

The Marketing 4.0 Strategy for Laying Duck Farmers in Padangbulia Village

Strategi Marketing 4.0 Pada Peternak Bebek Petelur di Desa Padangbulia

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ABSTRACT

Over time, there have been several significant developments in the laying duck farming industry. Accessibility and the availability of raw materials are the main driving factors behind the growth of this sector. The aim of this research is to explore the various marketing strategies employed by laying duck farmers in Padangbulia Village. This study uses a qualitative methodology and falls under a phenomenological research approach. It aims to produce written or verbatim data from informants and observed behaviors. Both primary and secondary data sources were used. The research subjects were laying duck farmers. Data collection techniques included interviews and documentation. Data analysis involved data collection, reduction, presentation, and conclusion drawing/verification. No specific packaging methods were used. When egg prices increase, farmers are required to boost their production to meet customer demand, which may lead to a shortage of duck eggs.

Keywords: Marketing Strategy, Marketing 4.0, Laying Ducks, Padangbulia Village

ABSTRAK

Seiring waktu, terdapat berbagai perkembangan signifikan dalam industri peternakan bebek petelur. Aksesibilitas dan ketersediaan bahan baku merupakan faktor utama yang mendorong pertumbuhan sektor ini. Penelitian ini bertujuan untuk mengetahui berbagai strategi pemasaran yang digunakan oleh peternak bebek petelur di Desa Padangbulia. Penelitian ini menggunakan metode kualitatif dengan pendekatan fenomenologis. Metode ini menghasilkan data tertulis atau verbatim dari informan serta pengamatan terhadap perilaku mereka. Sumber data yang digunakan meliputi data primer dan sekunder. Subjek penelitian adalah para peternak bebek petelur. Teknik pengumpulan data meliputi wawancara dan dokumentasi. Analisis data dilakukan melalui tahapan pengumpulan data, reduksi, penyajian, dan penarikan kesimpulan/verifikasi. Tidak terdapat penggunaan kemasan khusus. Jika harga telur naik, peternak perlu meningkatkan produksi untuk memenuhi permintaan konsumen, yang dapat menyebabkan kelangkaan telur bebek.

Kata Kunci: Strategi Pemasaran, Marketing 4.0, Bebek Petelur, Desa Padangbulia

1. Introduction

The duck egg industry has become an increasingly important sector in Indonesia, especially in rural areas where small-scale farming still dominates the local economy. This industry provides an opportunity for communities with limited access to land and resources to generate income and engage in sustainable agricultural practices. In particular, the laying duck business has shown significant potential in addressing underemployment and contributing to food security. The relatively low capital requirements and high consumer demand make this a viable option for many rural entrepreneurs (Annisa et al., 2021; Habib & Siregar, 2020).

In Padangbulia Village, located in Sukasada sub-district, the laying duck business has become a prominent source of livelihood for local residents. Despite its potential, however, the industry faces several persistent challenges. Many duck egg entrepreneurs operate with minimal resources, lack structured business management, and rely heavily on traditional methods of promotion, such as word-of-mouth marketing. This limited approach to marketing

restricts the growth of their customer base and their ability to compete in wider markets, especially in the context of the digital transformation brought by the Industrial Revolution 4.0 (Meirinaldi, 2023; Luhung, 2023).

While some micro, small, and medium enterprises (MSMEs) in Indonesia have adapted to new technological trends, many laying duck farmers in Padangbulia Village have yet to fully integrate digital tools into their marketing efforts. There is a visible gap between the available technological innovations and their actual implementation at the local business level. The transition from traditional to modern marketing strategies remains slow and inconsistent. This gap highlights the need for a comprehensive examination of how marketing practices among these small-scale duck farmers align—or fail to align—with current market dynamics (Putri & Zahroh, 2023; Rosita et al., 2022).

This study seeks to explore the extent to which laying duck entrepreneurs in Padangbulia Village have adopted effective marketing strategies in the digital era. The uniqueness of this research lies in its focus on the intersection between traditional livestock farming and modern marketing concepts, specifically those informed by the shift toward Marketing 4.0. While previous studies have explored marketing strategies in MSMEs more broadly, few have focused specifically on the duck egg industry or on rural enterprises attempting to bridge the gap between offline and online marketing approaches (Sulaeni et al., 2024; Prasetyo et al., 2022).

The novelty of this research lies in its contextual exploration of how digital and conventional marketing strategies coexist and interact in the operations of laying duck businesses. By examining the current marketing approaches used by farmers and identifying key obstacles and opportunities, this study aims to generate insights that can guide the development of a more adaptive and sustainable marketing model for rural livestock-based enterprises. It also highlights the importance of balancing technological advancement with local knowledge and practices (Idayanti et al., 2020; Ismoyowati et al., 2020).

