

RESEARCH

Optimising Marketing Management of Agricultural Production Creative Industries Based on the Complexity of Consumer Desires

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ABSTRACT

PURPOSE: This research aims to identify the right strategy to optimise the marketing management of the creative industry of agricultural production based on the complexity of the desires of consumers by looking at sales data and trends that occur.

DESIGN/METHODOLOGY/APPROACH: This research was conducted with a quantitative approach with the help of descriptive analysis, trend analysis, and co-occurrence analysis to answer the research objectives. The data used are secondary data obtained from the Central Bureau of Statistics of Indonesia (BPS), Ministry of Agriculture, and Ministry of Tourism and Creative Economy for Descriptive Analysis. Meanwhile, online market place sales data were used for trend analysis and datasets from GoogleScholar were used for co-occurrence analysis with the help of VOSViewer.

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FINDINGS: The study found that the creative agricultural production industry in Indonesia has promising prospects based on descriptive analysis of statistical data. In addition, based on the results of trend analysis, there are several types of creative agricultural products that are popular and all have an average price below Rp.100,000 (US\$6). The popularity of the creative agricultural production industry also still tends to be centred on Java Island and most of the business scale is in the form of Micro, Small and Medium Sized Enterprises (MSMEs).

ORIGINALITY/VALUE: The research contributes to the field of science by including consumer desires and conditions in the field in the marketing management of agricultural production creative industries so that later product sales will be more efficient and in accordance with market desires.

KEYWORDS: *Creative Industry; Agriculture; Consumer Complexity; Buying Behaviour; Marketing.*

INTRODUCTION

The creative industry has become a key driver of macro-economic development in Indonesia, contributing 7.8% to the National Gross Domestic Product (GDP) in 2023 (Maranatha *et al.*, 2023). The development of this sector not only initiates creativity and innovation across the industrial spectrum, but also makes an important contribution to job creation and increased domestic income (Herdiansyah *et al.*, 2023). By merging innovative expressions with local heritage, the creative industry has strengthened Indonesia's global presence (Saleh, 2022). However, despite its rapid growth, the industry still faces challenges in expanding market integration and diversifying its sectoral linkages. To sustain its momentum, it must explore new synergies with other high-potential sectors that can enhance its market reach and economic contribution (Sasongko, 2018).

One such sector is agriculture, a leading contributor to Indonesia's economy that remains under-utilised within the creative industry landscape (Ariska, 2020). By utilising abundant raw materials such as crops, Indonesia can develop high value-added creative products, such as processed foods, handicrafts, and art products that are based on local wisdom and sustainability (Pawignya *et al.*, 2023). This approach not only increases the added value of agricultural products but also drives economic diversification in rural areas, expands employment opportunities, and enhances national food security (Afriyanti *et al.*, 2023). However, unlocking this potential requires strategic market positioning and consumer-driven innovation to ensure these products gain competitive traction within the broader creative economy.

To fully realise this potential, the agricultural creative industry must adopt market strategies that respond to the complex dynamics of consumer desires (Dzulkarnain *et al.*, 2019). This involves not only an in-depth understanding of market preferences, but also identifying consumer trends

(Awofadeju *et al.*, 2024), consumer socio-economic conditions (Kowalska, 2020), and utilising renewable marketing methods (Lukitosari *et al.*, 2020). Without a market-oriented approach, even the most innovative products may struggle to secure a foothold in an increasingly competitive trade ecosystem. Therefore, incorporating consumer behaviour insights into marketing strategies is essential to expanding market reach and strengthening the industry's competitive positioning (Chen, 2023). By adapting to shifting market dynamics, the agricultural creative industry could not only enhance its own sustainability and growth, but also contribute to the broader economic value chain (Nurcholis, 2021).

Beyond its market impact, the integration of creativity in agricultural production also plays a strategic role in stimulating regional economies. Cahyono and Indrayani (2020) highlight that industrialising agricultural products by incorporating creative processes fosters local economic activities and strengthens regional development. This aligns with Luckyardi *et al.*'s (2022) findings that emphasise that implementing effective marketing strategies in the agricultural sector, including creative industry production, is crucial for ensuring both product availability and farmer welfare. However, despite its potential, the sector struggles to align its offerings with shifting consumer preferences, limiting its market reach and economic impact.

