

User Responses of Agricultural Product Applications in the Era of the Covid-19 Pandemic as Part of A Digital Community in Indonesia

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Abstract

This paper aims to find out the effectiveness, usefulness, and negative responses of customers to the fruit and vegetable shopping applications. The theory used by the researcher is Digital Society according to Immanuel Castells. The results showed that from dozens of applications that sell fruit and vegetables, the applications Sayur Box, Happy Fresh, TaniHub, and Brambang were the most widely used. The Sayur Box and Happy Fresh applications were downloaded by nearly 1 million subscribers, had 12-20 thousand reviews and investors from home and abroad. The positive and negative responses conveyed by customers in using the application are related to the ease of using the application, affordable fruit and vegetable prices (not much different from prices in supermarkets and markets), maintained product quality, speed of service, also friendly and quick response. The behavior of application users who feel the ease and speed of service cannot be separated from the characteristics of a digital society that prioritizes practicality and convenience with the presence of information technology. This includes expressing opinions that tend to be firm, straightforward, and impolite to become an inherent part of digital society.

Keywords

Digitalization, Agriculture, Digital Society and Application

1. Introduction

Marketing is an important part of the production process to make a profit. Agricultural products are traditionally marketed directly by farmers in traditional markets, through middlemen, traders, collectors or brokers, exporters, and importers. Agricultural products have several weaknesses related to market competence because of the nature of agricultural goods that are produced seasonally, always immediately (freshable), easily damaged, large amounts but small value. This is the reason why the value of agricultural products is so volatile.

In this pandemic situation, the agricultural sector is one of the sectors driving the economy. However, in the marketing process it is not done directly, but rather uses the services of third parties, related to restrictions on movement and reducing crowding to encourage marketing. One form of marketing carried out by farmers is digital marketing, of course, related to the nature of agricultural products, with the hope that agricultural products will be selling continuously so that farmers will get the benefit (Sibarani 2021).. Marketing using digital platforms in Indonesia is increasingly widespread because during this pandemic the number of internet users is increasing rapidly. Based on data released by We Are Social in a report entitled Digital 2021, the number of internet users in Indonesia in early 2021 reached 202.6 million out of a total population of 274.9 million. This means that internet users are 73.7%, with an increase in the number of users by 15.5% (Kompas 2021). The internet users based on gender, age, and the purpose of internet usage are very various.

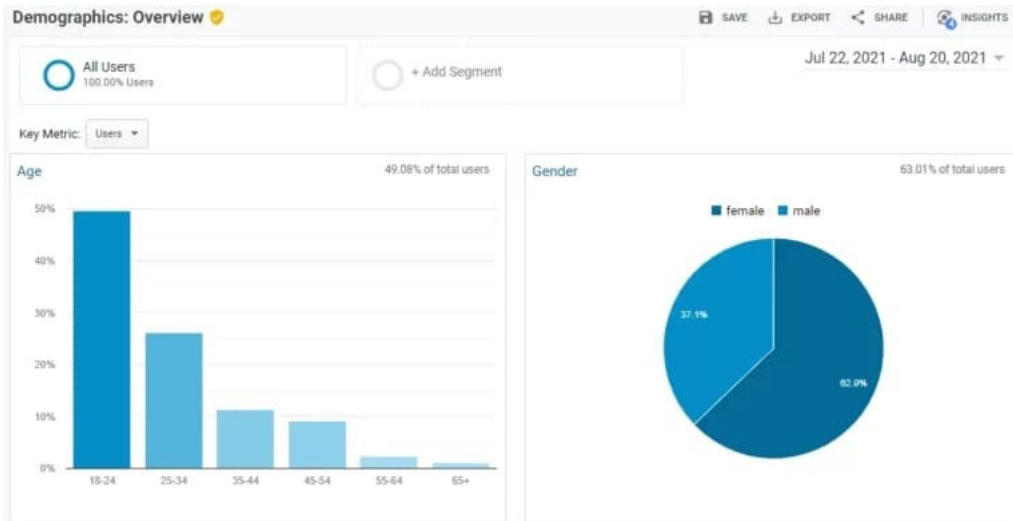


Figure 1. Users by Age (Sasanadigital 2021)

