The Effectiveness of The Influence of Marketing Media Use on Strawberry Sales Turnover in Pacet, Mojokerto Regency

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ABSTRACT
This study aims to analyze the influence of online and offline marketing media on the number of visitors and sales turnover of Pacet strawberries in Sumberan Village, Pacet District, Mojokerto Regency. The novelty of this research lies in its comparative analysis of digital and conventional marketing strategies within a local agrotourism based horticultural agribusiness, an area that has rarely been examined empirically. Using a quantitative approach, the study employed multiple linear regression analysis on data collected from 45 respondents, consisting of both business owners and consumers of Pacet strawberries. Data were gathered through observation, documentation, and questionnaires using a Likert scale and were analyzed using SPSS. The findings reveal that the use of social media increased the average sales turnover from Rp. 243,541 to Rp. 326,041 and the average number of visitors from 22.1 to 29.6. Partially, the number of sales had a positive and significant effect on sales turnover, with a significance value of 0.002, while the number of visitors showed a positive but insignificant effect. The limitations of this study include its relatively small sample size and its focus on a single agro-tourism area. Nevertheless, the results imply that integrating online and offline marketing strategies can be an effective approach to enhancing the competitiveness of local horticultural agribusinesses in the digital era.

Keywords: *Strawberry, Marketing, Turnover.*

1. INTRODUCTION

The horticulture sector is a subsector of agriculture that plays a significant role in economic growth, food security, and local agribusiness development in Indonesia (Hatumena, Turukay, Parera, & Lawalata, 2022). Strawberries are one horticultural commodity with high economic value, due to their strong consumer appeal, both as fresh fruit and as part of the agro-tourism sector. In addition to their distinctive flavor and high nutritional content, strawberries also have market potential that continues to grow in line with the increasing trend of healthy fruit consumption and agro-based tourism. However, the development of strawberry production in Indonesia still faces various challenges, particularly in productivity and marketing strategies (Yuliana, 2026).

According to data from the Mojokerto Statistics Agency (BPS Mojokerto, n.d.), Mojokerto Regency did not have significant strawberry harvest data for the 2020–2025 period, while strawberry production in East Java Province fluctuated and tended to decline. In 2024, strawberry yields reached 57 kg/ha, then decreased to 51 kg/ha in 2025, increased slightly to 53 kg/ha in 2024, and decreased again to 49 kg/ha in 2021. This decline indicates challenges in developing strawberry commodities at the regional level. Meanwhile, at the national scale, strawberry harvests in 2025 reached 838,00 tons, which indicates that strawberries still have a large market opportunity for sustainable development.

On the other hand, developments in information and communication technology have driven the transformation of marketing strategies from conventional systems to social media-based digital marketing. Social media marketing strategy refers to the integrated activities of organizations that utilize digital platforms as a means of communication, interaction, and promotion to achieve desired marketing targets (Maszudi, Firmanzah, Palopo, & Manajemen, 2026). Social media functions not only as a communication tool but also as a promotional medium capable of building direct relationships between businesses and consumers in a broader, faster, and more interactive way. According to Pratama, Riska, Lulita, & Amelia, (2025), businesses currently view social media as a crucial part of marketing activities because it can increase market reach and promotional effectiveness.

This phenomenon of digital marketing growth has also occurred in strawberry sales businesses in the Pacet area, Mojokerto Regency. Sumberan Village, Pacet District, is one of the areas that has experienced increased strawberry sales activity in recent years. The village's strategic location along the tourist route and the return journey to the Pacet

tourist area makes the area busy with traffic. Along the route, various vendors sell agricultural products such as sweet potatoes, cassava, strawberries, as well as processed products and other snacks. Furthermore, the viral phenomenon of strawberry picking tours on social media over the past two years has increased public interest in strawberry-based consumption and tourism. This situation is marked by the emergence of new strawberry vendors, previously unheard of in the region. Increasing business competition demands that businesses develop innovative and adaptive marketing strategies to survive in the competitive market (Macedo, Caria, Barbosa, Mazine, & Gambero, 2023).

The research problem arises when the increasing public interest in strawberries and the development of digital promotions have not been fully accompanied by effective and measurable marketing strategies. Some businesses still rely on offline marketing such as direct roadside sales, banners, and word-of-mouth, while others have begun utilizing social media platforms like Instagram, Facebook, TikTok, and WhatsApp as promotional tools. However, it is unclear which marketing strategy is more effective in increasing visitor numbers and strawberry sales turnover in Pacet. Furthermore, businesses also face challenges in determining an efficient combination of online and offline marketing strategies that align with the characteristics of both local consumers and tourists (Dalimunthe, 2025).