The main objective of this research is to identify and analyze the marketing strategies used by laying duck entrepreneurs in Padangbulia Village. Specifically, it aims to assess how these entrepreneurs respond to changing consumer behaviors, adapt to digital marketing platforms, and manage the distribution of their products in a competitive environment. Ultimately, the study seeks to propose strategic recommendations that could help improve the market reach and business resilience of the laying duck industry in the village (Febrianto et al., 2021; Novi, 2019).

2. Literature Review

The Development of the Duck Egg Industry in Indonesia

The duck egg industry plays an increasingly strategic role in the Indonesian livestock sector, especially in supporting rural livelihoods and contributing to national food security. Duck farming is widely recognized for its adaptability to limited land availability and its potential to generate steady income in rural areas (Annisa, Sukanata, & Putri, 2021). Furthermore, duck meat and egg supply chains have been identified as valuable sectors in regions such as Malang and Central Java due to their economic viability and local consumer demand (Febrianto, Hartono, & Yulinarsari, 2021; Ismoyowati, Pratama, & Innayah, 2020).

Studies have highlighted that duck farming remains a dominant rural livelihood activity that requires strategic support in production, financial planning, and marketing. In regions such as Merauke and Deli Serdang, efforts have been made to increase business performance by integrating production management with entrepreneurship training (Novi, 2019; Habib & Siregar, 2020). However, despite its potential, many duck farmers remain reliant on conventional marketing strategies that limit scalability and market reach.

Challenges Faced by Duck Egg Farmers

The majority of duck egg farmers in Indonesia operate within micro and small enterprise frameworks, often without access to structured business models or modern marketing techniques. In places like Indramayu and Situbondo, studies found that farmers still struggle with price instability, inefficient distribution channels, and limited branding capabilities (Hutahaean et al., 2022; Prasetyo et al., 2022). Moreover, farmers in some areas face low bargaining power and are unable to reach broader markets, which limits profit margins and business sustainability (Rosita et al., 2022).

A similar condition is observed in Padangbulia Village, where laying duck farmers operate with minimal digital marketing tools and rely heavily on word-of-mouth communication. Their inability to tap into broader digital platforms often prevents them from attracting new customers, optimizing prices, or building long-term customer loyalty.

Marketing 4.0: A Transformational Shift

Marketing 4.0 represents a shift from traditional to digital marketing, integrating online and offline touchpoints and focusing on customer engagement through personalized and data-driven strategies. This approach highlights the evolution from the 4A model (Aware, Attitude, Act, Act Again) to the 5A model (Aware, Appeal, Ask, Act, Advocate), emphasizing the importance of advocacy and customer experience in marketing strategies (Luhung, 2023; Meirinaldi, 2023).

While Marketing 4.0 has been applied successfully in urban MSMEs, its implementation in rural agriculture-based enterprises, such as duck egg farming, remains limited. MSMEs in rural areas, including duck farmers, often lack the digital literacy, infrastructure, and capital to deploy integrated marketing strategies. As a result, there's a clear need to bridge the gap between marketing theory and rural business practice (Putri & Zahroh, 2023).

Application of Digital Marketing in MSMEs

Digital marketing has become a key tool for business survival and growth in the face of increasing competition. In MSME sectors, especially during the post-pandemic period, digital platforms have helped enterprises expand their market access and improve their customer relations. Research shows that digital marketing strategies, such as social media campaigns, e-commerce platforms, and SEO, significantly increase visibility and sales for small enterprises (Meirinaldi, 2023; Sulaeni, Arifin, & Ramadhan, 2024).

However, the implementation of digital strategies in the duck egg sector is still underdeveloped. In several villages across Indonesia, duck farmers struggle to adopt digital tools due to infrastructural and educational barriers (Putra, 2018; Idayanti et al., 2020). Thus, the integration of digital marketing in traditional rural farming systems represents both a challenge and an opportunity.

Strategic Recommendations for Duck Egg Marketing

To increase business resilience and sustainability, duck egg entrepreneurs must adopt adaptive marketing strategies that blend local wisdom with modern techniques. This includes introducing branding strategies, utilizing social media, implementing customer feedback mechanisms, and expanding product reach through online platforms (Prasetyo, Putri, & Roni, 2023).

Furthermore, capacity building through training, collaboration with digital marketing experts, and government support are necessary to create a supportive ecosystem for rural MSMEs. Empowerment programs targeting rural farmers, such as those implemented in Kolam and Sebalik Villages, have shown positive results in improving marketing competencies and income generation (Putra, 2018; Rosita et al., 2022).

