

Image Branding Strategy of Tanduria Organic Fertilizer and Pesticide Products

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ABSTRACT

Objective: This study aims to analyze the branding strategy implemented by Tanduria in building a distinctive brand identity, focusing on aspects such as brand strength, brand uniqueness, and brand favorability. **Method:** The research employs a qualitative approach with a case study design, utilizing direct observations and in-depth interviews with Tanduria's founders to explore their branding practices. **Results:** The findings reveal that Tanduria, as an urban farming platform in Indonesia, successfully promotes its brand through strategies that emphasize ease of use and environmental sustainability, particularly by encouraging the Millennial generation to engage in home-based planting. The branding of Tanduria's organic fertilizer and pesticide products effectively strengthens its image as a modern, eco-friendly brand that aligns with urban lifestyles. **Novelty:** This study provides new insights into branding strategies within the urban agriculture industry, demonstrating how environmentally conscious innovation and lifestyle-oriented marketing can enhance brand identity and consumer engagement in the digital era.

INTRODUCTION

In some decade Lastly, global awareness of importance practice environmentally friendly farming environment the more increased. Consumers end and perpetrator agribusiness start more care about security food and impact environment from the products they use. Fertilizers and pesticides organic become choice main Because capable support method sustainable agriculture, reducing damage land, water pollution, and impacts bad to health human beings. A number of children young people in the Malang area succeeded create A product fertilizers and pesticides organic for agriculture [1].

Tanduria which was founded in 2022, Habib Thabrani who is familiar called Mas Bon pioneering his business together his friends in the Malang area with blend utilization technology and care to environment. Then Tanduria join with the Tokopedia platform for marketing and educating public about importance keep resilience food through urban farming. Tanduria do various activity such as workshops on urban farming, with holding hands a number of organization non-profit as well as government for educate in the sector agriculture.

Can not denied that existence interest from Instagram users, especially in Indonesia, make a number of line business optimize the platform as a marketing medium for interest business or sale with more efficient. Meanwhile that, *the marketplace* that is deliberately involved with linking Tokopedia in action promotion product namely Tanduria. Tanduria leading to the existence of a marketplace which is specific be in the

scope need plants, as well as teach about nurse plants and procedures plant in various planting media [2].

Tanduria become embodiment corporations that have point focus movement in the realm agriculture with specification towards governance along with management on overall continuous activity on the product agriculture for furthermore marketed in a way more expanding. Tanduria become one of the platforms that provides products that can helping farmers produce results agriculture without material chemistry.

One of efforts that can be made done by Tanduria For increase trust community, Tanduria always give ways and solutions with using *social media branding* strategies. The purpose of *social media branding* can represented as embodiment on urban farming, then associated with element channels, even device soft on social media reality with objective specific use maximize communication so that more efficient, also related to context delivery even exchange or offers that have mark in a way progressive to party stakeholders interest in scope organization or the corporation that oversees it. From several matter on can done use for increase *awareness* and *engagement* used For build A *branding image* for Tanduria. In addition tanduria educate for farmers and children too young people who are starting and been a long time in do activity match planting through workshops or gathering events [3].

The existing reality moment This especially MSMEs that produce fertilizer organic Still weak in build *image* product. This is be one of causes of fertilizer image organic low and not yet capable compete with product company big. Impact furthermore is prestige fertilizer organic down and start abandoned community. Building *brand image* food local for MSMEs requires something study so that obtained the right branding concept for lift prestige fertilizer organic. Branding concept for fertilizer organic in study This focused on the side product. Product food local MSMEs actually own good taste and quality. Weaknesses food local is innovation products, packaging and labeling so that assessed not enough prestige by society. Attributes product become attention in *branding* because the first one seen consumer is visual form of the product. One of the attribute sufficient product stand out is packaging [4].

Tanduria present for answer market needs for product more agriculture natural, safe, and effective. As fertilizers and pesticides organic, Tanduria utilise ingredients natural that is not only help growth plants, but also improve quality land. With focus on sustainability and impact positive for ecosystem, Tanduria want to become choice main farmers and actors agribusiness in Indonesia that wants to switch to method organic efforts for build image a strong and consistent brand in the mind consumers. Good brand image can help business get trust consumers and increase loyalty customer.

The low awareness farmer to benefit fertilizers and pesticides organic compared to with product chemistry synthetic, Product price organic which tends to more tall compared to product conventional. Perception that product organic not enough effective in increase results harvest in a way fast become excess Tanduria, MSMEs with all limitations that exist especially capital and control technology need draft proper and

simple *branding* in operate business food local. Therefore That in study This will discuss about how is the tanduria strategy do *image branding*.

