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Analysis of the Sales Process of Red Onion Seeds of Nganjuk Variety through Educational YouTube Content Marketing

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Abstract: This research is motivated by the rapid development of information technology, especially digital media such as YouTube, which brings significant transformation to companies' marketing paradigms, particularly in the agricultural sector. This study aims to describe the educational-based content marketing process implemented on the Gusman Bojonegoro YouTube channel and its impact on the sales of Nganjuk shallot seeds. This research uses a qualitative method with a descriptive approach. Data were collected through interviews, direct observation, and documentation from various informants, including the channel owner, nursery warehouse manager, employees, and farmers who buy seeds from the channel. Data analysis was conducted through a purely qualitative process of coding, grouping, and interpreting the data. The results show that the educational content presented by Gusman Bojonegoro is not only beneficial for experienced farmers but also a valuable guide for beginners. The videos produced provide a comprehensive overview of the challenges and solutions in shallot cultivation. Additionally, two-way interaction through video comments enables knowledge exchange that boosts productivity among the onion farming community. A comprehensive educational approach and the use of digital media as a marketing tool proved effective in increasing sales of Nganjuk variety shallot seeds, as well as expanding farmers' networks and knowledge in the digital era.

Keywords: Content Marketing, YouTube, Education, Sales, Shallot Seed.

INTRODUCTION

The rapid growth of information technology in recent decades has significantly changed the marketing landscape. Most notably, digital media has become a key pillar in the marketing strategies of modern companies. This development is not just a shift, but a fundamental transformation in consuming, interacting and communicating. The development of digital technology is also accelerating rapidly, having a significant impact on the ease of human communication (Rafi, 2023). Digital Marketing is now one of the marketing strategies that are in demand by the public to support various activities carried out. Slowly, people are starting to shift from conventional or traditional marketing models to modern marketing approaches, namely digital marketing. Digital marketing accommodates communication and

transactions that can be carried out in real-time and provides the ability to reach a global or worldwide level (Pradiani, 2017). The use of digital marketing as a marketing medium has a very significant impact especially considering the widespread popularity of social media such as YouTube.

Nganjuk is a district that has a superior commodity, namely shallots with the largest production in East Java. Based on data from BPS Nganjuk Regency in the period 2021 - 2023, shallot production experienced in 2020 - 2022 an increase every year.

Table 1. Total production of shallots in Nganjuk Regency

No	Year	Total Production (Quintal)
1	2020	1.772.322
2	2021	1.936.524
3	2022	1.938.881
4	2023	1.837.579

Source: BPS Nganjuk Regency

The increase in shallot production provides great potential for product diversification in the form of shallot seeds. Onion marketing innovation through digital marketing such as through YouTube content needs to be done to keep up with marketing developments that can reach a wider market. The use of YouTube as a marketing platform continues to experience rapid growth, opening up great potential for companies and individuals to reach large audiences and interact innovatively through video content.

YouTube is the second largest search engine after Google and focuses on highly engaging video content. This fact is evident with one billion hours of video views every day and around 78% of Internet users regularly watching videos every week (Vhatkar & Mali, 2020). Nowadays, video marketing is the most rapidly growing segment in the digital marketing space (Picard, 2019). Spending on video ads alone has passed the $129 billion mark in the United States (Enberg, 2019). With the increasingly significant role of YouTube in a company's digital marketing strategy, a more in-depth study with a specific focus on marketing through YouTube is needed (Tellis, G.J., MacInnis, D.J., Tirunillai, S. and Zhang, 2019).

The utilization of the YouTube platform as a marketing tool for agricultural products has become increasingly important and effective (Mustafa S. Al-Shaikh, Ahmed Issa Al-Gharagher, n.d.). By creating informative and engaging video content, agriculturalists can efficiently promote their products to a wider audience. YouTube not only provides a platform to showcase the farming process, but also allows farmers to share their knowledge, tips, and the stories behind their products. Through powerful visualizations, YouTube provides a unique ability to build brand awareness and increase the appeal of agricultural products in today's digital marketplace. But the fact is that the utilization of digital media as a marketing tool is still very minimal, especially in agricultural products.