3. Methods

The type of data used in this study is qualitative data that can be expressed verbally. The researcher conducted is a skinative research in accordance with the explanation in the type of data that is qualitative. Qualitative data can also be in the form of images or other media. Researchers use qualitative research, which, for example, tries to understand the experience of research subjects with reality holistically, including behavior, perceptions, motives, actions, and so on. To do this, they use a variety of natural methods and describe the experiences of research subjects using language and phrases in situations that make sense. Thus, the type of qualitative data used in this study is verbal and the information refers to the analysis of the use of the right marketing 4.0 strategy as a medium to increase sales of laying duck entrepreneurs in Padangbulia Village.

The data collection method is the process a researcher undertakes to collect the information needed for a study. The ability to choose the right approach is needed in this research data collection procedure in order to obtain comprehensive data and achieve the desired results. To collect information, the author uses data collection tools, namely data collection instruments: interviews and documentation.

3. Results and Discussion

Results

This study was conducted in several selected laying duck farms in Padangbulia Village, Sukasada District, which were identified as representative sites to explore the application of Marketing 4.0 strategies. The selection was based on the relevance and potential of these businesses in providing insights into marketing practices in the rural livestock sector. Data collection involved in-depth interviews with business owners and direct observation of marketing activities.

The research findings indicate that most laying duck entrepreneurs in Padangbulia Village recognize the importance of customer service in attracting and retaining buyers. Business owners consistently reported that positive customer experiences lead to increased buying interest and repeat transactions. This underscores the role of emotional engagement and trust in sustaining customer relationships, aligning with the core values of Marketing 4.0, which emphasizes personalized service and human-centric marketing approaches.

Despite the acknowledgment of customer satisfaction as a key business driver, entrepreneurs also highlighted several obstacles in business development. One of the primary challenges mentioned was market competition. Many similar duck egg businesses exist within and around the region, leading to price competition and customer retention issues. This market saturation limits the growth potential of individual farms and demands more strategic and differentiated marketing approaches.

To address these challenges, some business owners have attempted to implement basic strategic management principles. These include consistent product quality, targeting appropriate customer segments, and maintaining good customer relationships. Entrepreneurs noted that having a clear value proposition and maintaining trust with buyers were crucial to business continuity. These practices are in line with Marketing 4.0's advocacy of shifting from transactional to relational marketing models.

The data collected during the fieldwork were systematically reduced and categorized to provide clarity. After the data reduction process, three main themes emerged regarding the strengths and strategies applied by the duck egg farmers:

1. **Product Strength and Quality:** Farmers in Padangbulia generally produce fresh, high-quality duck eggs daily. The eggs are known for their durability and taste, making them a preferred choice in local markets.

2. **Target Market Accuracy:** The farmers have a strong understanding of their customer base, which includes traditional market sellers, local traders, and direct consumers. They focus their efforts on maintaining good relations and ensuring satisfaction through timely supply and fair pricing.
3. **Customer Service and Satisfaction:** Good service is consistently emphasized. Entrepreneurs shared that they respond to customer feedback, resolve complaints promptly, and prioritize cleanliness and packaging to maintain trust.

In terms of marketing channels, most farmers still rely heavily on offline methods. However, there is growing awareness of the role of digital tools. Some entrepreneurs have started using social media platforms like Facebook and WhatsApp to promote their products, although usage remains minimal and unsystematic.

The findings are summarized in the following table, which outlines the key aspects of the Marketing 4.0 strategy observed:

Table 1. Key Aspects of Marketing 4.0 Strategy

Strategic Element	Observed Practice
Product Quality	Fresh, durable duck eggs with consistent supply
Market Targeting	Traditional markets, small retailers, direct consumers
Customer Service	Responsive communication, personalized service
Digital Marketing Awareness	Limited use of social media; untapped potential
Competitive Challenge	High competition limits growth and pricing flexibility

In conclusion, while the duck egg businesses in Padangbulia Village exhibit several strengths, including product quality and customer focus, their marketing strategies remain predominantly traditional. There is a significant opportunity for growth through the adoption of more integrated Marketing 4.0 strategies—particularly digital marketing tools that can expand reach, differentiate their products, and strengthen customer engagement.

Discussion

This section elaborates on the marketing strategy plans of laying duck entrepreneurs in Padangbulia Village, specifically in relation to the implementation of the Marketing 4.0 framework introduced by Kartajaya et al. (2019). The model—comprising the stages of Aware, Appeal, Ask, Act, and Advocate—serves as a basis for analyzing how local businesses attempt to enhance consumer engagement and expand their market presence in a digitally evolving landscape.