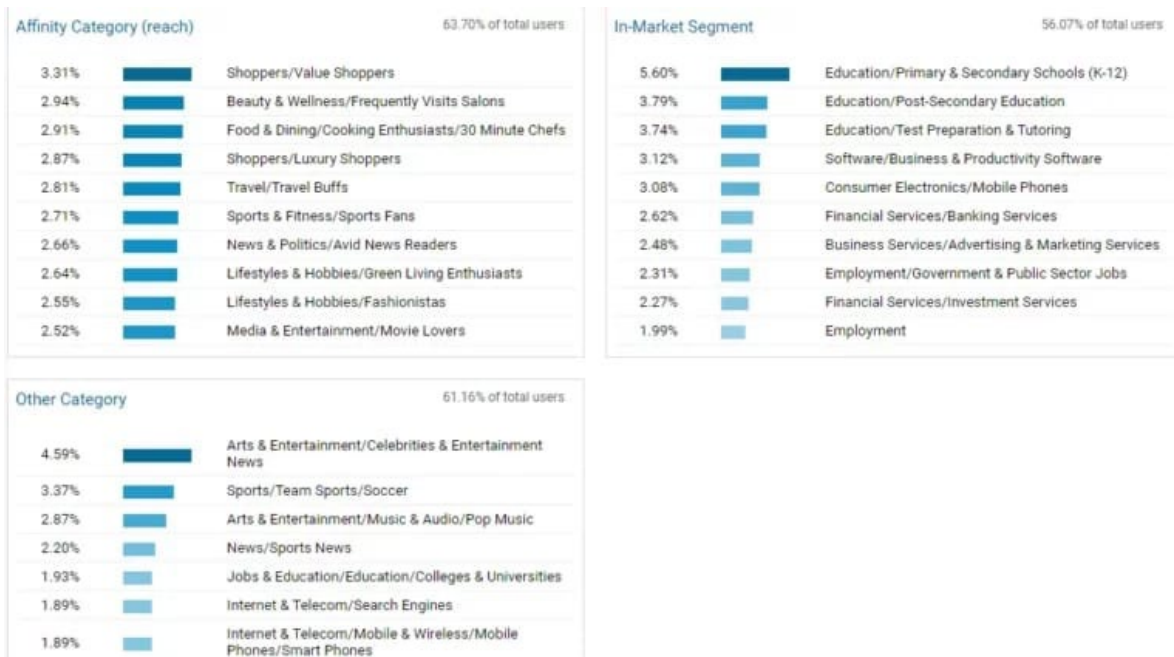


Figure 2. The Purpose of Internet Usage (Sasanadigital 2021)

Based on the background of the usage of marketing using digital platforms, the massive usage of the internet is the main reason for the usage of digital marketing (Figure 1 and Figure 2). This phenomenon began in the 1980s with the creation of a personal computer by IBM, then developed with the use of the World Wide Web (WWW) in 1991, continued with the launch of yahoo and google and the use of smartphones in the 2000s until now. The presence of smartphones causes an increase in the usage of social media so that it becomes an opportunity to increase marketing opportunities (Ekonomi 2021). Digital marketing trends are carried out with: Artificial Intelligent, Personalized Advertising, Influencers, Content Marketing, stories on Social Media, Digital Advertising, and Video Marketing (Akudigital 2020). Of course, this trend will always develop considering that digital marketing has many advantages

such as; lower costs with the same range, easier regular communication, easier to choose specific targets, and easier to adjust (Sasanadigital 2021)

1.1 Objectives

Digital marketing also affects the marketing of agricultural products considering that agricultural production is one of the basic needs of the community. Some of the applications used to market agricultural production, especially fruits and vegetables include Sayur Box, Happy Fresh, TaniHub, and Brambang. The usage of these applications is also crowded along with the increasing number of consumers in the agricultural sector who are more concerned with practicality, along with current technological developments. This study aims to examine the usefulness of this application to make it easier for consumers to meet their needs in fulfilling vegetables and to find out positive and negative responses from users of the application. The interesting thing about this research is that digitalization is unavoidable in all sectors and lines of people's lives, including in the production of agricultural products. Digitalization of the marketing of agricultural products is expected to increase the marketing of agricultural production.

2. Literature Review

2.1 Digital Society

The emergence of a digital society cannot be separated from the development of information technology (informational capitalism), where the source of productivity is qualitative capitalists to optimize the combined usage of knowledge and information-based production factors. According to Castells (1996), the information society paradigm consists of: (1) technology that reacts based on information; (2) information is part of human activity, while the technology is passive; (3) all systems that use information technology are referred to as network logic that affects institutional performance; (4) very flexible technology that makes it adaptable and changing constantly and (5) specific technology associated with information combined with an integrated system (Ritzer 2012).

The development of information technology on a global scale encourages the transformation of global information which is transferred through signals to the communicant through the knowledge process. This gives birth to a culture of real virtuality, where the system is its reality (symbolic existence) that is captured and immersed into a virtual image, whose appearance through the screen is communicated into an experience. The digital society has a new logic in the form of space of flows and timeless time that can be connected all over the earth using nodes in a connected network (Ritzer 2012).