In the research Yuliansyah (2023) with the title “The trend of Digital Marketing in Agriculture : A Bibliometric Analysis "It shows that the utilization of digital marketing for agricultural products is still relatively low, this can be seen from the number of publications relevant to the keywords in the research recorded in the Scopus index which still has a small number. Whereas the utilization of digital media such as YouTube provides benefits as a marketing platform with wide reach (Azzuhra & Adlina, 2023), innovative visualization, "top of mind" awareness, user engagement, formation of a positive brand image (Soelistyowati, 2018).

Gusman Bojonegoro's YouTube channel has emerged as a key resource in the world of education and sales of Nganjuk variety shallot seeds as well as an endorser of pesticides,

fungicides and plant nutrients. With 33,600 subscribers, the majority are onion farmers who find value in the information provided by the channel. Gusman Bojonegoro is not just a platform for selling onion seeds but also serves as a center for in-depth knowledge about onion cultivation. Its followers benefit not only in terms of product marketing, but also in an in-depth understanding of the entire onion plant growth cycle. Through its educational videos, the channel discusses important aspects such as effective cultivation techniques, optimal care, and the proper use of pesticides, fungicides, and plant nutrients. One of the unique features of Gusman Bojonegoro's channel is its focus on an educational approach.

The videos not only showcase the products being sold, but also provide in-depth insights into the entire onion cultivation process. Farmers who subscribe not only become customers, but also gain knowledge that can improve their skills in gardening. In each video, Gusman Bojonegoro presents content that is informative and relevant to the needs of shallot farmers. The videos cover practical steps from land preparation, planting, maintenance, to harvesting. Plus, the channel actively provides the latest information on developments in the world of agriculture, the latest trends, and new technologies that can be applied in shallot cultivation.

The educational content presented by Gusman Bojonegoro is not only beneficial for experienced farmers, but also a valuable guide for beginners interested in getting involved in shallot cultivation. The videos provide a comprehensive overview of the challenges and solutions that may be faced in the course of cultivating this crop. In addition, the channel is instrumental in building a solid community among onion farmers. Two-way communication through comments on each video allows for an exchange of experiences and knowledge between Gusman Bojonegoro and his subscribers. This creates a collaborative atmosphere that encourages knowledge growth and productivity among the community.

With a comprehensive and education-oriented approach, Gusman Bojonegoro is not only a place to buy seeds and agricultural products, but also a friend and mentor for shallot farmers. Utilizing digital media as a marketing tool on the Gusman Bojonegoro Channel, especially through YouTube, not only creates a new way of selling Nganjuk variety shallot seeds but also brings a significant change in the agricultural marketing paradigm. By combining the power of educational content and the global reach of YouTube, Gusman Bojonegoro not only markets agricultural products efficiently, but also opens the door for farmers to engage in an ever-evolving digital ecosystem, proving that digital platforms can be a positive force in driving the growth of the agricultural sector. Based on the above background, the research objective is to find out the sales process of the Nganjuk variety of shallot seeds using YouTube content marketing.

Literature Review

Content Media Digital

The term "content" refers to the information available through electronic media or products, according to the Kamus Besar Bahasa Indonesia (KBBI). Content is used to identify and measure various formats and genres of information as a value-added component of media. The type of video content on YouTube, accessed on December 23, 2023, involves a variety of formats:

a. Music Videos: These types of videos dominate the viewership rankings on YouTube and are entertainment that remains in demand. Artists and singers often claim copyrights and royalties.
b. Movie/Movie Videos: YouTube makes it easy for viewers to enjoy movies without the need to go to the movies.
c. Sports or Sport Videos: These videos attract viewers who cannot watch live sports broadcasts. In Europe and America, challenging sports videos are in high demand.

d. Gaming Videos: Games are becoming popular among all ages, and gamers are uploading videos about games and strategies, which are of interest to the gamers' community.
e. News Videos: News videos engage viewers who have limited time to keep up with the news. These videos often cover political news and criminal happenings, with videos about the turmoil in the Middle East increasing in popularity.
f. Tutorial Videos: These videos are in high demand by people who want to learn hands-on through demonstration. Tutorials cover a wide range of topics, such as video editing, photoshop effects, learning guitar, and blogging.
g. Review Videos: Review content provides reviews of products or services, helping the audience in making a decision before buying. This can include reviews on gadgets, electronic products, and beauty products.
h. Educational and Science Videos: This content presents subject matter in various formats, including videos of people explaining, animations, slides, cartoons, and more to capture the interest of the audience.
i. Prank Videos: These videos capture a moment of prank to someone and become popular due to the cuteness of the reaction which can easily go viral.