This research aims to identify effective strategies for optimising the marketing management of agricultural creative industries, focusing on the complexity of consumer desires. The goal is to develop a marketing strategy that boosts sales of agricultural creative products and makes a positive contribution to the national economy. Additionally, this study enriches the literature by offering a fresh perspective on incorporating consumer desire complexity into marketing strategies, enabling the agricultural creative industry to develop competitive, market-responsive approaches.

THEORETICAL BACKGROUND

Agricultural Production in Creative Industries

Agricultural production encompasses a range of post-harvest activities that transform raw materials into value-added products, such as processed foods, oils, and ready-to-use goods (Johannes *et al.*, 2019; Chavan and Alam, 2020). While agriculture has traditionally been commodity-driven, its integration into the creative industry enhances product appeal by incorporating innovation, design, and sustainability (Wohl, 2022).

Howkins (2013), who introduced the concept of the creative industry, defines a creative industry as an economic sector where value is generated through ideas and intellectual capital rather than routine production. Applying this concept, the creative industry of agricultural production combines creativity and innovation to increase product value, improve efficiency, and enhance competitiveness (Narida *et al.*, 2021). The practice of integrating creativity in the agricultural sector includes various applications, such as product design, technological advancements in agricultural processes, innovative food processing, and creative marketing methods (Voronkova *et al.*, 2019).

However, the creative agricultural industry struggles with differentiation, as consumers still perceive its products as raw materials. Without strong branding and consumer education, these products risk being overshadowed by mass-produced alternatives, limiting market reach.

Marketing Management Concepts

Marketing management shapes business patterns and market positioning by guiding product development, promotion, and sales strategies (Mehek, 2020). Its core principle lies in aligning products with consumer needs and market demands, enabling businesses to enhance customer value and increase profitability. The 4P framework (Product, Price, Place, Promotion) serves as a foundational model for structuring marketing strategies (Xia, 2023). The ‘Product’ element focuses on delivering goods or services that align with consumer needs and desires. The ‘Price’ element involves setting values that reflect the product’s worth to customers while ensuring profitability. The ‘Place’ element addresses efficient distribution channels and sales locations to reach end consumers effectively. Lastly, the ‘Promotion’ element entails crafting strategies to communicate, advertise, and market products to attract and engage potential customers. This framework helps businesses plan effective marketing strategies to manage key aspects of both products and services (Jagtap and Pahurkar, 2023).

In agricultural creative industries, marketing strategies must emphasise differentiation, branding, and perceived value rather than relying solely on price competition. Effective implementation of pricing, placement, and promotion is essential for ensuring product visibility and consumer engagement (Mehek, 2020).

Complexity of Consumer Desires

The complexity of consumer desires refers to the level of complexity and diversity of wants and needs possessed by individuals or groups who are the target market of a product (Köster and Mojet, 2018). The diversity of consumer wants and needs in buying a product is influenced by many factors, both internal and external factors (Gupta, 2020). Broadly speaking, the complexity of consumer desires is shaped by psychological factors such as perceptions, attitudes, and motivation; socio-cultural influences such as values, beliefs, and trends; economic aspects including income, product prices, and preferences; and technological advancements that simplify product search and comparison (Mikhalev, 2023).

Maslow’s hierarchy of needs suggests that consumers move beyond utilitarian purchases towards self-actualisation, seeking products that reinforce social status and individuality (Kholila *et al.*, 2021). Meanwhile, indifference theory highlights that consumer decisions will be seen from how consumers make choices; usually their behaviour is formed from responses to changes in economic variables such as price, quality, and trends in goods to meet their needs (Arenas-Gaitán

et al., 2019). These insights indicate that conventional marketing strategies, focused on price and accessibility, may be insufficient in capturing the nuanced decision-making processes of creative industry consumers.

DATA AND METHOD

This research employs a quantitative approach to develop targeted marketing strategies for agricultural creative industry products. The methodological framework integrated market segmentation analysis, industry overview, and co-occurrence analysis to gain a comprehensive understanding of market dynamics. Market segmentation analysis identified consumer characteristics, behaviour patterns, and preferences, offering insights into their purchasing decisions. Meanwhile, the industry overview emphasised the urgency of understanding the trajectory and current state of the creative and agricultural industries, ensuring that the proposed strategies aligned with broader economic shifts. Lastly, co-occurrence analysis mapped recurring themes in academic discussions related to the agricultural creative industry, providing a knowledge-based foundation for strategic planning.