2.2 Agricultural Digitalization

Previous research on agricultural digitalization is as follows: Research by Ibadh Dwi Satyo Handika and Asri Sulistiawati entitled *The Usage and Utilization of the Internet for Agriculture and Its Role on Farmers' Income Levels (Case: Gapoktan Bina Tani Wargi Panggupay, Suntenjaya Village, Lembang District, West Bandung Regency)* (Handika 2020). This study aims to analyze the characteristics of respondents and the usage of internet media, as well as the usage of the internet with the income level of members of the Bina Tani Wargi Panggupay Gapoktan. This study uses Spearman Rank correlation test data analysis. The results of this study are the characteristics of members related to the usage and utilization of the internet, on the variables of age, education level, length of farming, and the level of total media ownership. Research by Achmad As'ad Sonief, Yulia Nuraini, and Sofyan Arief Setyabudi entitled *Digitalization of Small Industries and Regional Agricultural Products Efforts for Community Empowerment in Karangbendo Village, Rogojampi District, Banyuwangi Regency* (Sonief 2019). This study aims to empower the community through the digitalization of MSMEs. This research was conducted through a survey of MSME data on small village industries, then discussed by the implementing team to determine web design. This research produces a website for Karangbendo village's MSME which can be accessed via computers and mobile phones. The website address is <https://umkm-karangbendo.info>, in which there are clusters in each small industrial center with one admin master to oversee several other center admins. Research by Blasius Erik Sibarani entitled *Smart Farmers as Optimization Digital Platforms in Marketing Agricultural Products During the Covid-19 Pandemic* (Sibarani 2021). The purpose of this research is to provide ideas for marketing farmers' products during the Covid-19 pandemic in order to support the nation's economy. This study uses the RnD (Research and Development) method for achieving plans through existing programs. Data collection is done through a literature review. Farmer application helps economic growth during the Covid-19 pandemic, such as increasing the number of agricultural products, helping product marketing, and overcoming the low usage of technology in the era of society 5.0.

Research by Pantjar Simatupang and Herlina Tarigan entitled *The Effect of Information Technology and Telecommunication Asset Ownership on Farmer Household Poverty* (Simatupang and Tarigan 2021). This study aims to examine the effect of ownership of information technology and telecommunications assets on farmer household poverty in rural Indonesia. Data analysis was carried out using a logit probability model and the transmission media tested by the expenditure function from the 2017 BPS-Susenas data. The results of this study indicate that there are livelihood assets that affect farmer households to get out of poverty, namely by having access to information technology and digital telecommunications. Journal of Izza Mahdina Apriliani, Achmad Rizal, and Asep Agus Handaka Suryana entitled *Debriefing on Sales Techniques Through Online Media for Processed Products of Agricultural and Fishery Commodities at the Alliance of Women Care for the Environment of Sumedang (APPeLS) Cikeruh Village, Jatinangor District, Sumedang Regency* (Apriliani, Rizal, and Suryana 2021). This study aims to determine the success rate of supplying sales techniques through online media on processed agricultural and fishery products from the APPeLS group, Cikeruh Village, Jatinangor, Sumedang Regency. The implementation method is carried out through observation, target selection, consultation, preparation, and implementation of counseling. This study shows that 80% of the indicators of success have been met. The APPeLS group immediately applied the results of this knowledge and skills to develop their business and obtain better outcomes.

Article by Retno Dwi Puspitasari entitled *Sustainable Agriculture Based on the Industrial Revolution 4.0* (Puspitasari 2019). The purpose of this article is to introduce technology that can be used in agriculture so that farmers can follow the 4.0 revolution. The method used is to describe the target and carry out seminars or counseling. This article shows the role of extension workers to help the government to raise awareness among farmers and communities in Sukorame District, Lamongan Regency about the importance of keeping up with technological developments. Research by Muhammad Rafli entitled *Development of Liniku.id Based on Community Digitalization in the Agriculture and Agrotourism Sector* (Rafli et al. 2020). This study aims to improve the data literacy and digital literacy of farmers to develop agribusiness and support the Sustainable Development Goals (SDG's 2030) and Society 5.0. This research method includes problem identification, data collection, system design, system programming, system testing, system implementation, documentation, and reporting. System development is carried out using the software development life cycle (SDLC) waterfall model. The result of this study indicates that Liniku.id is an intelligent information system for agribusiness based on cooperative farming to optimize agricultural institutions in Indonesia and increase agricultural economic growth.

Research by Rika Reviza Rachmawati and Endro Gunawan entitled *The Role of Millennial Farmers in Supporting Exports of Agricultural Products in Indonesia* (Apriliani, Rizal, and Suryana 2021) in this case aims to observe the potential of millennial farmers as actors in exporting agricultural products in Indonesia, then analyze the impact of government policies on young farmers. This research was conducted using identification analysis and policy recommendations for the development of millennial farmers. The result shows that government support is needed from various aspects to maintain the spirit of millennial farmers and the usage of start-ups to increase agricultural exports three times can be realized. Journal of Hans William Suhermanto and others entitled *Utilization of TaniHub Digital Media as an Effort to Promote Cooperation on Agricultural Products in Giripanggung Village* (T.a.k 2021).

This study aims to make the agricultural products of Giripanggung Village, Tepus District, Gunungkidul Regency, Yogyakarta able to take advantage of the digitalization era well. The research method used is descriptive analysis. This research then became the beginning of the birth of useful digital media, namely TaniHub. The aim of the utilization of TaniHub is to organize promotions and cooperation to improve the welfare of residents in Giripanggung.