Education in Content Marketing

In today's digital era, consumers have become more critical and selective in choosing products or services. They are not only looking for quality, but also useful information. An educational strategy in content marketing is a solution to meet these consumer needs. Education can be implemented through various formats, such as articles, videos, webinars, and so on. Benefits of Education in Content Marketing Education provides a number of benefits, including:

a. Increase Brand Awareness: Education helps consumers understand the product or service being offered, which in turn increases brand awareness and generates consumer interest in making a purchase.
b. Increases Engagement: Through education, consumers are more interested in interacting with marketing content, increasing engagement levels and campaign effectiveness.
c. Increase Sales: Education helps consumers understand the benefits of a product or service, strengthening the sales argument and ultimately increasing sales figures.
d. Increases Consumer Trust: Education demonstrates a company's concern for consumers and intention to provide useful information, building consumer trust.
e. Builds Good Relationships with Consumers: Education helps companies build positive relationships with consumers, increasing customer loyalty.

YouTube's Role in Digital Marketing

In recent years, YouTube has become extremely popular with the rise of professional video creators, or YouTubers. More and more YouTubers are creating, producing, and uploading videos on their YouTube channels as a full-time job (Viertola, 2018). Marketers have taken note of YouTube's growing popularity as a video platform and also YouTubers among its users. There are several different ways to do advertising and marketing on YouTube. The main forms of advertising include bumper ads, TrueView discovery ads, and TrueView in-stream ads.

Bumper ads are shown at the beginning of the actual video and last only a few seconds, TrueView discovery ads are shown mainly in search results when users search for videos from the search bar, and TrueView in-stream ads are video ads that are also shown at the beginning of the video, but last longer than bumper ads. In-stream ads can be skipped by users watching the video if desired. In addition to the basic forms of advertising associated with YouTube videos, more and more companies are marketing their brands and products in

collaboration with YouTubers (Viertola, 2018). Many YouTubers enter into commercial partnerships with brands, for example by featuring their products in their videos. In these situations, companies opt for influencer marketing and use YouTubers as brand advocates in their social media marketing strategies (Viertola, 2018).

Digital Marketing in Agriculture

Agriculture is one of the crucial sectors in the Indonesian economy. It is not only a significant employer, but also contributes to the country's foreign exchange earnings. However, agriculture is faced with various challenges, such as climate change, global competition, and limited resources. Digital media, including the internet, social media, and video, have great potential to overcome these challenges. Utilizing digital media can help improve productivity, efficiency, and competitiveness in the agricultural sector.

YouTube as a Marketing Tool for Agricultural Products

YouTube is one of the most popular social media platforms worldwide. With a wide and diverse user base, the platform is an effective tool for reaching a large target market. YouTube can be utilized for a variety of purposes, including agricultural product marketing. Agricultural product marketing strategies through YouTube involve creating and uploading engaging and informative videos regarding the agricultural products being offered. Marketing agricultural products through YouTube can be done with the following steps:

a. Creating a Product Video: Product videos are a common type of video used to market agricultural products. These videos present the product in detail, including information on benefits, usage, and price. According to Ariyaningsih (2020), product videos are effective in introducing agricultural products to consumers.
b. Creating Video Tutorials: Video tutorials can provide guidance on how to plant, care for, or process agricultural products. These tutorials help consumers understand how to use agricultural products correctly.
c. Creating Testimonial Videos: Testimonial videos showcase the experiences of consumers who have used agricultural products. These videos provide a first-hand look at the benefits of the agricultural products offered.
d. Creating Video Vlogs: Vlog videos showcase the daily life of farmers or ranchers. This video helps consumers to get to know the producer of the agricultural product better.

