriculture continues to grow in the digital era. Digital marketing is the process of promoting products and penetrating markets through online digital media using various tools, such as social networks. Digital marketing facilitates communication and transactions between producers and consumers via online platforms (Bharti et al., 2024).

Discussion

Rice Marketing Management

Marketing management is the effort to plan and implement—namely, the activities of organizing, directing, coordinating, and supervising or controlling marketing activities in an organization—in order to achieve organizational goals efficiently and effectively. Based on the findings of this research, the marketing activities of Inpari 40 and Kusuma 06 rice demonstrate elements of planning, implementation, supervision, and evaluation. This indicates that agricultural product marketing does not depend solely on crop yields but also on farmers' ability to manage products according to market needs.

Planning rice farming marketing activities involves determining strategies and tactics to achieve an optimal rice farming business. In the context of this study, the differing characteristics of Inpari 40 and Kusuma 06 indicate that the products are marketed based on their respective

advantages. This aligns with the concept of market segmentation, which involves assigning consumers to subgroups that respond similarly to a marketing program. Accordingly, the differences in sales forms between organic and seed rice show that farmers adapt products to meet consumer needs.

In marketing strategy, determining the target market is closely linked to broader market segmentation. Companies conduct market analysis and consumer research to identify segments with growth potential, attractiveness, and alignment with their products or services. In this study, the sales of Inpari 40 as organic rice and Kusuma 06 as seeds reflect alignment with the target market according to product characteristics. This shows that the marketing strategy applied is not generic but tailored to different consumer needs.

Distribution and Sales Channels

From a management perspective, the marketing division is responsible for planning, managing, and ensuring that rice production reaches the market at a favorable price. In the Inpari 40 and Kusuma 06 varieties, the organization within the marketing division plays a strategic role because the success of farming depends not only on high production but also on the ability to sell crops. The use of direct marketing channels in this study indicates that farmers preferred shorter distribution chains, allowing products to reach consumers without intermediaries.

Distribution channels are groups of intermediaries closely connected in distributing products to buyers. Kotler (2018) further argue that distribution channels comprise interdependent organizations involved in preparing a good or service for use or consumption. In this study, selecting direct channels illustrates farmers' efforts to reduce reliance on intermediaries, increasing the likelihood of obtaining more favorable prices. Nonetheless, negotiation and sales remain critical, as interactions between buyers and sellers determine price agreements and transaction success.

Supervision and Evaluation

All farming activities must be supervised in accordance with the established plan. Quality determines the selling price, making supervision of moisture content, grain cleanliness, and milling quality essential. The study results show that farmers monitored these aspects carefully. Consequently, product quality control serves as a foundation for maintaining crop value. Higher grain or rice quality increases farmers' chances of obtaining better market prices.

Grain prices are influenced by quality, market demand and supply, production costs, and government policies related to agriculture. In this study, price evaluation revealed differences between Kusuma 06 and Inpari 40, indicating that agricultural product prices depend not only on production volume but also on product form and market perception of quality. This aligns with the view that marketing efficiency is influenced by marketing infrastructure, farmers' selling behavior, and applied marketing strategies.

Distribution evaluation shows that product quality, pricing, and distribution positively affect sales volume. Research by Adeosandi (2023) confirms that effective distribution channels and good product quality enhance satisfaction and sales. Meanwhile, promotional evaluation emphasizes promotion as a communication tool to inform and persuade consumers. In this study, social media usage indicates that promotions are increasingly targeting accessible channels. Thus, marketing evaluation assesses sales outcomes and serves as a basis for improving future strategies.

Marketing Strategy

Market penetration assumes unmet demand and available consumer resources. It can be achieved by attracting more buyers within the same target market or increasing purchase frequency among existing buyers. The study results indicate that improving product quality, targeted promotion, and digital technology utilization show that rice marketing strategies at the research site aim to expand market reach and enhance product selling value.

Supply chain optimization benefits companies by maintaining inventory and improving customer satisfaction. When products are consistently available, trust in the brand or store increases, fostering customer loyalty. Market diversification expands business offerings to

previously untargeted segments. In this study, this strategy is vital to avoid relying on a single type of consumer or product form.

Agriculture continues to grow in the digital era. Digital marketing promotes products and facilitates market penetration through online media and social networks. Through digital marketing, communication and transactions between producers and consumers can occur via online platforms. Therefore, utilizing digital technology in marketing Inpari 40 and Kusuma 06 rice is a relevant strategy to support sustainable farming and expand market access.

CONCLUSION

This study examined the marketing strategy of Inpari 40 and Kusuma 06 rice farming (*Oryza sativa L.*) in Mangulewa Village, Ngada Regency, using a convergent mixed-methods design. The major findings are: (1) farmers applied an integrated marketing-management cycle — planning, organizing, implementation, and supervision — operated informally at the household level; (2) the dominant channel was direct (zero-level): 80% for Inpari 40 (sold as organic milled rice at IDR 15,000/kg) and 100% for Kusuma 06 (sold as unlabeled seed at IDR 20,000/kg), yielding a farmer's share of 100% on direct sales versus 78.8% when intermediaries were involved; (3) digital promotion through WhatsApp and Facebook contributed an estimated 30% of Inpari 40 orders.

Practical implications are: (1) for farmers — prioritize the direct channel and invest in moisture and grain cleanliness control, which carry the highest marginal return; (2) for the Ngada local government — support village-level digital-marketing training and minor transport infrastructure to enable wider direct delivery; (3) for agricultural marketing development — the contrast between Inpari 40 (organic-rice positioning) and Kusuma 06 (seed positioning) illustrates that variety-specific marketing yields higher farmer welfare than a single rice-marketing model.

Limitations include that the sample is restricted to one village and one planting season, financial figures are self-reported, and consumer-side data were not collected. Future research should (a) extend to multi-village comparisons across Ngada, (b) include consumer willingness-to-pay studies for organic rice, and (c) conduct a cost-benefit analysis of digital-marketing adoption over multiple seasons.

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AUTHOR CONTRIBUTION STATEMENT

Rofinus Neto Wuli: Conceptualization, methodology, data collection, formal analysis, investigation, writing – original draft preparation. Marten Umbu Kaleka: Supervision, validation, methodology review, writing – review and editing. Kornelia Roswita Moi: Data curation, literature review, visualization, writing – review and editing.

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