Based on those studies related to agricultural digitization, a state of the art can be made that access to information technology and digital telecommunications can affect livelihood assets in farmer households to get out of the poverty line where their usage is influenced by age, education level, number of media ownership, and duration of farming. Several digital applications are currently running, including MSME web which can be accessed using a computer or cellphone in which there are clusters of small industrial centers with an administrator in charge of several centers; also Smart Farmer, Tanihub, and Liniku.id applications that can spur agricultural productivity, help market agricultural products, overcome the gap in technology utilization in the 5.0 era, improve cooperative farming to improve farmer institutions and increase agricultural economic growth related to exports. The growth and development of applications as part of these start-ups requires government support related to business continuity and agricultural extension workers who help provide assistance on the usage of technology among farmers.

3. Methods

The writing of this article uses descriptive qualitative research method because it is process-oriented, the data extracted is in-depth, the reality is dynamic and subjective, the data mining process uses qualitative methods, and the analysis of the findings is done by looking for interactive patterns and models (Idrus 2009). In the research process, the researcher already has a clear definition of the research subject. The purpose of research is to accurately describe a phenomenon, present basic information, generate a set of categories or classifications, provide verbal explanations and the mechanism of events(Suryabrata 2012).

4. Data Collection

Qualitative research data research is carried out by using participation observation, namely by being a user of some of these applications. In addition, the respondent's actions in writing written in the application used are secondary data obtained by searching for each application. The comments written by the respondents, both positive and negative responses were classified, then analyzed using a predetermined theory. Data collection was also obtained from documents obtained by making contact with the application manager (Idrus 2009). Data analysis is carried out using discourse analysis based on comments written by application users, then classified and linked to the theory used to perform the analysis.

5. Results and Discussion

If we search on google, several applications are widely used as a marketplace for agricultural production, including: TaniHub is an agricultural technology company founded in 2016 which aims to improve the welfare of farmers. By running an application and web-based e-commerce, this application seeks to provide the best agricultural products, to make it easier for farmers to sell their harvested goods directly to consumers using two ways, namely: B2B (Business-to-Business) and B2C (Business-to-Consumer). This application is a supply chain infrastructure that helps distribute and supply all farmers' crops directly to businesses and households. As of this writing, there are 500 thousand downloads of this application with 9 thousand reviews. The reviews submitted were very positive related to price, packaging, quality of goods, speed of arrival of goods, and convenience. While the negative responses to this application are related to the quality of the goods that are not good, the length of the order, and the technical constraints of the application (Table 1 and Table 2).

Table 1. Positive Responses to the TaniHub Application

Time	Name	Positive Response
September 26 th , 2021	Rizky Ardiany	The packaging is good, the delivery is fast, and the price is the same as in the traditional market, hopefully, it can be maintained and the price can be competitive with the traditional market 😊
September 24 th , 2021	Rani Indiradewi	The prices are cheap, the quality is better than the market, and it's easy. Only when there is a big discount, it will take longer to ship. Usually it's only H+1 or H+2 but it can take longer when there is a big discount.
September 23 th , 2021	Agustina Kartika Effendi	Shopping for vegetables and fruit doesn't have to be a hassle anymore, there is TaniHub.
September 22 nd , 2021	Asih Izzy	The quality of the fruit and vegetables is good, especially when they can be delivered directly to the house
September 21 st , 2021	Olivia Danisa	Thanks for the quick response from TaniHub by replacing less fresh products with new and very fresh ones. I will continue to order products for the next in TaniHub. Continued success and get better.
September 20 th , 2021	Suzan Wijaya Pangemanan	I have subscribed since the beginning of the pandemic last year, whether I was in Jakarta or Bali, always ordered from TaniHub. The order was sent in good condition. Once the order received was different from what was ordered, a complaint via WA was immediately sent back to the order that was sent, even the wrong item was not taken. Delivery is also good, especially when in Bali the order is often sent on the same day. Competitive prices, cheaper than supermarkets, sometimes cheaper than the vegetable seller next door

September 19 th , 2021	Stephanie Ethelind	With a shopping app in a situation like this, shopping becomes very easy.
September 17 th , 2021	Jeffrie Budiman	The quality of the product is good. The delivery is also fast. Very satisfying