This study relied on secondary data sources, including statistical data from the Indonesian Central Bureau of Statistics, the Ministry of Tourism and Creative Economy, and the Ministry of Agriculture. Additionally, market trends from Google Trends, previous research, and sales data from online marketplaces were examined. Statistical data, consisting of a five-year time series (2018-2022) from government-published datasets, served as a baseline to understand existing trends in the creative economy and agricultural production. Previous research was analysed using co-occurrence mapping from discussions across 994 published scientific articles in VOSviewer to identify key topics and developments in the field. Google Trends data tracked consumer interest over time and across different regions, while online marketplace sales data provided insights into product demand, popular categories, and price ranges. These combined data sources allowed for a multi-layered analysis that informed strategic recommendations for marketing agricultural creative industry products.

RESULTS

Overview of Indonesia's Creative Industry Landscape and the Potential of Agriculture Products

In understanding the intersection of the creative industry and agriculture, reliable data serves as the foundation for meaningful insights. Analysing secondary data from Indonesian government institutions is crucial to establishing the research's significance.

Figure 1 shows that the number of creative industry employees tends to increase every year. There was a decline only in 2020, where the number of workers was 19.39 million people, down

from the previous 19.49 million people in 2019. The decrease of 100,000 people in 2020 is estimated to have occurred due to the COVID-19 outbreak that hit that year. However, the number of creative industry workers is recorded as continuing to increase every year, until in 2022 the number of creative industry workers reached 23.98 million people; this means that there was an increase of around 4.59 million people in a period of 2 years. This shows that the creative industry in Indonesia is increasing rapidly.

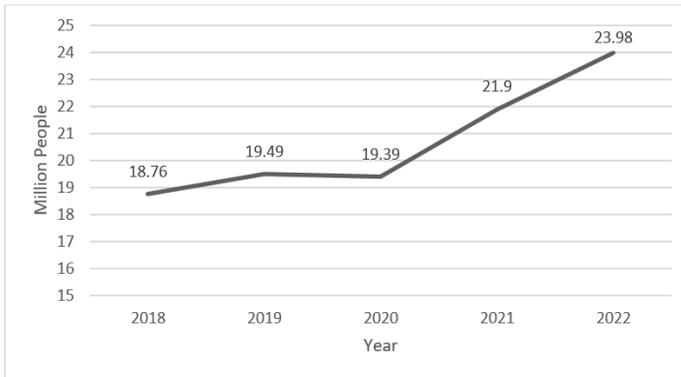


Figure 1: Number of Creative Industry Employees

Source: Constructed by authors

A similar trend is also shown by the dynamics of the GDP value of the creative industries in Indonesia, as shown in Figure 2. GDP is one of a country’s macro-economic indicators. GDP value means the value produced by an industry for 1 year. In this context, just like the increase in the number of workers, the dynamics of the GDP value of the creative industry also tends to increase. There was a decline in 2020 where the GDP value of the creative industry was 1.13 quadrillion from the previous 1.15 quadrillion in 2019. The GDP value continued to increase every year until it reached 1.28 quadrillion in 2022.

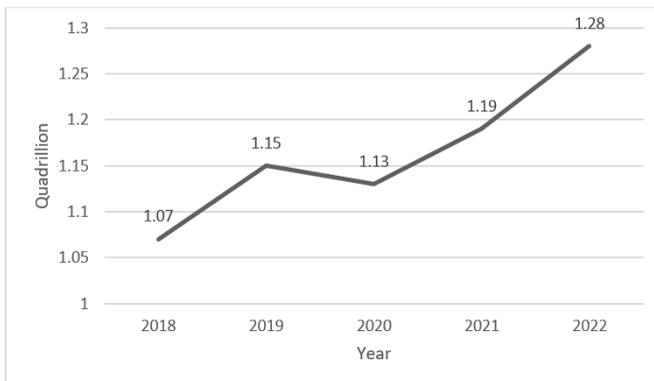


Figure 2: GDP Value of Creative Industry (quadrillion)

Source: Constructed by authors

The similar trend between the increase in GDP value and the increase in the number of workers shows that the two things were interrelated; this is because the more workers there are, the more creative industry products can be produced. In addition, the increase shows that the creative industry has good prospects in contributing to the economy in Indonesia.