Previous research has generally focused more on digital marketing in the modern business, culinary, and non-agribusiness sectors. However, research on the effectiveness of online and offline marketing for local horticultural commodities, particularly Pacet strawberries, remains relatively limited. Some previous studies have also tended to focus solely on digital marketing without directly comparing the effectiveness of conventional marketing on increasing visitor numbers and sales. Thus, there is a research gap in the limited empirical studies on the integration of online and offline marketing strategies in local tourism-based strawberry agribusinesses in Pacet District (Dimas Ganda, et al., 2025).

The novelty of this research lies in the comparative analysis of online and offline marketing media in simultaneously increasing visitor numbers and sales turnover for Pacet strawberries. This study also links the viral social media phenomenon with the development of local agro-tourism-based strawberry businesses in Sumberan Village, Pacet District. Furthermore, this research provides a practical approach to the efficiency of marketing strategies that can be implemented by local horticultural agribusinesses in facing competition in the digital era (Ayu Ningtiyas & Izzudin, 2025).

The urgency of this research is crucial because the local agribusiness sector requires appropriate marketing strategies to increase competitiveness, expand markets, and maintain business sustainability amidst increasingly digital-oriented consumer behavior. The research findings are expected to serve as a reference for strawberry entrepreneurs, local governments, and agro-tourism developers in developing effective and sustainable marketing strategies. Furthermore, this research is also expected to contribute academically to the development of digital-based and conventional agribusiness marketing studies for local horticultural commodities. Based on the above description, the objectives of this study are to determine the effect of online and offline marketing media on visitor numbers and strawberry sales in Pacet, as well as to analyze the efficiency of the most appropriate marketing strategies to increase strawberry sales turnover in Sumberan Village, Pacet District, Mojokerto Regency.

2. RESEARCH METHODS

This study employed a quantitative method, employing simple linear regression analysis techniques to measure and analyze the results. The research method employed was multiple linear regression, with 45 respondents (Baharuddin, Fitriyah, Sheyoputri, Suhartati, & Ahmad, 2025). This study aimed to determine whether the use of marketing media could positively and significantly influence strawberry sales turnover. The Likert scale was used to determine the questionnaire's effectiveness among respondents. And picture 1 description on framework in the bellow:

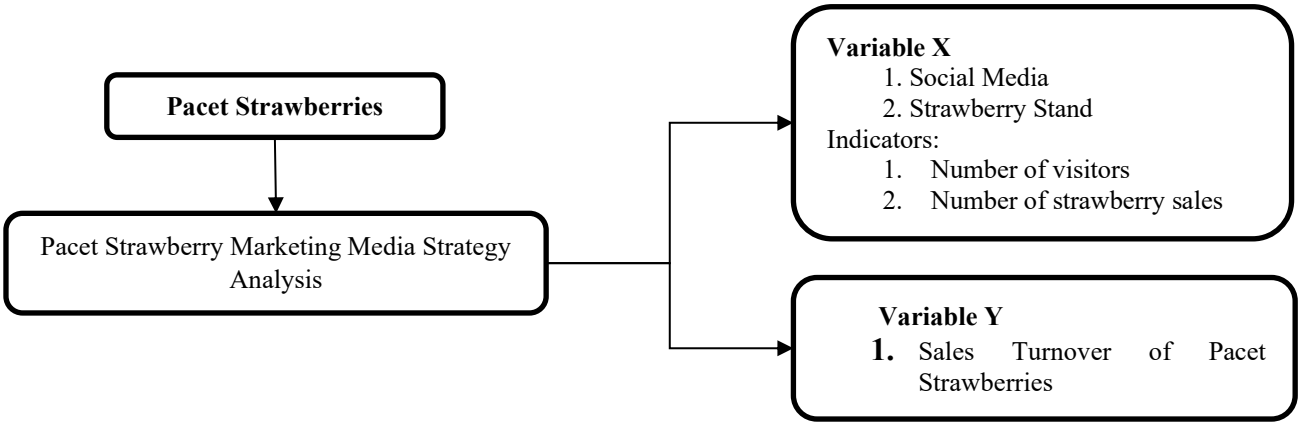

Figure 1. Description on framework

3. RESULTS AND DISCUSSIONS

Quantitative research results are presented in the form of calculations based on data processing using SPSS or similar software. The method for displaying these in a table is as follows:

Table 1 Sales of Pacet strawberries before using social media

No	No-1	No-2	No-3	No-4
1	IDR 150.000	IDR 150.000	IDR 100.000	IDR 250.000
2	IDR 180.000	IDR 200.000	IDR 250.000	IDR 100.000
3	IDR 200.000	IDR 120.000	IDR 150.000	IDR 210.000
4	IDR 150.000	IDR 170.000	IDR 180.000	IDR 185.000
5	IDR 350.000	IDR 250.000	IDR 290.000	IDR 280.000
6	IDR 500.000	IDR 450.000	IDR 500.000	IDR 480.000
TOTAL	IDR1,530.000	IDR1,340.000	IDR1,470.000	IDR1,505.000
Average	IDR 255.000	IDR 223.333	IDR 245.000	IDR 250.833

Based on the table, sales turnover of Pacet strawberries before the use of social media shows relatively dynamic fluctuations in each week of observation. The highest total turnover occurred in the first week at IDR 1,530,000 with average sales of IDR 255,000 per day, while the lowest turnover occurred in the second week at IDR 1,340,000. This condition indicates that sales patterns are still heavily influenced by direct consumer purchases and do not yet have a broad market reach. Furthermore, the difference in turnover between respondents indicates an imbalance in conventional marketing capabilities. Businesses with high turnover tend to have repeat customers, while others still rely on seasonal sales and word-of-mouth promotion (Pamuji, Baroh, & Mufriantie, 2023).

Table 2 Sales of Pacet strawberries after using social media

No	No-1	No-2	No-3	No-4
1	IDR 200.000	IDR 250.000	IDR 300.000	IDR 250.000
2	IDR 190.000	IDR 250.000	IDR 200.000	IDR 400.000
3	IDR 250.000	IDR 300.000	IDR 250.000	IDR 250.000
4	IDR 185.000	IDR 400.000	IDR 350.000	IDR 350.000
5	IDR 400.000	IDR 250.000	IDR 250.000	IDR 300.000
6	IDR 550.000	IDR 500.000	IDR 600.000	IDR 600.000
TOTAL	IDR1,775.000	IDR1,950.000	IDR1,950.000	IDR2,150.000
Average	IDR 295.833	IDR 325.000	IDR 325.000	IDR 358.333

The table above shows a significant increase in sales of Pacet strawberries after the use of social media compared to before digital marketing. The highest total sales occurred in the fourth week at IDR 2,150,000, with an average daily sales of IDR 358,333. This increase demonstrates that social media can expand market reach, increase the intensity of consumer interactions, and accelerate the dissemination of product information. Furthermore, the consistent increase in

sales for most respondents indicates that digital promotional strategies have a positive impact on consumer purchasing decisions. Variations in sales between sellers are also influenced by the quality of promotional content, product price, and the diversity of strawberry variants offered to the market (Hanifa, Nurmilah, & Indrawan, 2025).

Table 3 Number of visitors to Strawberry Pacet before using media

Day	No-1	No-2	No-3	No-4
Monday	10	15	18	16
Tuesday	7	13	20	12
Wednesday	15	17	10	18
Thursday	20	20	15	20
Friday	Holiday	Holiday	Holiday	Holiday
Saturday	30	19	16	15
Sunday	45	50	55	55
TOTAL	127	134	134	136
Average	21,1	22,3	22,3	22,6

Table 4 Number of visitors to Strawberry Pacet after using the media

Day	No-1	No-2	No-3	No-4
Monday	25	30	26	24
Tuesday	18	29	34	26
Wednesday	20	17	29	35
Thursday	19	19	31	20
Friday	Holiday	Holiday	Holiday	Holiday
Saturday	30	28	37	28
Sunday	40	45	40	45
TOTAL	152	168	197	178
Average	25,3	28	32,8	29,6

In tables 3 and 4 above, the difference is visible if in the first week the number of visitors to Strawberry Pacet before using the media was an average of 21.1 then in the first week the number of visitors to Strawberry Pacet after using the media was an average of 25.3. The number of visitors to Strawberry Pacet before using the media was highest in the fourth week, as many as 136 people with an average of 22.6 for the number of visitors to Strawberry Pacet after using the media was highest in the third week with an average of 32.8.