Table 2. Negative Responses to the TaniHub Application

Time	Name	Review
September 25 th , 2021	Ibna Nurul Fuaddina	This is the first and last time using this application. I've made a payment via Shopee in the amount of 313 thousand rupiahs and it's worked, but TaniHub replied that there was no confirmation and the order expired. Complaints from WA were answered for a long time. Maybe for you 300 thousand is not much money, but for us it is for our daily meals. Hopefully this time they will respond, if not, then it's not possible luck.
September 22 nd , 2021	Dini Fabianto	Fast delivery but not good quality. The edamame has turned yellow while the strawberries just arrived last night but the next morning they are almost all rotten. Even though it has been stored in the refrigerator once the product arrives.
September 25 th , 2021	Deni Lukman	Those who want to order rotten eggs, please order rotten eggs here...
September 14 th , 2021	Juliana Sinaga	Very slow delivery, they just process four days after ordering. The goods that came were rotten. There is no cancel option in the application. Bad service.
September 10 th , 2021	Aji Santoso	The first time ordering through this application, the service was disappointing! My order was delivered four days later! This is crazy!!! You lose quickly with similar competitors who can guarantee orders to arrive 1x24 only!!! Is it necessary to mention the competitors? It seems that there is no need, you just realize yourself. CS is slow to respond and only apologizes for the reason of PPKM, which is experienced by everyone today, but that doesn't make it a problem. Please fix it, your job is a trust from the seller and the buyer!
September 13 th , 2021	Rachel Lavinia	The promo code that made is always out of stock, many people complain that the item sent is lacking, the delivery is too long, and it's not even sent but the status is received. The response to complaints is very bad, only answered using templates, so I'm afraid to shop here, better go to the app next door.
September 09 th , 2021	Rosmina Chen	Long delivery, some fruit is dented, CS is not responsive, the reply given does not answer the question.
September 15 th , 2021	Ega Budiafajri	The delivery is very slow, it has been D+3 orders but the goods have not been sent due to problems. In the end, I just asked for a refund. I am deterred from shopping here, I am not going to shop here. THANKS IN ADVANCE!

Sources : TaniHub Application, 2021

This application was launched in 2017 in line with the trend of people shopping for various needs online. In 2020, a pandemic that forced people not to shop outside the home make this application more crowded with a 5-fold increase in consumers. The concept underlying this application is Farm-to-Table, which allows consumers to get a variety of quality fresh vegetables and fruits directly from local farmers and producers. This service can help farmers who have difficulty accessing consumers directly, thereby reducing wasted products. To date, this application has approximately 1000 farmer partners in several areas of Jabodetabek, Surabaya, and Bali.

To date, it offers more than 1,000 food products such as spices, fish, chicken, and red meat. It can be said that Sayurbox no longer only sells vegetables or fruit, but also various food products along with the development of this company. The existence of a large market potential has encouraged investors of PT Astra International Tbk (ASII) through its subsidiary, PT Astra Digital International, worth US\$ 5 million or equivalent to Rp. 72 billion (exchange rate of Rp.

14,500) to Sayurbox in March 2021. Investors also came from multinational companies, namely Syngenta Group Ventures.

This application has been downloaded by 1 million customers who gave 12 thousand reviews. The positive response given by customers to this application is related to good product quality, affordable prices, and fast delivery times. This is a start-up business that is run seriously from service and product quality. Negative responses are related to the quality of application services that need to be improved (Table 3 and Table 4).

Table 3. Positive Responses to the SayurBox Application

Time	Name	Positive Response
September 24 th , 2021	Syakira Rahma Salsabila	Now you don't have to worry about getting fresh vegetables, fish, and fresh meat. It's easy, the order is right on time, and the packaging is ok. I'm always satisfied if I order through the SayurBox, it's really a solution during a pandemic...
September 24 th , 2021	Nirmala Chairu	For me, it's very helpful. In addition to cheap prices and very affordable for mothers, the imperfect vegetables or fruit are still in very good condition, not disappointed, and the delivery is very fast. THANK YOU SAYURBOX. MORE AND MORE SUCCESS...
September 25 th , 2021	Jeff G	This application is very good and useful, now fathers can shop too.
September 24 th , 2021	Trie Harefa	The fruit I ordered was received in good condition. Delivery time is also faster than expected. Thank you, SayurBox.
September 17 th , 2021	O Lydia Panduwinata	Since the first time I shopped via Sayurbox on November 27 th , 2020, until now, it's nice to be able to participate in reviewing and seeing that Sayurbox is now growing even better. Very responsible if there is a complaint. Small things such as how to store vegetables were also informed with great intention. Brochures in bespoke boxes are carefully designed and printed. Indeed, nothing is perfect, but in the future, Sayurbox can be better.
September 17 th , 2021	Nova Rachmania	Whatever the purchase, the goods sent are always fresh, of the best quality (nothing is rotten or defective). Every item is neatly and securely wrapped. I'm really flattered when I open the box, I'm always happy and satisfied shopping at SayurBox. Likewise the delivery time, it's never late, even if there are weather problems such as rain, SayurBox is very quick to confirm to the customer. Never disappointed, alhamdulillah. Wishing you more success, SayurBox
September 17 th , 2021	Ni Ayu Putu Aprianingsih	When I first shopped, It's beyond expectations, the vegetables that came were fresh, they also often gave promos
September 17 th , 2021	Indah Gita Pitaloka	Honestly, this application really helps for shopping without having to leave the house, especially during this pandemic. The top one is the response from the CS, the CS is always friendly and the response is really fast

