



STIPRAM

Sekolah Tinggi Pariwisata Ambarrukmo Yogyakarta



No : 10/ST/LPPM-STIPRAM/1/2024
Perihal : Penugasan sebagai Narasumber

Yogyakarta, 26 Januari 2024

SURAT TUGAS

Kepala Lembaga Penelitian dan Pengabdian kepada Masyarakat Sekolah Tinggi Pariwisata Ambarrukmo Yogyakarta, menugaskan kepada:

No.	Nama Dosen	NIDN	Unit Kerja
1	Dwi Yoso Nugroho, M.Par., CHE.	0523118901	D-3 Perhotelan
2	Joko Triyono, M.Par., CHE.	0528028401	D-3 Perhotelan
3	Fitri Puji Lestari, M.Pd.	0529038903	S-1 Pariwisata
4	Deni Dwi Ananti, M.Par., CHE.	0520059003	D-3 Perhotelan
5	Rakhmat Ashartono, M.Par.	0516059202	S-1 Pariwisata
6	Maria Ana Sila Hayatri, M.Par.	0526078502	D-3 Perhotelan

Untuk menjadi Narasumber dalam Kegiatan Workshop Pengolahan, Pengemasan & Digital Marketing Produk Hidroponik untuk Meningkatkan Perekonomian Masyarakat Kelurahan Kalitirto, Berbah Sleman, DIY yang akan diselenggarakan pada:

Hari/ Tanggal : Sabtu, 27 Januari 2024
Waktu : 14.00 WIB – Selesai
Tempat : Rumah Anggota UMKM Kalitirto, Berbah, Sleman, DIY

Demikian surat tugas ini diberikan agar dapat dilaksanakan dengan penuh tanggung jawab.

Kepala LPPM



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PRESENSI KEHADIRAN PENGABDIAN MASYARAKAT

WORKSHOP PENGOLAHAN, PENGEMASAN DAN DIGITAL MARKETING PRODUK
HIDROPONIK UNTUK MENINGKATKAN PEREKONOMIAN MASYARAKAT
KELURAHAN KALITIRTO, BERBAH, SLEMAN, DIY

SABTU, 27 JANUARI 2024

NO	NAMA	NO. HP	TANDA TANGAN
1	Ningrum	08532 7159 733	1... <i>[Signature]</i>
2	Fifi Ikhwandari P	0856 3333 585	2... <i>[Signature]</i>
3	Romla alfahika P.	0813 2531 4110	3... <i>[Signature]</i>
4	Mazayati P	0896 5329 0915	4... <i>[Signature]</i>
5	Sinar P	0858 48147875	5... <i>[Signature]</i>
6	Arum m	0831 2113 1171	6... <i>[Signature]</i>
7	An Ardha Kini	0896 7348 8565	7... <i>[Signature]</i>
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10	Eka	0895235 922	10... <i>[Signature]</i>
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12	Retno w.	085728222401	12... <i>[Signature]</i>
13	Titik Anjarti		13... <i>[Signature]</i>
14	Wiwik Agustina . K	0813 2861 4178	14... <i>[Signature]</i>
15	Retno Palupi	08132 6515 632	15... <i>[Signature]</i>
16	Retna Hingsu	085 601 430 481	16... <i>[Signature]</i>
17	Beti		17... <i>[Signature]</i>
18	Sujani	085 727257889	18... <i>[Signature]</i>
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Enhancing Sales Performance of Hydroponic Products: A Strategic Approach

1. Introduction: Importance of enhancing sales performance

In today's competitive market, enhancing sales performance of hydroponic products is crucial for companies looking to make a mark. With a strategic approach, businesses can tap into the growing demand for sustainable agriculture and capitalize on the benefits of hydroponics. By leveraging effective marketing techniques, optimizing product placement, and targeting the right audience, companies can elevate their sales performance and position themselves as industry leaders.



2. Definition of hydroponic products and their significance

Hydroponic products refer to plants and crops that are grown in nutrient-rich water instead of soil. Their significance lies in their ability to maximize space, conserve water, and minimize environmental impact. By understanding the definition and significance of hydroponics, businesses can develop targeted sales strategies that highlight the unique benefits of these products and attract customers who value sustainable agriculture and innovative growing methods.



3. Key challenges faced by hydroponic product sales

When it comes to selling hydroponic products, there are several key challenges that businesses may face. These include educating customers about the benefits and advantages of hydroponics over traditional farming methods, addressing concerns about the initial investment and maintenance required, and breaking into a market that may be unfamiliar with or resistant to alternative growing methods. Overcoming these challenges requires a strategic approach that effectively communicates the value and potential of hydroponic products to potential customers.



4. Understanding the target market and customer needs

To enhance sales performance of hydroponic products, it is crucial to understand the target market and customer needs. Conduct market research to identify the demographics, preferences, and pain points of your target audience. Tailor your messaging and product offerings to address these needs effectively. Engage with potential customers through surveys or focus groups to gain insights and refine your marketing strategy accordingly.



5. Developing a comprehensive sales strategy

Developing a comprehensive sales strategy is essential for maximizing sales performance in the hydroponic industry. This includes setting clear sales objectives, identifying key target markets, determining pricing and distribution strategies, establishing effective sales channels, and implementing a robust sales training program. By taking a strategic approach, businesses can effectively position their hydroponic products and achieve sustainable sales growth.



6. Utilizing digital marketing to reach potential customers

Digital marketing plays a crucial role in reaching potential customers in the hydroponic industry. By leveraging social media platforms, targeted online advertising, and content marketing strategies, businesses can effectively raise awareness about their hydroponic products and attract the attention of their target market. This digital presence allows for increased visibility, engagement, and ultimately, enhanced sales performance.



7. Effective pricing and promotional strategies

Implementing effective pricing and promotional strategies is vital for enhancing sales performance in the hydroponic industry. By conducting market research, analyzing competitors, and understanding customer behavior, businesses can strategically price their products and create compelling promotions that entice customers to make a purchase. These strategies should align with the overall marketing objectives and target the desired customer segment for maximum impact.



8. Building strong relationships with distributors and retailers

Building strong relationships with distributors and retailers is crucial for optimizing sales performance in the hydroponic industry. By establishing trust, providing excellent customer service, and offering incentives for increased sales, businesses can ensure their products are prominently displayed and promoted. Collaborating with distributors and retailers also allows for valuable market insights and feedback that can inform future marketing and sales strategies.



9. Implementing sales training and performance measurement

To enhance sales performance in the hydroponic industry, it is essential to implement sales training programs that provide employees with the necessary knowledge and skills to effectively sell hydroponic products. Additionally, measuring sales performance through key performance indicators (KPIs) and regularly evaluating results will allow businesses to identify areas for improvement and optimize their sales strategies.



10. Conclusion: Achieving sustainable growth in hydroponic product sales

Achieving sustainable growth in hydroponic product sales requires a strategic approach that combines effective sales training, measurement of key performance indicators (KPIs), and continuous evaluation. By investing in the development of employees' knowledge and skills, businesses can optimize their sales strategies, identify areas for improvement, and ultimately drive long-term success in the hydroponic industry.