In addition to the potential of the creative industry, this study also analysed the potential of the agricultural sector in general for the national economy. Figure 3 shows the dynamics of the percentage contribution of the agricultural sector to GDP from 2018 to 2022. The results of the analysis show that the contribution of the agricultural sector to GDP has fluctuated and tended to decline in recent years. The highest contribution for 5 years occurred in 2020 where the agricultural sector contributed 13.7% to the total national GDP. Meanwhile, the lowest contribution occurred in 2022 where the agricultural sector contributed 12.4% to GDP. Nevertheless, in 2022, the agriculture sector was the third largest contributor to GDP. This indicates that the agricultural sector is one of the largest contributors to Indonesia's economic growth. However, its share has declined in recent years, emphasising the need for revitalisation. Integrating creative and innovative approaches in production and marketing, particularly through the creative industry, is essential to enhance exposure, boost sales, and sustain the sector's competitiveness.

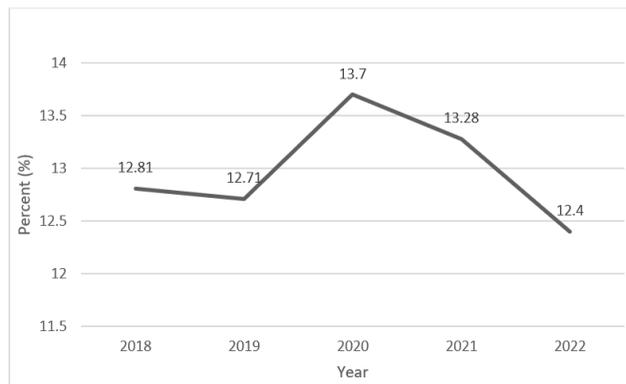


Figure 3: Contribution of Agriculture Sector to GDP (%)

Source: Constructed by authors

The analysis of workforce trends and GDP contributions illustrates the economic potential of the creative industry and the significant role of the agricultural sector. These insights highlight the synergy between the two, showing how integrating creative industry elements into agricultural production can strengthen market competitiveness and support economic growth. To fully leverage this potential, effective marketing strategies are needed to expand market reach and enhance the contribution of agricultural creative products to the national economy.

Market Segmentation Analysis

Effective marketing management begins with understanding the target market to optimise product sales and benefit all stakeholders, including farmers and creative industry entrepreneurs. This requires market segmentation analysis to identify emerging community trends that can guide the marketing of agricultural creative industry products. This study examines key factors such as the most purchased agricultural creative products on online marketplaces, their average prices, the regions with the highest interest in these products, and insights from term-matching analyses in various scientific publications. These findings provide a solid foundation for developing targeted marketing strategies.

The analysis of the most purchased agricultural creative industry products focused on items with over 1,000 sales within a single month. These products were categorised into five groups: processed grains, vegetable and fruit snacks, beverages, livestock products, and aromatherapy and cosmetics. These categories were selected based on the most commonly available types of processed agricultural creative products in the market (Osorio *et al.*, 2021). Table 1 shows that in the processed grains category, people buy the most innovative products such as granola, chia seeds, oatmeal, pumpkin seeds, and sunflower seeds. In the vegetable and fruit snacks category, chips and dried fruits and vegetables are in high demand. In the beverages products category, fruit juice, natural syrups, tea, and herbal drinks are the most popular products. Furthermore, in the livestock products category, processed shredded meat, processed milk, and yogurt are the most purchased products. Finally, in the aromatherapy and cosmetics category, the most purchased products are essential oils and hair oils. The analysis highlights a strong consumer preference for food consumption products, which dominate sales across most categories, while aromatherapy and cosmetics see lower demand. This trend is reinforced by the limited variety of aromatherapy and cosmetics available in the market, suggesting that consumers currently prioritise food-related products over wearable items.