3.1. Discussion

Quantitative descriptive analysis is an important research approach, regardless of whether researchers want to discover causal relationships between variables, explain population patterns, or develop new metrics for underlying phenomena. It can significantly contribute to a variety of descriptive and causal investigations when used correctly.

Table 5 Marketing media for Pacet strawberries

No	Class Interval (Value)	Frequency	%	Category
1	46-58	32	71,11	Very high
2	41-45	11	26,67	High
3	31-40	2	15,56	Low
4	15-30	0	0	Very Low
Total		45	100%	

The table above shows that consumer use of Pacet strawberry marketing media is in the very high category, with 32 consumers (71.11%). This means that the majority of consumers have very high confidence in Pacet strawberry marketing media and decide to purchase, thus increasing sales turnover (Sinaga, Simbolon, & Sitepu, 2022).

Table 6 Level of visits to Pacet strawberries

No	Class Interval (Value)	Frequency	%	Category
1	51-59	14	31,11	Very high
2	45-50	24	53,33	High
3	39-44	7	15,56	Low
4	15-38	0	0	Very Low
Total		45	100%	

The table above shows that consumer visits to Strawberry Pacet are high, with 24 people, or 53.33%. This means that most consumers frequently visit Strawberry Pacet and make purchases, thus increasing sales turnover.

Tabel 7 Sales stroberi pacet

No	Class Interval (Value)	Frequency	%	Category
1	51-63	8	17,78	Very high
2	45-50	26	57,78	High
3	39-44	11	24,44	Low
4	20-38	0	0	Very Low
Total		45	100%	

The table above shows that Pacet strawberry sales turnover is in the high category, with 26 people, or 57.78%, as seen from the selling price and product. Based on the researcher's observations, consumers were deemed to understand the sales strategy employed by Pacet strawberries.

Table 8 Sales level of Pacet strawberries

No	Class Interval (Value)	Frequency	%	Category
1	51-59	24	53,33	Very high
2	45-50	12	26,67	High
3	39-44	7	15,56	Low
4	15-38	2	4,44	Very Low
Total		45	100%	

The table above shows that Pacet strawberry sales are in the high category, with 24 people, or 53.33%, as seen from the number of strawberry sales per week. Based on the researchers' observations, consumers are considered to understand the various strawberry varieties available at the Pacet strawberry store.

Hypothesis test (t-test)

The t-test also provides information on the extent of the independent variable's influence on sales turnover. Using a sample of 45 consumers of Pacet strawberries with df = n-7 or df = 45-7 = 38 respondents, the t-table value is 1.685. The results of the t-test are as follows:

- The data obtained shows that t count (1.164) > T table (1.685), so for the number of visitors variable (X1), H01 is rejected. This proves that the number of visitors does not have a significant effect on the sales turnover of Pacet strawberries.
- The data obtained shows that t count (3.295) > T table (1.685), so for the number of sales variable (X2), H01 is accepted. This proves that the number of sales has a significant effect on the sales turnover of Pacet strawberries.

Test f

Through the F-test, information can also be obtained about how much influence the independent variable has on sales turnover. It can be explained that together the number of visitors (X1) and the number of sales (X2) have a positive and significant effect on the sales turnover of Pacet strawberries (Y). This is proven by the F-value = 3.22 with a significance of 0.05. Therefore, F-value (3.22) > F-table (2.26). This proves that the hypothesis that the number of visitors and the number of sales simultaneously affect the sales turnover of Pacet strawberries is accepted.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the influence of the independent variables, namely the number of visitors and the number of sales, on the dependent variable, Pacet strawberry sales turnover (Y) (Hatumena et al., 2022). The magnitude of the influence of the independent variables on the dependent variable can be calculated using a multiple linear regression equation. Based on calculations using the SPSS program, the regression results are as follows:

Table 9 Linear Regression Test

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.473	9.047		1.931	.060
	total_x1	.165	.142	.158	1.164	.251
	total_x2	.461	.140	.446	3.295	.002
a. Dependent Variable: total_y1						

Based on the table of results of the linear regression calculations, the multiple linear regression equation can be compiled as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$
$$Y = 17{,}473 + 0{,}165X1 + 0{,}461X2 + 9{,}047$$

The regression coefficients in the table above can be explained as follows:

- Constant (β)

  The value of a = 17.473, indicating that the independent variables, the number of visitors and the number of sales, are constant, so the value of the Pacet strawberry sales turnover variable is 17.473.

