

ABSTRACT

Nowadays, businesses transform their models and strategies from conventional to digital ones; as digital transformation is happening all over the world. This transformation is also used to implement sustainable goals. An online marketplace is one example of a digital platform that a business model can use to improve operational efficiency, reduce its carbon footprint, and be paperless. However, as the principal actors in the agricultural sector, farmers have a low awareness of digitalisation and its penetration is poor. In the meantime, Indonesia's agricultural policy aims to empower the digital transformation of the industry. Therefore, this is an opportunity for Yara Indonesia to contribute in raising awareness about digital transformation, specifically in this case is a newly launched digital marketplace, called YaraBodega (YB). YB is a web-based marketplace platform that retailers can use to expand their sales channels online. Farmers can be onboarded via omnichannel (Web-app and WhatsApp) to search for products and place crop nutrition bookings with nearby retailers. This marketplace provides knowledge for farmers by offering them information on farming techniques, crop nutrition recommendations and weather forecasts using a paperless method. This study provides a strategic segmentation of farmers to build a zipper relationship between customers and company, finding suitable marketing communication tools, and strategic plan to raise awareness among farmers towards YB. A qualitative method with a theoretical framework based on the value-co creation process and marketing communication are elaborated on in this study. The author concludes that from the basis of value co-creation process, two kinds of farmers' segment are found: subsistence to semicommercial ones and commercial farmers. Social media marketing, personal selling and event experiences are the matching communication tools. The plan to raise awareness is to be conducted using WhatsApp & Facebook, sales agronomists and the farmers' roles, along with market activation in the store.

Keywords: segmentation, value co-creation, marketing communication, awareness, web-based marketplace, sustainable agriculture.