Measuring Content Marketing Success on YouTube

YouTube is one of the most popular social media platforms in the world, with a large and diverse user base. With its wide reach, YouTube has proven to be an effective tool for marketing products or services (Henderson., 2023). The objectives of measuring content marketing success on YouTube can be divided into two types: quantitative objectives and qualitative objectives (Kotler & Kemmer, 2022). Quantitative objectives measure the success of content marketing on YouTube based on data and numbers. The positive impact of content marketing on YouTube has also been proven through research Kotler & Kemmer (2022) presents the interesting finding that companies that utilize content marketing on YouTube experience a 20% increase in sales. This shows that smartly crafted content tailored to the YouTube platform can contribute significantly to a company's sales performance.

Additionally, research results (YouTube, 2023) highlight that 70% of people who watch product videos on the platform are likely to purchase the product. This creates a direct link between the content featured on YouTube and consumer purchasing decisions. Additionally, the finding that 80% of people who watch tutorial videos on YouTube are more likely to use the product confirms that informative content can shape positive perceptions of a product and encourage user action.

METHODS

The type of research used is qualitative research. This research aims to describe the phenomenon of education-based content marketing strategies implemented in Gusman Bojonegoro's YouTube channel. The rapid growth of information technology, especially digital media such as YouTube, has brought significant transformations in the company's marketing paradigm, especially in the agricultural sector. The informants / sources in this study include:

a. Gusman Bojonegoro channel owner or creator of Gusman Bojonegoro YouTube channel content marketing (1 person).
b. Owner or manager of Nganjuk shallot seed nursery warehouse (1 person)

While the location of the implementation of this research is in Nganjuk Regency, namely in Bagor District (Hatchery Warehouse), Bojonegoro Regency (Gusman Bojonegoro channel owner). In this research, the instrument used is an interview guide which is carried out through direct observation of the research subject. This approach is in line with the view of Sugiyono (2013), which emphasizes that in qualitative research, the researcher himself becomes the main instrument of research. The use of this instrument aims to enable researchers to get accurate answers, not deviate, and be able to provide responses to the questions posed in the problem formulation. The data collection techniques applied in this research include literature study, interviews, direct observation, and documentation. These techniques are used to get a comprehensive and in-depth picture of YouTube content marketing that involves related parties directly to obtain more accurate perspectives and information.

The data analysis used in this research is a purely qualitative analysis, which involves the process of coding, grouping, and interpreting the data. Analysis begins with reading the data as a whole to understand the context, then finding patterns, themes, or categories that emerge from the data. Data obtained from descriptive qualitative research is analyzed by pure qualitative analysis. The data collected in qualitative research is more often in the form of words or images rather than numbers, according to Bogdan & Biklen (1997). Interview transcripts, field notes, photographs, videotapes, personal documents, and other official records are all part of the data. Furthermore, the interactive model was used to analyze the data for the rest of the research time. This was done iteratively, repetitively, and continuously. Data reduction, data presentation, and conclusion drawing/verification are the three main components of qualitative data analysis.

RESULTS AND DISCUSSION

Research Results

General Description of Research Location

Nganjuk Regency is located in the western part of the East Java province, at coordinates 111° 50' - 112° 13' East Longitude and 7° 20' - 7° 50' South Latitude. Its area is 122,433.1 ha, consisting of three plain areas: 91,144.5 ha (74.44%) lies in the lowlands, 25,267.4 ha (20.64%) lies in the mediumlands, and 6,021.2 ha (4.92%) lies in the highlands. The administrative boundaries of Nganjuk Regency are as follows:

a. North: Bojonegoro Regency
b. East: Jombang and Kediri districts
c. South: Kediri and Tulungagung regencies
d. West: Ponorogo and Madiun Regencies

