

BRANDING STRATEGY TO INCREASE HYDROPONIC MELON SALES REVENUE AT ARH FARM 2

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ABSTRACT

Branding is an important part of increasing competitiveness and business income, including in modern agricultural sectors like hydroponic watermelon farming. ARH FARM 2, as a small and medium-sized agrotourism business that picks watermelons, needs the right branding strategy to reach a wider market. This study uses a descriptive method and T-score analysis with three indicators: brand identity, promotion, and brand image, viewed from both consumer and producer perspectives. The T-score results from consumers are 14.17 (brand identity), 14.80 (promotion), and 17.14 (brand image), while from producers they are 16.04, 12.00, and 18.20. These results show that strengthening brand image and brand identity should be a priority, while promotion needs to be improved. The right branding strategy is expected to help ARH FARM 2 increase its income sustainably.

KEYWORDS

Keywords : Melon, Branding, Strategy, T score



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INTRODUCTION

According to 2023 data from the Central Statistics Agency Central Statistics Agency (2023), Indonesia is one of the world's melon producers, with total production reaching 117,794 tons. The three main melon-producing regions are East Java, Central Java, and Yogyakarta, with Central Java producing 23,086 tons. Melon production in Central Java continues to increase annually, driven by the development of melon-picking agrotourism, particularly in Karanganyar Regency.

This growing agrotourism sector has intensified competition among businesses, one of which is ARH FARM 2, located in Malangjiwan Village, Colomadu District, Karanganyar Regency. As a newly established MSME in 2023, ARH FARM 2 faces challenges in building its brand and reaching the market. Limited market share in the region and a lack of widespread recognition have led to suboptimal sales, lengthening distribution times, and declining melon quality (Ramkutih & Wardana, 2024).

This highlights the importance of an appropriate branding strategy for ARH FARM 2 to compete and expand its consumer reach. An effective branding strategy is expected to

build a strong business image and increase consumer trust in the hydroponic melon products offered (Bambang & Febriani, 2020). Therefore, an appropriate branding strategy is necessary to increase hydroponic melon revenue at ARH FARM 2.

RESEARCH METHOD

This research was carried out in July-August 2025. The research location was at ARH FARM 2, Malangjiwan Village, Colomadu District, Karanganyar Regency with a purposive sampling method based on certain considerations in accordance with the research objectives. The data analysis method used in this research is descriptive analysis and T Score analysis. Descriptive analysis is a statistical method in research that analyzes data that has been collected by describing or illustrating it but does not draw conclusions (Sofwatillah *et al.*, 2024). The T-score is a test used to compare the differences between the means of two samples. A T-test is conducted to determine whether there is a significant difference between the two groups. In this study, the T-score is used to compare the average responses of consumers and producers. The T-score is obtained by comparing the calculated T-value (T-count) with the critical value from the T-table (Faisal, 2024).

With the following criteria:

$T\text{-count} \geq T\text{-table} = \text{Significant (Valid or effective)}$

$T\text{-count} \leq T\text{-table} = \text{Not Significant (Not valid or not effective)}$

RESULT AND DISCUSSION

In managing its business, ARH FARM 2 understands that branding is crucial for increasing competitiveness and revenue, particularly in selling hydroponic melon products. Branding isn't just about the logo or name, but encompasses the entire business identity, how it communicates with customers, and how people recognize the product (Alexander Chernev, 2025). Therefore, ARH FARM 2 undertakes several efforts in managing branding, such as creating a unique brand identity, expanding promotions through social media, and creating positive experiences for consumers through melon picking tours and hands-on education. The focus of branding at ARH FARM 2 is to create a healthy, fresh, and trustworthy product image. For promotion, they rely on digital media, especially social media, as it is an effective way to reach young consumers and families. In addition, direct services such as providing product samples, guaranteeing quality, and inviting consumers to visit also help strengthen emotional connections and increase brand value (Rebello, 2025). Unfortunately, despite implementing various strategies, no specific branding indicator has been definitively identified as the most influential in increasing ARH FARM 2's revenue. In this study, the T-score method was used to measure the influence of each indicator, such as brand identity, promotion, and brand image, on both producers and consumers (Hamdoyo *et al.*, 2025). The results of this analysis serve as the basis for designing more targeted branding strategies going forward.

The results of the T-score calculations can be seen in Table 1.

Table 1. T-Score Results Consume Descriptive Table of Average Comparison of ARH FARM 2 Respondents.

Indicator	Consumer Average (n=35)	Producer Average (n=5)	Difference (Average Difference)
Brand Identity	14.17	16.04	-1.87
Promotion	14.80	12.00	2.8
Brand Image	17.14	18.20	-1.06

Data Source: Primary Data, 2025.

Based on Table 1, demonstrates the average difference between consumer and producer evaluations in a few indicators. The difference in average for the brand image indicator is -1.87, which indicates that consumers have lower incomes than manufacturers and that the products that manufacturers want to produce are not yet well received or communicated with by consumers. The average difference for the promotional indicator is -1.87, indicating that consumers have more evaluation. Consumers may be able to benefit silently from marketing campaigns, such as social media or specialized discount. However, the product may be a little unimpressed by the promotion. The service indicator shows a average difference of -1.06, indicating that consumers are not satisfied with the quality of the products they receive. The results of the independent sample T-test are shown in table 4.1.

Table 2. Results of Independent Sample T-Test.

Indicator	t-count	Sig.(2-tailed)	Description
Brand Identity	-1.370	0.183	not significant
Promotion	-1.812	0.079	not significant
Brand Image	-1.007	0.320	not significant

Data Source: Primary Data, 2025.

Based on Table 2, The results of the independent sample t-test are based on the t-count values for the brand identity (-1.370), promotion (-1.812), and brand image (-1.007), as shown in table 4.12. t-table with a significance level of 5% (0,05) and a df=38 (df=n-2) of 2.024. Since all t-count values are lower than those in the t-table (t-count<2.024), it may be concluded that there is no discernible difference between consumer and producer perceptions of brand identity, promotion, and brand image. This is supported by a Sig. (2-tailed) value greater than 0.05. The results indicate that consumers' and producers' perceptions of the ARH FARM 2 brand are nearly identical. Notwithstanding this, consumers generally give promotions a lower rating, so branding efforts should be focused on improving promotional strategies.

CONCLUSION

Based on the T-score analysis from two groups of respondents, namely consumers and producers, there are three main indicators that influence the increase in income for ARH FARM 2: brand identity, promotion, and brand image. For the consumer group, the T-scores for each indicator were 14.17 (brand identity), 14.80 (promotion), and 17.14 (brand image). On the other hand, the producer group had T-scores of 16.04 (brand identity), 12.00 (promotion), and 18.20 (brand image). From these results, it is clear that brand image received the highest score from both groups, making it the most significant factor in attracting buying interest and increasing the appeal of hydroponic melon products.

This means that strengthening brand image should be a top priority in ARH FARM 2's branding strategy. This can be done by improving service quality, product guarantees, and customer testimonials to build trust (Singh *et al.*, 2023). Brand identity also needs to be reinforced through business legitimacy, consistent logo use, packaging design, and attractive promotional messages. Meanwhile, promotion strategies should be improved by creating informative digital content and maintaining consistent marketing collaborations (Sulistyaningsih *et al.*, 2024). In this way, ARH FARM 2 is expected to increase its income and competitiveness in the hydroponic melon market in a sustainable manner.

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