Table 1: Types of creative agricultural production purchased the most

| Types of creative agricultural production purchased the most | Processed Grains (per kg) | Vegetable and fruit snacks (per pack) | Beverage products (per pack) | Livestock products (per pack) | Aromatherapy and cosmetics (per pack) |
|--|--|--|---|---|---|
| | <ul style="list-style-type: none"> • Granola • Chia seeds • Oatmeal • Pumpkin seeds • Sunflower Seeds | <ul style="list-style-type: none"> • Chips • Dried Fruits and Vegetables | <ul style="list-style-type: none"> • Fruit extract/juice • Syrup • Tea • Herbal Drink | <ul style="list-style-type: none"> • Abon • Processed • Milk • Yogurt | <ul style="list-style-type: none"> • Essential Oil • Hair Oil |

Source: Constructed by authors

In addition to the most purchased products, market segmentation was also analysed based on the average price of each category of the most purchased agricultural creative industry products. Based on the analysis results shown in Figure 4, the average price of the most sold products, except

for aromatherapy and cosmetics products, has an average price difference that is not too significant. The highest average price is in the processed grain category product, which is Rp.66,336 (US\$4), and the lowest average price is in the aromatherapy and cosmetics product, which is Rp.38,163 (US\$2.35). The analysis of average prices indicates that consumers tend to prefer products priced below Rp.100,000 (US\$6), as most purchased items fall within this range. However, despite similarly low prices, aromatherapy and cosmetics remain less popular, likely due to the limited variety of products available, which restricts consumer choice and demand.

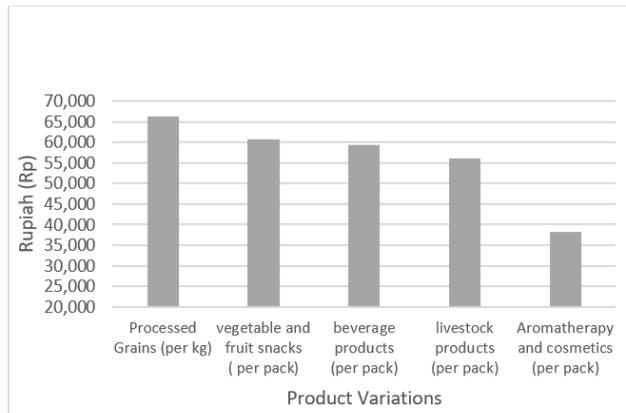


Figure 4: Average price of popular creative agriculture production

Source: Constructed by authors

In addition, this research looks at market segmentation based on the location where topics or information related to the creative industry of agricultural production are most accessed. This analysis was conducted with the aim of knowing the extent to which the popularity of the creative industry of agricultural production is present in the community. The location that accesses the most information related to the agricultural creative industry can be an indication that people in that location already have more knowledge and awareness of the topic. Based on the analysis results shown in Figure 5, the location where information related to agricultural creative industries is most accessed is in Riau Province, followed by Banten and East Java provinces, then Central Java and West Java. This shows that the popularity and development of agricultural creative industries still tend to be centred in Java.

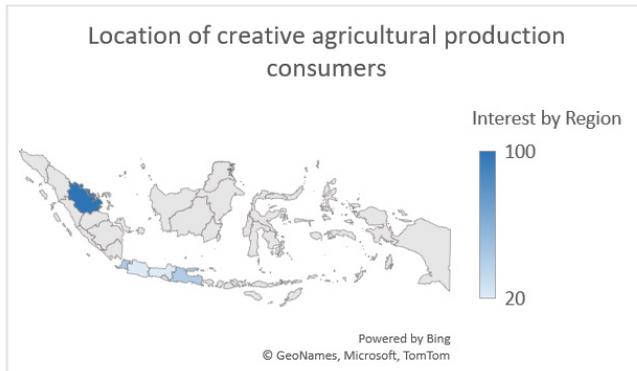


Figure 5: Location of Creative Agricultural Production Consumers

Source: Constructed by authors

Finally, this study employed co-occurrence analysis to assess the prominence of topics related to the creative industry in agricultural production. By examining discussions across published scientific articles, this approach highlights the frequency and context in which these themes are explored within the literature. Based on the analysis results shown in Figure 6, the term appearing most in research on agricultural creative industries is MSMEs (UMKM). This shows that the scale of the agricultural production creative industry is still mostly within the scope of MSMEs. In addition, crafts, food and fisheries were also the most discussed topics, indicating that innovations that lead to these three things are more popular than others in the research context. The co-occurrence analysis that has been conducted also found that there is a specific location that is most discussed in research related to the creative industry of agricultural production, Malang Regency.