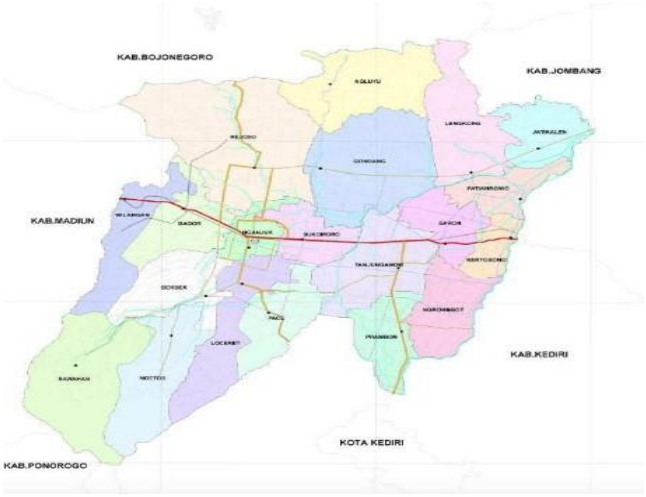

Figure 1. Administrative Area of Nganjuk Regency

Geographical Conditions

Most areas in Nganjuk Regency have soil conditions and structures that are quite productive for the growth of various crops. In addition to productive soil conditions, there are 43 rivers that flow through Nganjuk Regency, which can help irrigate rice fields in the Regency. The Widas River, with a length of 69.332 km, is able to irrigate an agricultural area of 430.150 km2 with a water discharge of 260.871 m2 per second. Nganjuk Regency is located 120 km southwest of the administrative center of East Java Province, and is connected by provincial roads and adequate transportation and communication facilities. This makes the Regency function as a crossing point for goods and agricultural products between provinces and throughout East Java.

Economic Condition of Nganjuk Regency

Among the GRDP (Gross Regional Domestic Product) of Nganjuk Regency, agriculture accounts for the largest share. Although the percentage of agriculture fell from 2010 to 2014, the sector remains the largest share. In the GRDP of Nganjuk Regency, the agricultural sector is the largest contributor from year to year. This was recorded in 2010 at 4,089,143.03 (in million IDR) and continued to increase to 5,680,906.79 (in million IDR) in 2014. As for the economic growth of Nganjuk Regency, based on the value of the Gross Regional Domestic Product of Nganjuk Regency in 2014, it increased compared to previous years, both at current and constant prices. This shows that the economy of Nganjuk Regency is doing well. However, between 2010 and 2014, the economic growth of Nganjuk Regency experienced increases and decreases. The economic growth rate of Nganjuk Regency experienced a decline until the last year. Economic growth increased from 5.75% in 2011 to 2012, but fell in 2013 to 5.54% and in 2014 to 5.10%.

Topography and Soil Condition of Nganjuk Regency

Alluvial, regosol, andosol, latosol, and gromosol soils can be found in Nganjuk Regency. Alluvial soils can be found in Nganjuk, Loceret, Pace, Sukomoro, Tanjunganom, Prambon, Ngronggot, Kertosono, Baron, Gondang, Patianrowo, and Jatikalen sub-districts. Latosol soils can be found in Sawahan, Ngetos, Loceret, Wilangan, Rejoso, and Ngluyu sub-districts. In Patianrowo, Gondang, Sukomoro, Nganjuk, Bagor, Wilangan, Rejoso, Ngluyu, Lengkong, and Jatikalen sub-districts, there are regosol soils. There are also andosols in the southern parts of Sawahan, Ngetos, and Loceret. While gromosol soils are in the sub-districts of Berbek, Loceret, Pace, Tanjunganom, Nganjuk, Bagor, and Wilangan.

Agricultural land consists of 32,112,928 ha of technical rice fields, 3,665,600 ha of semi-technical rice fields, 1,995,000 ha of simple PU irrigated rice fields, 271,086 ha of non-PU irrigated rice fields, and 4,151,066 ha of rain-fed rice fields. Dry land consists of 19,131,287 ha of yards, 11,628,319 ha of tegal, 49,000 ha of gardens, 9,090 ha of ponds/tebat, and other additional land. Water resources are an important part of the agricultural process in Nganjuk Regency, as it has high agricultural potential. There are many permanent rivers, dams and dikes, groundwater sources, good irrigation structures, and deep and shallow wells that can be used by farmers.

Social Conditions of the People of Nganjuk Regency

Population issues, which include the number, composition, and distribution of the population, as well as the quality of the population to support development, are among the social issues that need to be considered during the development process. Population registration in Nganjuk Regency in 2012 reached 1,025,513 people, an increase of 0.27 percent compared to 2011. The population consisted of 529,408 men and 539,891 women.