- Regression Coefficient for Number of Visitors

  The coefficient for the number of visitors (X1) is 0.165. This indicates that the coefficient for the number of visitors (X1) has a positive (unidirectional) effect on Pacet strawberry sales turnover (Y). An increase in the number of visitors will increase Pacet strawberry sales turnover by 0.165 units, assuming other variables remain constant.

- Coefficient for Number of Sales

  The coefficient for the number of sales (X2) is 0.461. This indicates that the coefficient for the number of sales (X2) has a positive (unidirectional) effect on Pacet strawberry sales turnover (Y). If the number of sales increases, it will increase the sales turnover of Pacet strawberries by 0.461 units, assuming other variables are constant.

Data Linearity Test

The linearity test is a test performed to determine whether the specifications used are correct. The purpose of the linearity test is to determine whether variables X and Y have a linear relationship (Afifudin, Ikhwana, & Khalik, 2022). The relationship between variables X and Y is linear if the calculated F-value is less than the F-table at the 5% significance level. This test is performed on data from the independent and dependent variables. The calculation of this linearity test is assisted by using SPSS 20 for Windows.

Table 10. Data linearity test

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	283.475	2	141.738	6.691	.003b
	Residual	889.725	42	21.184		
	Total	1173.200	44			
a. Dependent Variable: total_y1						
b. Predictors: (Constant), total_x2, total_x1						

Based on the results of the analysis above, the two variables obtained a significant value of 0.03, meaning that the significant value of the two variables produced is <0.05, so it can be concluded that the relationship between the variables of the number of visitors and the number of sales on sales turnover is not linear.

Correlation Analysis

The correlation coefficient classification used, where correlation values can be grouped as follows: 0.41 to 0.70 indicates a strong correlation, 0.71 to 0.90 indicates a very strong correlation, 0.91 to 0.00 indicates a very strong correlation, and a value of 1 indicates a perfect correlation.

Table 11. Correlation Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.492a	.242	.206	4.603
a. Predictors: (Constant), total_x2, total_x1				

The results shown in Table 4.18 show a correlation coefficient (R) of 0.492, indicating a strong positive relationship between the number of visitors and sales volumes, affecting Pacet strawberry sales volume. Descriptive analysis of respondents' responses corroborates the existing situation or facts in the field. Consumer use of Pacet strawberry marketing media is considered very high, as seen from the number of visitors and the number of Pacet strawberry sales. Descriptive analysis of Pacet strawberry sales volume indicates an increase in sales volume after the use of media implemented by Pacet strawberries in its marketing strategy.

The statistical results obtained with multiple linear regression tests obtained a significance value of 0.0001 <0.05. Therefore, it can be concluded that the number of visitors (X1) and sales volume (X2) variables influence sales volume (Y). The correlation coefficient (R) value is 0.492, indicating a strong positive relationship between the number of visitors and sales volumes, affecting Pacet strawberry sales volume. So, based on these results, the number of visitors and the number of sales have a positive and significant influence on sales turnover for Pacet strawberries (Sinollah & Khilmi, 2022).

4. Conclusion

Based on the research findings, both online and offline marketing media have been proven to contribute to the increase in the number of visitors and sales turnover of Pacet strawberries. Empirically, the average sales turnover increased from IDR 243,541 before the use of social media to IDR 326,041 after the implementation of digital media, while the average number of visitors rose from 22.1 to 29.6 following the adoption of online promotional strategies. The regression analysis results indicate that the sales volume variable has a positive and significant effect on sales turnover, with a t-value of 3.295 exceeding the t-table value of 1.685 and a significance level of 0.002. Meanwhile, the number of visitors shows a positive but statistically insignificant effect, with a significance value of 0.251. Simultaneously, both the number of visitors and sales volume significantly affect sales turnover, as evidenced by an F-value of 3.22, which is greater than the F-table value of 2.26. Therefore, a digital marketing strategy combined with direct offline marketing is considered the most effective approach to increasing Pacet strawberry sales. Accordingly, Pacet strawberry business owners are encouraged to optimize the use of social media platforms such as Instagram, TikTok, and WhatsApp to expand promotional reach and enhance consumer attraction, while maintaining the integration of online and offline marketing through improved service quality, product innovation, and the development of strawberry-picking tourism to ensure sustainable growth in sales turnover.

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