RESEARCH METHOD

Methods used in study This is method study qualitative descriptive namely activities that seek truth from something object being done in condition natural in his research nature describe, explain in a way objective about facts, traits, characteristics as well as connection Suatu element to element other [5].

Data collection is a group information that provides possibility to researchers for interesting conclusions and taking action. Presentation of data is something explanation information in form complete description and narrative, which is arranged based on main points findings found in data reduction, and presented using researcher language in a way logical and systematic, so that Far more easy understood [6]. So that all data that has been obtained in the field Good in the form of results interview, interview Alone done with Habib Thabrani as founder Tanduria Then observation or analysis so that can bring up description about Product Image Branding Strategy Fertilizers and Pesticides Organic Tanduria.

RESULTS AND DISCUSSION

A. Heading number two Branding Fertilizers and Pesticides Organic As Tanduria Platform's Main Products

One aspect of the activities implemented to improve soil fertility is the application of organic fertilizer. It's important to note that organic fertilizers typically contain moderate amounts of nutrients and have specific characteristics, such as improving soil properties such as permeability, porosity, and soil structure, water retention, and even the concentration of cations within the soil. To increase public trust in Tanduria, our partners [7].

Fertilizer Branding Image Organic Tanduria

Tanduria as a platform that supports related with agricultural start-ups own a idea for do introduction to public past social media with fertilizer cage or compost, how to give solution namely give alternative in the form of a compost turbolizer which is one of the product from tanduria. Turbolizer is fertilizer complete and perfect as can be used for various type plant ornamental or plants other in yard. Uses turbolizer is fertilizer organic designed liquid special for give nutrition complete what plants need. Products This stores a variety of macro and micro minerals valuable for growth as well as development plants . With existence turbolizer, plants will watered nutrients important, possible they grow with fertile and maximum [8].

A number of composition of the turbolizer contain various macro minerals including nitrogen (N), phosphorus (P), and potassium (K). Nitrogen is needed for growth leaves and stems plants, phosphorus important for development roots and flowering, while potassium plays a role in absorption nutrition and tolerance to stress.

Interview results with Habib Thabrani on December 23, 2024 ". Tanduria made use ingredients experience quality formulated height for give optimal nutrition for plants that are of course environmentally friendly and not contain material chemistry dangerous. Tanduria Focus on improving fertility land in a way sustainable, not only results plant moment. Prioritize production based community farmer local or support empowerment public "

Pesticide Branding Image Organic Tanduria

Pesticide organic is potion naturally designed for overcome pest as well as life-threatening disease plants. Made from ingredients derived from nature, such as plants, animals and microorganisms, pesticides This utilise strength natural for protect life plants. Because they are composed from elements natural, pesticides type This more friendly for environment as well as more safe for health human making it wise choice in guard balance ecosystem.

Compared to with pesticide chemicals, pesticides organic offer a number of advantages. First, more friendly environment Because material organic easy decompose, so that No leave residue toxic that persists in nature for a long time. Second, the residue pesticide organic no lasts long in plants, making results agriculture more safe for consumed. Third, in general economy, use pesticide organic more profitable, because product food without pesticide own price more tall compared to product conventional. Manufacturing pesticide organic is also more economical, because farmer can mix it alone , reduce cost production. Fourth, the use of pesticide organic in control pest integrated No cause resistance to pests. However, its weakness lies in power It's difficult to save, which is limited find materials, and their instability in weather extreme like hot hot or Rain heavy. Although thus, development technology Keep going present innovation For overcome obstacles the [9].

Parts of the plant that are used as material base pesticide organic usually contain compound active which is classified as in metabolit secondary, such as alkaloids, terpenoids, phenolics, and various compound chemistry other substances active This play role important in oppose pest with various ways. Some compound act as repellent that makes pest reluctant approaching, while others work as inhibitor anti- feedant, interferes with the consumption process pest to plant [10]. There are also substances that work as regulator growth (growth regulator), inhibits development pest so that No Can develop breed with good. Besides, some compound own characteristic attractive (attractant) that attracts pest for approaching, only For Then destroyed by nature poison turn it off. Not only plants, materials organic from animals can too made into pesticides with source main originate from urine animal certain ones that contain substances powerful active control pests [11]. Besides that, a number of microorganisms known own ability experience in control population pests and can utilized as component in pesticide organic, making it a comprehensive and natural solution in control pests. In case this, Tanduria offer product pesticide organically developed with utilise advantages said. Product this, which is called with "immunizer," no only effective in replace pesticide

inorganic, but also offers a more approach friendly environmental and safe for ecosystem [12].