The majority of people in Nganjuk Regency in East Java are Javanese and Muslim. The area is known as an agricultural region, with rice, shallots, and horticulture as the main commodities. Local trade and small and medium industries are also very important to the economy. Education is highly valued and there are sufficient facilities from primary to tertiary levels. Hospitals, health centers, and clinics provide medical services. Nganjuk residents still follow their own customs and traditions, and they perform various traditional ceremonies and arts. Strong family values and gotong royong, as well as high political participation, define social life.

Onion Farming in Nganjuk Regency

Onion farming in Nganjuk Regency has several characteristics that distinguish it from onion farming elsewhere. Some things to note are:

a. Agricultural Potential, The 11,300 ha of shallots in Nganjuk Regency has great agricultural potential. Onion varieties
b. such as Bauji and Tajuk are highly favored by farmers and exported throughout Eastern Indonesia.
c. Shallot Producer, After Brebes District, Central Java, Nganjuk is the largest shallot center in Indonesia. Nganjuk's shallot market attracts many traders and buyers from outside the city, even from outside Java.
d. Among other Nganjuk sub-districts, Gondang sub-district has the largest shallot harvesting area, with 1,950 hectares.
e. Crop pattern management, Nganjuk has 400 groups of vegetable and chili farmers, including shallots, with good crop pattern management. In addition, Nganjuk farmers have conducted training and use independent seeds to improve the quality of their products.
f. Availability of Water Resources: Nganjuk Regency has sufficient and potential water resources, with many permanent rivers, dams, and good irrigation systems. Farmers can also use groundwater sources and shallow wells.

Nganjuk Regency is also the largest producer of shallot seeds in East Java. The majority of the population makes a living from growing shallots. In addition, they also work as traders, collectors, traders, fertilizer sellers, and workers in shallot fields. Nganjuk Regency's shallots are known for their high quality and durability compared to shallots from other regions. Although the shallot bulbs from Nganjuk Regency are not as big as those from other regions, the low water content in them makes them durable and does not rot quickly. This condition causes farmers in other regions to prefer shallots from Nganjuk Regency as seeds.

The Sales Process of Nganjuk Variety Red Onion Seeds Using YouTube Content Marketing on Gusman Bojonegoro Channel

The interview was conducted jointly between Gusman Bojonegoro (YouTube channel owner and Hendy (Manager of the shallot seed warehouse with questions related to the YouTube content marketing process.

> *"In the interview, Mr. Gusman and Mr. Hendy explained that Gusman Bojonegoro collaborated with Hendy to sell shallot seeds under the product name Tajuk GY. Content production always prioritizes honesty and integrity to build his brand, where he does not sell frontally but by building his image to be known as a seed seller who sells quality seeds, where currently shipping seeds are sold to several regions in Indonesia such as Sulawesi, Aceh, Bali, Sumatra, Bali, and others."*
>
> *"Content production is done with 1 employee who works as an editor and cameraman. The strategy used to introduce seed products is to always prioritize education because Gusman acts as an educator while Hendy is the warehouse manager for delivery."*
>
> *"After the seeds are purchased by farmers, their role does not stop there but also acts as a seed consultant from land cultivation, management to harvest. When there are pests or diseases in plants, Gusman will provide advice to farmers who buy his seeds. On the other hand, Gusman also often conducts field inspections to see the conditions of farmers in several regions."*
>
> *"The frequency of uploading content is once every 2 days. He also always accepts criticism from YouTube viewers to improve his business. Gusman also said that YouTube is a bridge for a marketing person who is useful to be recognized by many people and trusted by their consumers."*
>
> *"The trick to getting high viewers is to never lie to the public through the content created and do not make viral content videos, because viral content usually does not last long. Educational content will last longer because there are many views that will repeat to see YouTube video content if the content presented is still not understood."*

Discussion

Strategic planning, high-quality video production, and proper content distribution are important parts of the YouTube content marketing process. The goal of these steps is to capture the attention of the audience, provide valuable information, and create a strong bond with the audience through constructive interaction and feedback. Based on the interviews, the process of creating educational content on the "Gusman Bojonegoro" YouTube channel was identified as an effort based on integrity and honesty; Gusman avoids frontal promotion and concentrates on building a reputation as a seller of quality seeds. One staff member works as both editor and cameraman in content creation, which focuses on a comprehensive educational approach.