Table 4. Negative Responses to the SayurBox Application

Time	Name	Negatif Response
September 26 th , 2021	Chrisella Lurekke	The current update makes it lazy to shop, Sayur Kilat products and ordinary products are combined. Unfortunately, there is only a filter for Sayur Kilat products while I don't want to use Sayur Kilat so it's difficult to choose groceries. The choice of items becomes less and more annoying with the Sayur Kilat products displayed at the same time. It feels like forced to use Sayur Kilat while the product is incomplete 😊
September 20 th , 2021	Selvia Ridhoha	It's strange, they say that if the item is empty, it will be replaced with a voucher, but the voucher has an expiration date. Before I tried it, I couldn't use it. What is it like... wow, that's my money hahaha where the

		item costs 99k. It's funny, it's my money, but I can't use my money. The quality of the fruit is also getting worse, the customer service takes a long time to respond
September 12 th , 2021	Satiadi Yoga Nandiko	When there is an item that is not sent, it is only replaced with a voucher, that's the shortage of SayurBox
September 27 th , 2021	Fahd Farras	The app often freezes, especially when it comes to removing items from the cart and checkout orders. Please fix it
August 03 rd , 2021	Hasna Fatima	Just want to say be careful if you buy at SayurBox. Every time you buy there is always a product that isn't sent but it's not crossed out in the invoice, it's not happened several times, but EVERY time you buy it.
July 24 th , 2021	Vivi Wiguna	I checked many times for No Plastic but it always shipped 80% in plastic (ie: apples, oranges, spinach), even though it wasn't like this before. If you still ship with plastic packaging, it's better to shop online elsewhere with the same or even better quality at a lower price.
July 20 th , 2021	Andros Mayer	Stupid SayurBox. My ordered goods are sent at 10 pm, they should have known that if they sell fresh food then when the goods arrive they must be cleaned immediately. If you come at 10 pm, does that mean you tell us to clean right away? Do you know people's break time? If there is a technical problem and you can't send it on time, it's better to inform rather than come at 10 pm. what a fool.
July 20 th , 2021	Karen Tungka	I ordered with the order number DH-J98GOJLZOX0T-NR, delivery slot 20th July early morning but until now the status has not changed. It is still being prepared. I wonder how??? I sent a direct message and commented on Instagram, there's also no response. This is the first time I want to try SayurBox but it turns out like this. If I knew it would be like this, it would be better to use the familiar brand. Very disappointed.

Sources : Sayurbox Application,2021

HappyFresh Group is an online wholesale company that was founded in Kuala Lumpur in 2015 by seven people with technology and business backgrounds. The idea of developing this business certainly cannot be separated from the development of information technology in society that changes shopping methods. Technological developments allow this application to provide services in terms of shopping with a variety of products within an hour or a few days following customer requests with conditions that are still fresh, frozen and not melted (for frozen food). The freshness of the product can be fulfilled considering that in every store there are couriers who are ready to deliver orders (Tribunnews 2015).

This application has been operating to reach 3 countries in Southeast Asia, namely Indonesia as the head office in Jakarta, Malaysia, and Thailand. In Jakarta, HappyFresh cooperates with Ranch Markets and Farmers Markets scattered around the Jakarta area such as in Central Jakarta, South Jakarta, West Jakarta, and Tangerang (Serpong-Karawaci). The company has become a solid international community by employing approximately 200 people from 15 nationalities (Happyfresh 2021). In addition, the company was able to raise funding of USD 12 million or around Rp. 168 billion from the previous funding. The funding came from several investors such as the Marae Asset-Naver Asia Growth Fund (Katadata 2019). At the time of writing, this application has already been downloaded one million times with twenty thousand reviews. Positive responses are related to the ease of use of the application, fresher and more complete product quality, affordable prices, and many discounts. While the negative responses are related to application maintenance that is still lacking and the quality of service is not optimal (Table 5 and Table 6).

Table 5. Positive Responses to the HappyFresh Application

Time	Name	Positive Response
September 23 rd , 2021	Danijel Nadj	Easy to use, good English translation.
September 22 nd , 2021	Safinah Mubin	First time try order. Fast service. Lots of point items to choose from.

September 16 th , 2021	Inggrid Minarni	The app is easy to use, the selection of products such as fruit and vegetables is also very fresh. When you buy frozen goods, it's packed in ice cubes too, so that they last longer. The delivery schedule can be rescheduled , and it arrives on time. The courier who delivers is also friendly. HAPPYFRESH is a really great solution especially during this pandemic
September 13 th , 2021	Lisa Adam	Excellent personal shopping assistant
September 12 th , 2021	Madame Ashikin	A good application, very suitable for those who are lazy to strengthen or during the quarantine period. Goods are received in good condition, appropriate, the app is also user friendly 😊
September 11 th , 2021	Azyanz Aziz	Applikasi yg bgus,sgt sesuai utk siapa yg mlas nk kuar atau dlm tempoh kuarantin,brg2 diterima dlm keadaan baik,pantas dan user friendly..
September 08 th , 2021	Florencia Adrienne	Complete and easy shopping can be helped by a friendly and kind personal shopper
September 06 th , 2021	Norkhasanah Nor	Alhamdulillah.. very satisfied with this application.. it helps me and there are many discounts provided.. thank you very much for the team..