Interview results with Habib Thabrani on December 23, 2024" pesticides organic Tanduria more unique compared to other products because Tanduria Use material safe natural for plants, soil, humans and animals pet. Don't leave residue dangerous to the results harvest. Based study local, designed For frequent pests found in climate tropical. Produced in a way friendly environment, with a formula that supports agriculture sustainable, the image built by Tanduria namely Safe and Effective Pesticide organic that works optimally to control pest without damage Eco- friendly ecosystem Support balance natural with prevent pollution land and water, as Friend Farmer that is Provide solutions that can reliable and easy used by farmers small and big "

Tanduria Start Up Branding Strategy Analysis in building brand image

Branding Strategy is step the first one that can made into foothold by Tanduria as a start-up in knitting image a solid brand. With implement communication marketing integrated, this strategy expected capable open road for Tanduria For with wise determine direction and goals in reach customers. Not only that, approach this also provides convenience in reveal superiority competitors as well as give room for optimization branding [13] efforts. Differences in implementation of the strategy used will play a very important role in formation image brand that is not forgotten and imprinted in the mind public [14].

Tanduria Start-up with wise practice this strategy, which aims to as pattern decision company in determine and formulate target as well as the goal to be achieved made into guide main. Through thorough planning, company designing steps for reach objective said, at the same time detailing coverage business that will lived [15]. Understanding This in harmony with Kenneth R. Andrews stated view that a strategy is steps taken by the company for establish and disclose target, as objective for plan direction business with take into account internal and external [2] factors. A policies that will implemented with the way that has been determined, so that the goal company achieved in a way precise and efficient, ensuring appropriate implementation so that each step directed with Good going to the desired results of the organization or company the [16].

Success in implementing a branding strategy of course No let go from solid foundation as well as factors the underlying basis for build image strong brand. Start- up [17] Tanduria, with full consideration, have clear reasons in implementing this image branding strategy. The first reason lies in how the initial process is can create impression deep in mind customers, so that Tanduria can remember as a start-up that generates supporting products fertility plants, such as fertilizers and pesticides organic [18]. Brand image this, which is deliberate built with careful, aiming to ensure that the products sold capable attached close to heart and mind customers, creating A persistent memory awake, which in the end can influence decision purchase future customers [19].

A number of efforts made by the tanduria platform in building a branding image strategy with use communication marketing integrated as following : (1) in determination

company branding direction, tanduria platform determine identity company with build A identity company namely with use plant symbols and logos For help company remember in a branding image (2) brand as one of the identity molded products For introduce to MSMEs, especially in the field of service agriculture (3) media used For forming an image branding process is a digital medium which is easy digital media access by both groups young until old can give impact form a good branding image For A company [20].

See from how the Indonesian start-up Tanduria is taking advantage of various approach, steps taken is with implement communication marketing integrated [21]. In terms of this is the Tanduria start-up focus on branding efforts to influence behavior consumers, which started from customer until candidate customers. They utilise all form existing communication for create strong synergy, at the same time weave harmonious relationship with partners Work same [22]. Approach marketing integrated This covers various channels, such as marketing direct marketing, promotion sales (sales promotion), relationships public relations, advertising, and event management and sponsorship, all of which designed for strengthen image brand and build more bonds close with the target market [23].

There are three dimensions main for form an internal branding image matter the includes : (1) Competence for tanduria as a provider platform service sale fertilizers and pesticides organic Of course give abilities and skills of course in the field products owned to candidate buyer. (2) company must own A standard for the quality possessed on A product so that in undergo A product Of course must based on with A stable foundation and also must can accepted [24].

CONCLUSION

Fundamental Finding : The findings of this study indicate that the **branding strategy implemented by the Tanduria start-up** plays a crucial role in building and strengthening its brand image as a digital platform in the agricultural sector. The branding strategy focuses on creating a distinctive and easily recognizable identity that reshapes public perception of Tanduria as an innovative agri-tech company. Through the application of **integrated marketing communication**, Tanduria successfully aligns its promotional activities with its mission to increase product and service sales while enhancing brand awareness. **Implication :** These findings imply that a **well-planned and consistent branding strategy** can significantly contribute to shaping a positive brand image and fostering customer trust, particularly for start-ups operating in traditional industries such as agriculture. The integration of marketing communication channels enables a coherent message delivery that strengthens brand positioning and supports business growth. **Limitation :** The study is limited by its focus on **a single case study**, which may not capture the broader dynamics of branding strategies among start-ups in other sectors or regions. Additionally, the absence of quantitative measurement limits the generalizability of the findings. **Future Research :** Future studies are recommended to explore **comparative analyses of branding strategies** across multiple start-ups,

incorporating both qualitative and quantitative methods to assess brand performance and consumer perception. Further research could also examine the long-term impact of branding initiatives on customer loyalty and market sustainability in the agri-tech industry.

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