The content generated not only provides information on onion seed management but also integrates direct consultation with farmers, offering practical solutions to problems they face, from land cultivation to pest and disease management. Content uploads are done every other day to ensure that the audience remains consistent and engaged. The effectiveness of the content is measured through interaction metrics on YouTube and tangible impact on sales and customer loyalty. Gusman also uses YouTube as a platform to build trust and authority in

his field, with a focus on educational content that has long-term impact rather than temporary viral content.

Gusman Bojonegoro's YouTube content marketing strategy prioritizes an approach that is full of honesty and integrity. Gusman opts for a direct promotional approach rather than building a reputation as a quality seed seller through in-depth educational content. Gusman works with an employee who acts as editor and cameraman during the production process to ensure each video is visually appealing and informative. New content is uploaded every other day; this frequency aims to maintain audience engagement and provide ongoing education about onion seeds.

In addition to providing technical information, Gusman also conducts direct consultations with farmers who buy seeds and provides recommendations from tillage to harvest, as well as how to deal with pests and diseases. Gusman also not only sells merchandise but also builds strong and trusting relationships with his customers. The actions in this practice are in line with the concept of marketing 3.0 (Kotler & Kartajaya, 2010) where long-term relationships with customers are an important part of marketing strategy 3.0, which includes more personalized interactions, mutual understanding, and active cooperation. Companies can enhance customer engagement through positive corporate values and culture, and utilize digital technology to strengthen human relationships.

Looking at interaction metrics such as YouTube views and comments, as well as increased sales and customer loyalty, shows how effective each piece of content is. Gusman uses audience feedback as an important source of evaluation to continuously improve and refine his content. Gusman proves that sustainable, educational content has greater staying power and effect than just momentary virality by using YouTube as a bridge to recognition and trust. Article written Casey (2017) on the web Backstage states that content based on current trends can indeed bring a surge in popularity, but they rarely have long-term staying power. Viewers tend to look for content that is consistently relevant and useful rather than content that only follows temporary trends. Article written Folkendt (2024) on the web Femtechinsider emphasizes that platforms like YouTube are better suited for long-lasting content ("slow-burners"), where videos that are well-made and provide valuable information continue to get views years after they are uploaded. Authentic, high-quality educational content tends to have a long lifespan compared to content that is just chasing trends or momentary virality.

Gusman's method for creating content starts with choosing topics that are interesting and useful to his audience. Each video created always emphasizes honesty and the dissemination of information that is helpful to farmers. Gusman realizes that his audience, who are mostly shallot farmers, need information that is practical and can be applied in the field. Gusman always provides clear and detailed information in each video, ranging from land cultivation techniques, planting techniques, crop care, to methods for combating diseases and pests. Gusman also often shares personal experiences and success stories of other farmers who have used the seeds he sells to their success. Viewers not only gain additional motivation, but also strengthen their trust in the product.

Gusman and Hendy (Manager of the seed warehouse and seed delivery) work together to manage the warehouse and delivery, ensuring that all their businesses run smoothly. Hendy ensures that every seed order is delivered on time and in good condition, while Gusman focuses on creating content and talking to customers. They can provide a complete and satisfying service to their customers thanks to this synergy. Gusman also makes frequent field visits to different regions to check on farmers' conditions firsthand and make recommendations for problems. This activity shows Gusman's commitment to selling products and helping farmers increase their yields.

Hendy and Gusman's collaboration is in line with research Tampanguma et al (2020) with the title "Business Collaboration on Captikus Management Income in Lalumpe Village" which states that the research found that business collaboration has a positive and significant effect on income. The success of Gusman's content marketing strategy also relies on consistently uploading content every other day. A regular schedule lets viewers know when they can expect new content, which helps keep them engaged and adds to the number of loyal viewers. Gusman can also continue to provide his audience with the most up-to-date and relevant content by uploading content regularly. Gusman is also always willing to accept audience criticism and suggestions, which he uses to continually refine and improve the quality of the content. Gusman highly values audience opinions and strives to meet audience expectations.