Table 6. Negative Responses to the HappyFresh Application

Time	Name	Negative Response
September 27 th , 2021	Jay Sen Chen	Not related to this app but by god. STOP PUTTING THE ADS ON MY YOUTUBE VIDEOS. IT'S INSANE HOW MANY ADS THERE ARE BY GOD STOP.
September 26 th , 2021	Fleure Tchankwe	The pineapple delivered is rotten soft. Rotten and damaged. I demand the pineapple to be collected and refunded.
September 07 th , 2021	Sandro Poluan	Since the first time I used this application, it gave a bad impression. I paid more so I could get fast delivery but they arbitrarily delayed it.
September 05 th , 2021	Novrielda Betriyana	I am a first-time user and this application is not OK. I ordered and made a payment via a virtual account before the time limit specified in the application. My account balance has been deducted but my order was automatically canceled and my balance didn't come back. The contact us feature is also not OK because when I filled out the report I had to move the screen, the page suddenly disappeared as well as the report I had typed in at length. Boohoo!
September 04 th , 2021	Zakiyah Novianti	Just ordered for the first time at HappyFresh, it was immediately canceled, there was no explanation. Waste of time.
September 04 th , 2021	Irene	I'm really tired of HF, yeah. My order got mixed up, which got to the wrong destination. I tried to contact via Instagram, Twitter, and telephone, but there was no response at all. I just let it be my order. Please, really, fix the contact center. This is the last time I use HF services. Nor in the future.
August 21 th , 2021	Ken Arum	I open the app but it doesn't work. What kind of maintenance is this again??? I'm a Samsung s8 user.
August 04 th , 2021	Anase Tasia	I've only used it once and won't be using it again. The price for the replacement of the item that was told via telephone and the bill is 50 thousand different. It was more than 2 hours late, it's like buying ice cream and it's already turned into water. All the coupons weren't available. The plastic came torn apart. A really bad experience.

Source: (Happyfresh 2021)

Brambang.com is an online supermarket that started launching in 2017. As the name implies, initially this application only sells shallots from Brebes, with the main aim of helping the distribution process by cutting the sales chain which is quite complicated in the agricultural sector. In its development, there is a change in society in shopping which makes this application able to compete with other applications as a marketplace to meet daily needs more effectively and efficiently with a one-day delivery period to the entire Jabodetabek area. Currently, Brambang.com provides fresh vegetable and fruit products and other quality food ingredients that have passed the internal quality control process (Brambang 2021).

At the time of writing this article, the Brambang application has been downloaded 100 thousand times and has 2 thousand reviews. Positive responses related to friendly courier service, free shipping, low prices, speed of delivery, discount vouchers, and quality goods. Negative responses are related to incomplete applications, declining quality of goods, and unfriendly customer service (Table 7 and Table 8).

Table 7. Positive Responses to the Brambang Application

Time	Name	Positive Response
September 11 th , 2021	Ariana Machyuni	Very helpfull
September 01 st , 2021	Fianda Glory	Feels like shopping in a supermarket, the delivery is really fast
May 20 th , 2021	Fine Sifaninda	Okay, the courier is friendly. The products are fresh and very good, cheap as well. But the payment is not automatically confirmed huh? Good luck, keep up the great work!
July 03 th , 2021	Audi Airikala	I do like the free shipping program.
April 29 th , 2021	Sabine Nadiyya	Wow, I ordered in the afternoon, it arrived at 7.30 in the morning... awesome!! the stuff is really cheap, I recommend it
March 06 th , 2021	Leni Yuliana	Satisfied to shop in Brambang... I often get discount vouchers for every 250 thousand shopping per month... good products... fresh fruit, vegetables, meat, and chicken... just a suggestion for Brambang... next for packing the package can be replaced with cardboard box :))
February 08 th , 2021	Inaya Z	User friendly app, all fresh goods, fast and safe delivery, thank you
February 13 th , 2021	Fanny Indrianasari	Good products and quick delivery

Table 8. Negative Responses to the Brambang Application

Time	Name	Negative Response
11 September 2021	Tony Wardhana	The first time I wanted to use it when I wanted to checkout, I was asked to fill in the address repeatedly but I was never able to enter payment. I will try again tomorrow, if it fails again, I will immediately uninstall it.
20 April 2021	Oei Lie Tjoei	Now I rarely shop here because I am disappointed with the unfriendly customer service (WA) in serving complaints. Frozen meat is sent without refrigeration and is not frozen and the blood has melted, the important thing is that it doesn't smell bad, he said and sent butter (usually packaged in plastic mica) which was hit by other products so it was dented, said customer care it was only dented but still fit for consumption. The standard is decreasing and not friendly in accepting complaints.
10 Juli 2020	Saepul Alam	Ugly... Heavy, often corrupted/not working properly.
21 Juni 2020	Muhammad Satrio	I've bought shallots twice, there were a lot of maggots.
13 Juni 2020	Ayu Habsari	Every time click something, it's only loading. My screen turned white and in the middle of it, there was a red circle that kept spinning. Shopping doesn't end and it makes you emotional.
26 Mei 2020	Paulus Hutagalung	I had downloaded it, I wanted to order, but seeing the bad reviews, I became lazy. It's useless to reason that it will be served via WA, call, or chat hat's