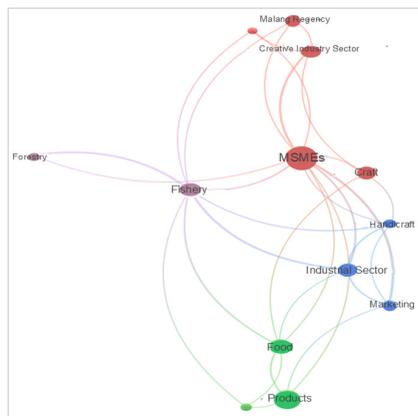


Figure 6: Co-occurrence Graph

Source: Constructed by authors

DISCUSSION

The results of previous analysis of the actual conditions of the creative industry and agricultural production in Indonesia show promising results. The creative industry is one of the economic sectors that has received a lot of attention from the government because of its progressive development and provides great opportunities for economic improvement in Indonesia. In addition, the agricultural sector itself in Indonesia plays an important role in contributing to the country's income. As an agrarian country, Indonesia has very strong agricultural resources that can be utilised by combining them with renewable innovations. The incorporation of agricultural production with creative industries can multiply the value of the products produced and attract more consumers. This can increase the country's income and the welfare of the community, especially farmers and creative industry activists, in line with the findings described in previous research. Therefore, good marketing management needs to be done in order to provide maximum opinions from this creative industry of agricultural production.

There are several characteristics of consumer desires that can be used as a basis for determining targeted marketing management. First, consumers tend to be more interested in agricultural creative industry products in the form of food consumption rather than usage. In addition, popular products are likely to be related to current social trends, such as healthy lifestyles promoted by famous people on social media who recommend these products. Therefore, the number of sales increased significantly.

To fulfil the 4P principles of marketing based on the complexity of consumer desires that have been analysed, there are several strategic management measures that can increase the sales and reach of the creative industry of agricultural production. These strategies include:

- a. The creative industry of agricultural production needs to adjust by making agricultural innovation products that match the trends in society. For example, innovating nuts or grains so that they can become part of a diet because diet trends are on the rise. In addition, innovation in wearable products also needs to be improved in order to increase competition, provide a variety of choices, and increase its existence in the community.
- b. The setting of prices for agricultural creative industry products should be within a range that is easily affordable by the wider community. In this research, creative industry products would be better if they have a price below Rp.100,000 (US\$6) to increase sales figures in the community.
- c. The distribution of knowledge about agricultural creative industry products also needs to be done on a wider scale, not only in Java. This can be done by creating sales hubs other than in Java, for example by opening branches/reseller stores in other cities outside Java. In addition, marketing digitalisation is also a promising strategy because it will increase the market reach of the creative industry of agricultural production. Currently, the market is still with MSMEs and it is not yet possible to create branches or co-operate with resellers in other regions.

- d. Product promotion needs to be done by involving digital advertising technology such as through social media. This is because social media is the platform that is most easily and widely accessed by the public.

Therefore, optimising marketing management will run more efficiently because the strategies formulated are based on the market conditions themselves. As a result, the products and steps that will be taken are in accordance with the wishes of the market and allow for better sales. It will also increase the popularity and resilience of the creative industry of agricultural production.

CONCLUSIONS

This research aims to examine what kind of marketing management is suitable to be applied to the creative industry of agricultural production that has great potential to improve the national economy. This research places significance on variations in consumer desires and tendencies as a basis for formulating optimal marketing management.

In conclusion, the creative industry of agricultural production is a promising business for both the national economy and business actors. This makes optimal marketing management urgent. The findings of this research show that people tend to buy food consumption products that are trending and have affordable prices. In addition, this study also found that interest in agricultural creative industry products is still centred on Java Island and the scale of the agricultural creative industry is still mostly in the size of MSMEs. Therefore, the strategy carried out to optimise marketing management is to make products that match market interests and trends, set prices that are in accordance with the purchasing power of the wider community, expand the range of product sales, and digitise product promotion methods so that information can be conveyed to the wider community. Sales of agricultural creative industry products are expected to increase because the marketing is in accordance with the wishes of a multi-faceted society.

This study has answered the research objectives and contributed to the literature by incorporating multi-faceted consumer desires into marketing strategy considerations, so that the range of consumer satisfaction will be more comprehensive. Finally, the findings of this study can also serve as a basis for future research in analysing what types of agriculture are popular in the community and Malang Regency's track record in managing creative industries in agricultural production, as both are aspects of important findings but are outside the discussion of this study.

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