Various interaction metrics on YouTube, such as the number of views, likes, and comments, are used to measure how effective the uploaded content is. Gusman measures the success of his content by how his customers perceive it. Increased seed sales and customer loyalty show that the educational content he creates builds trust and provides additional value to viewers. Gusman also looks at how viewers respond to each video and whether they come back to re-watch the same video. Informative educational content tends to have longevity as viewers may return to refresh their memories or seek more information.

The way Gusman builds relationships with the audience also shows the success of using YouTube as a platform for content marketing. Gusman chooses to present content that has high educational value rather than just creating viral content. Gusman says that content that contains useful information will last longer and have a greater impact in the long run. Viewers appreciate clear and honest information, which shows that this approach works. In addition, Gusman often interacts with viewers through the comments section, answering questions and, if needed, providing clarification. This interaction increases participation and forms a strong community around his YouTube channel.

Gusman also realizes how important content diversification is. Gusman also not only makes videos on how to plant and care for shallots, but he also talks about other things related to agriculture and agricultural business. For example, Gusman makes videos on how to promote agricultural products, improve production efficiency, or address problems faced by farmers in the field. Gusman has managed to attract a wider audience and keep the audience's attention with a variety of interesting and useful topics and maintain a loyal audience by prioritizing honesty, integrity, and educational value.

CONCLUSION

Based on the research results of the Education-based YouTube Content Marketing Analysis on the Sale of Nganjuk Variety Shallot Seeds, it can be concluded that the education-based YouTube content marketing process on the Gusman Bojonegoro channel is divided into 3 stages, namely planning, content production and content distribution. Gusman Bojonegoro builds a reputation as a quality seed seller through content marketing on YouTube with integrity and honesty. He uploads in-depth educational content every two days with the help of editors and cameramen. This content provides technical information, live consultations, and practical solutions for farmers. Its effectiveness is measured through YouTube interaction metrics as well as impact on sales and customer loyalty. Viewer feedback is used to improve the content and build trust. Collaboration with Hendy on warehouse management, seed delivery, and field visits strengthens customer service. Diversified content and active interaction with the audience.

Suggestions that can be conveyed from the results of research on the analysis of education-based YouTube Content Marketing on the Sale of Nganjuk Variety Shallot Seeds include the Gusman Bojonegoro channel being advised to improve the quality and reach of its

educational content by adding advanced tutorials and testimonials from farmers who have successfully used GY seeds. In addition, displaying a specific logo on each video and using other social media platforms such as Instagram, TikTok and Facebook can help you reach a larger audience. Increasing content visibility can also be achieved by optimizing SEO and YouTube algorithms by using relevant keywords and following search trends. Ensure that content remains relevant and high-quality by working with influencers and agricultural experts and conducting regular evaluations using YouTube analytics. To increase audience engagement and loyalty, it is important to actively interact with viewers through live streaming, Q&A sessions, and loyalty programs or giveaways.

For the government, educational campaigns on the importance of digitization in agriculture and the benefits of information technology need to be promoted, along with the promotion of collaboration between the private sector, communities and the government. Policies that support the growth of the digital agribusiness sector, including copyright protection and regulations that facilitate online trade, are needed. Regulations that improve transparency and quality of seed products are also important to protect farmers from substandard products.

For future researchers, to find out how effective different types of educational content are in increasing farmers' sales and knowledge, further research should combine quantitative and qualitative approaches. Factors that most influence the conversion of viewers to buyers can be identified by conducting a more in-depth study of audience preferences and behaviors. Comparing the performance of content marketing with other marketing approaches, such as social media marketing or direct marketing, can provide a better understanding. In addition, there is a need for long-term studies that evaluate the long-term impact of education-based content marketing on changes in farming practices and sustainability of farm businesses. In addition, looking at how new technologies such as artificial intelligence, virtual reality and augmented reality (AR) contribute to farmers' learning experience and more effective agricultural education content could pave the way for innovations in information delivery.

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