		the risk of not using a third-party payment. The concept is good, but it seems that all lines of the system are not ready.
15 April 2020	Christina Dewi	My order was missing. I have sent an email but no response. Please improve the service.
13 April 2020	Yessica Iskandar	I ordered 3 types of goods but only 2 were sent. I chatted via Whatsapp and email. There is no clarity. No response for days. Days lol. I'm not complaining because WhatsApp messages weren't answered in a few hours but it's been 3 days. There is no news on whether the shortage of goods will be refunded or followed up. In the application, it only says sent. There is no button for complaint or confirmation of receipt. There is no email regarding the transaction and delivery confirmation. NOT RECOMMENDED TO USE.

Source: (Brambang 2021)

The initial idea of making an application that sells vegetables and fruit as agricultural products, apart from making a profit, is primarily to help farmers market their agricultural products. So far, product marketing has been done traditionally with a narrow range. Of course, this has become commonplace for subsistence farmers, considering that the main goal of farming is not to get profit but to fulfill their food demand (rice) (Muryanti 2018). However, the development of digital technology in the pandemic era slightly changed the marketing pattern of subsistence farmers using this technology. The presence of the application accompanied by assistance from the application manager to farmers helped them a little in marketing their products, although it did not massively change the welfare of farmers. SayurBox, HappyFresh, TaniHub, and Brambang are applications that are widely used and widely reviewed in online media every time we search on search engines. The four are better known than dozens of other applications, including Gomart, www.portalsayur.co, Regopantes, Carisayur, Nyayur, Grabfresh, GrabGroceries, Kecipir, or TukangSayur.co. Some of the advantages of these four applications make it widely downloaded and reviewed by its users (Table 9).

Table 9. The Differences of Fruit and Vegetable Applications

No	Application	Year of Establishment	Number of Download	Number of Investor Review	Investor
1	SayurBox	2017	1 Million	12 Thousand	Astra Digital Internasional
2	HappyFresh	2015	1 Million	20 Thousand	Marae Asset-Naver Asia Growth Fund
3	TaniHub	2016	500 Thousand	9 Thousand	Bootstrap
4	Brambang	2017	100 Thousand	2 Thousand	Bootstrap

Sources : (SayurBox Application 2021), (Tanihub Application2021), (Happyfresh 2021), (Brambang 2021)

Based on the table, SayurBox and HappyFresh are the 2 most downloaded and reviewed applications, with over 1 million downloads. The two applications were established in a not-too-distant range, between 2015 and 2017. The rapid development of the two applications was due to the good market potential as an incentive for investors to inject funds. The existence of capital automatically increases productivity based on knowledge and information that forms the occurrence of social class based on ownership of information (Bungin 2006). A relatively large injection of funds can certainly improve marketing management to improve the quality of applications and services to consumers, compared to applications that have small capital. Users of this application in shopping for fruits and vegetables are the majority of media-literate people who are familiar with using smartphones to meet their daily needs. In the terminology of digital society, the flow space in the digital world is used to it. The flow space whose connection is only based on signs (nodes) does not meet directly, causing the use of language to be more straightforward, clear, and without further ado. It can be seen from the response given, whether it is positive or negative which is delivered directly. Even though in the correct language terminology according to the KBBI, this style of language is interpreted as sarcasm or impolite. In fact, the use of digital media provides a great opportunity to use plain language by its users.

6. Conclusion

The flow of digitalization cannot be dammed, affecting people's lives, including meeting the daily needs of fruits and vegetables. The behavior of buying fruit and vegetables has changed, from traditional markets or supermarkets to online shopping trends, this happens considering the ease and benefits of applying them coupled with the pandemic situation that restricts movement outside the home. These factors cause fruit and vegetable shopping applications to grow and are widely downloaded by the digital community. In this study, it can be found that the use of fruit and vegetable shopping applications increases every year because of its convenience, speed, and quality which are not much different from the quality of goods from supermarkets and traditional markets. Judging from the application used, the more complete and easy to use, of course, the more people will use the application, this cannot be separated from the capital that funds it. The thing that needs to be educated and becomes a general trend of using language in social media is that the delivery of messages is more polite. The results of this study are very descriptive and only map the basic conditions of a digital society that uses fruit and vegetable shopping applications. This research needs to be followed up more deeply with consumers by contacting them for data clarification and further to farmers, whether they receive benefits from the presence of this application that facilitates the marketing of agricultural products.

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