Field findings revealed that public awareness about the existence and quality of duck eggs produced in Padangbulia Village remains low. This lack of visibility is primarily due to the rural setting of the business, limited promotional activities, and overreliance on traditional sales channels such as word-of-mouth and small-scale market transactions. Similar observations were made by Rosita et al. (2022), who noted that duck egg farmers often lack structured marketing approaches and tend not to adopt modern promotional strategies, thereby reducing their potential outreach.

Despite producing high-quality eggs daily, laying duck farmers in this region struggle to build brand appeal. According to Annisa et al. (2021) and Ismoyowati et al. (2020), rural duck farming enterprises often focus on operational sustainability and overlook branding efforts, thus limiting their consumer appeal beyond local markets. In the context of Marketing 4.0, the Appeal

stage is crucial in fostering emotional connections and differentiating products from competitors, but such practices remain underdeveloped in Padangbulia.

Moreover, the Ask phase—where potential buyers seek additional information before making a purchase—is often neglected due to the absence of accessible product content online. As highlighted by Luhung (2023) and Meirinaldi (2023), digital marketing tools such as social media, websites, and content marketing play a critical role in addressing consumer curiosity and building credibility. However, Padangbulia entrepreneurs rarely leverage these tools to their advantage. Interviews revealed that most business owners are unfamiliar with optimizing social media beyond casual posts, and only a handful have consistent online engagement.

During the Act stage, the actual purchase transaction is often constrained by logistical limitations and lack of e-commerce infrastructure. As noted by Sulaeni et al. (2024) in their study of rural duck egg businesses, the absence of online ordering systems or integrated payment options hampers convenience, which is a key factor in consumer decision-making today. Thus, while demand may exist, the path to purchase is not always clear or user-friendly for potential buyers.

Finally, the Advocate stage—where satisfied consumers promote the product voluntarily—is minimal in Padangbulia due to the weak digital presence and lack of branding. According to Prasetyo et al. (2023), advocacy and customer loyalty are largely driven by consistent customer experience and digital interaction, such as reviews, testimonials, or reposted user content. In the absence of these mechanisms, the duck egg business in Padangbulia misses an opportunity to organically grow its market base through peer influence.

To address these issues, regular updates of marketing content and enhanced use of digital channels are essential. As emphasized by Habib and Siregar (2020) and Hutahaeen et al. (2022), rural agribusinesses must continuously innovate their marketing approach to remain competitive in the era of digital transformation. This includes visual branding, scheduled social media campaigns, storytelling around local farming traditions, and integration into digital marketplaces.

In summary, while the laying duck businesses in Padangbulia Village have a strong foundation in product quality and community-based operations, their marketing capabilities remain underdeveloped. Aligning more closely with the Marketing 4.0 model—especially in building digital awareness and appeal—will be key to reaching a broader audience, fostering customer loyalty, and ultimately improving sales performance in an increasingly competitive market environment.

4. Conclusions

Based on the findings and analysis, it can be concluded that the effective implementation of the Marketing 4.0 strategy has the potential to significantly enhance the sales performance of laying duck businesses in Padangbulia Village. Among the five stages of the Marketing 4.0 framework—Aware, Appeal, Ask, Act, and Advocate—the Aware (awareness-building) and Act (purchasing decision) stages emerged as the most influential in supporting the growth and sustainability of the local duck egg industry. These two stages directly influence consumer engagement and purchasing behavior, making them critical leverage points for small-scale entrepreneurs.

The success of a marketing plan depends on its ability to attract and convert target consumers, especially in rural enterprises that traditionally rely on word-of-mouth and local market transactions. By utilizing the Aware and Act strategies, laying duck entrepreneurs in Padangbulia Village can begin to build stronger brand recognition and encourage consistent buyer action. The integration of digital platforms and social media as promotional tools is key to broadening outreach and enhancing consumer interaction in the current era of digital transformation.

To maximize impact, entrepreneurs must also improve their digital literacy and commit to updating marketing content regularly. Strengthening online visibility and adopting simple, user-friendly digital tools can help increase market access, drive sales, and build long-term customer relationships. This approach aligns well with the broader transition from traditional marketing to Marketing 4.0, which emphasizes the hybridization of offline and online strategies.

Future research may focus on expanding the scope of this study to include comparative analyses across different rural regions or types of livestock-based MSMEs, to assess the adaptability of the Marketing 4.0 strategy in varying socioeconomic contexts. Additionally, deeper investigation into the Appeal, Ask, and Advocate stages of the Marketing 4.0 model could offer more comprehensive insights into how emotional connection, trust-building, and customer loyalty evolve in rural agricultural enterprises.

It is also recommended that future studies explore the role of digital training programs and capacity-building initiatives in equipping farmers and rural entrepreneurs with the skills necessary to implement effective marketing strategies. Longitudinal research could further help evaluate the long-term impact of digital marketing integration on business resilience and profitability.

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