

Marketing Strategy of Lombok's Kangkung in West Lombok Regency : A Systematic Literature Review

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ABSTRACT

Kangkung lombok is one of the leading horticultural commodities in West Lombok Regency with considerable economic potential. However, its marketing system still faces various challenges, including limited market access, price fluctuations, and weak bargaining power of farmers. This study aims to systematically examine the marketing strategies of kangkung lombok in West Lombok Regency using a *Systematic Literature Review* (SLR) approach. The SLR method was conducted by selecting and analyzing relevant scientific literature, including national journals, community service journals, and academic theses that discuss marketing strategies, marketing efficiency, distribution channels, and supporting and constraining factors in kangkung marketing. The results indicate that kangkung lombok marketing is generally dominated by relatively short marketing channels, either through direct marketing or limited intermediary involvement, which tend to provide higher marketing efficiency and farmer share. Recommended marketing strategies include improving product quality, market development, utilization of social media, and support from agricultural information systems. Major constraints faced by farmers include limited capital, restricted access to market information, and technical production challenges. Therefore, policy support and strengthening of farmer institutions are essential to enhance the sustainability and competitiveness of kangkung lombok marketing.

Keywords: Kangkung Lombok, Marketing Strategy, Marketing Efficiency

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INTRODUCTION

Horticulture plays an important role in Indonesia's agricultural sector. Horticultural commodities, which consist of vegetables, fruits, medicinal plants, and ornamental plants, have high economic value and are always in demand. Prang, Tulusan, and Londa (2023) state in their study that horticulture greatly affects the welfare and health, as well as the income of farmers and non-farmers. Horticultural products are a must-have for consumption because they are a source of vitamins, natural fiber, and antioxidants that are needed by the body. Horticultural plants have a potential market share, where market demand is increasing in terms of both quantity and quality (Angreini, 2021). Therefore, horticultural commodities have great opportunities to be developed in agribusiness.

Kangkung lombok is a leading vegetable commodity on the island of Lombok. The kangkung varieties widely cultivated by farmers on the island of Lombok are the Aini and Nona varieties (Tani et al., 2022). This commodity has its own uniqueness that distinguishes it from kangkung from other regions. Its distinctive taste and crispy stem texture are the main attractions for both local and out-of-town consumers. This uniqueness is inseparable from Lombok's agroecological conditions, which support the production of water spinach with good quality results. Kangkung lombok is the choice of many farmers in Lombok for cultivation because of its fast growth cycle, relatively low input requirements, and stable market demand.

The marketing of kangkung lombok in West Lombok Regency still faces various structural obstacles that are common in the marketing of horticultural commodities. These obstacles include limited market access, inefficient marketing channels, and farmers' dependence on middlemen in the distribution of their harvest. Water spinach, which is a leafy vegetable, is perishable and has a relatively short shelf life, so its marketing is highly dependent on the speed of distribution and the efficiency of marketing channels.

In practice, the marketing of kangkung lombok is still dominated by traditional marketing channels involving middlemen such as brokers and collectors. This situation limits farmers' sales opportunities, weakening their bargaining position in determining prices. As a result, price fluctuations at the producer level, which can potentially reduce farmers' incomes, often occur even though market demand tends to be stable. Farmers only earn a low profit margin of around 30% of the final selling price.

Empirical studies show that the marketing efficiency of water spinach in Lingsar subdistrict, West Lombok regency, is still below the minimum standard. Marketing channels are still dominated by channel I (farmers-collectors-retailers-end consumers), which causes price fluctuations due to seasonality and lack of direct access to markets (Ibrohim, 2023). In addition, limited access to market information and weak farmer institutions also affect the effectiveness of water spinach marketing in West Lombok. Generally, farmers are not yet optimally integrated into a coordinated marketing system, such as through farmer groups. This means that opportunities to increase the added value of the product are still very limited. Therefore, marketing strategies need to be developed to optimize the added value of kangkung lombok by strengthening the marketing system.

This study aims to systematically review and synthesize various previous research findings related to kangkung lombok marketing strategies. Through a Systematic Literature Review (SLR) approach, this study aims to identify existing marketing strategy patterns, analyze factors that influence marketing effectiveness and efficiency, and evaluate the role of market and institutional structures in supporting kangkung lombok marketing. Furthermore, this study aims to formulate strategic implications that can be used as a reference for the development of kangkung lombok marketing in West Lombok Regency. The results of this study are expected to contribute academically to the development of literature-based agribusiness marketing studies and provide practical input for farmers, business actors, and policy makers in designing more effective and sustainable marketing strategies.

METHODS

This study uses the Systematic Literature Review (SLR) method, which is a research method conducted by identifying, selecting, evaluating, and synthesizing the results of previous studies in a systematic and structured manner. SLR refers to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta Analyses) guidelines to synthesize literature systematically and transparently regarding kangkung lombok marketing strategies. This method was chosen to obtain an overview of kangkung lombok marketing strategies based on published scientific articles.

The unit of analysis in this study is scientific articles discussing the marketing of water spinach and similar horticultural commodities. These scientific articles specifically relate to marketing strategies, marketing efficiency, and marketing channels. The articles analyzed consist of scientific journals, proceedings, and university-level scientific works relevant to the topic of horticultural commodity marketing in Indonesia.

The type of data used in this study is secondary data sourced from scientific literature. The data sources were obtained from databases and academic repositories, namely Google Scholar and the Mataram University repository. The data collected contains information on marketing strategies, marketing efficiency, marketing channels, and factors that influence the marketing process of Kangkung lombok.

The variables analyzed in this study include : marketing strategy, marketing efficiency, marketing structure, and factors supporting and inhibiting marketing. Data collection was conducted through systematic literature search and selection. Articles were searched using keywords relevant to the research topic. Next, selection was based on the titles and abstracts of the articles to assess their suitability to the focus of the study. Articles that met the inclusion criteria were then reviewed and their data extracted according to the research variables.

RESULT AND DISCUSSION

Characteristics of Selected Literature

The literature analyzed in this study consists of eight scientific works relevant to the topic of kangkung lombok marketing strategies, either directly or indirectly. The types of publications used include national scientific journals, community service journals, and scientific works in the form of theses. The diversity of these publications provides a comprehensive perspective in understanding the marketing of kangkung lombok, ranging from aspects of marketing strategy, marketing channel structure, marketing efficiency, to supporting and inhibiting factors from the perspective of production, income, and consumer preferences.

Based on the research location, most of the literature focuses on the West Nusa Tenggara region, particularly West Lombok Regency and Mataram City. The subdistricts of Lingsar and Narmada in West Lombok Regency are the most frequently studied locations, given that these areas are the centers of kangkung lombok production. The dominance of these locations indicates that studies on the marketing of kangkung Lombok are still local-specific in nature, but they are relevant for describing the actual marketing conditions of leafy vegetable horticultural commodities in production centers.

The majority of literature uses a descriptive approach, both qualitatively and quantitatively. Some studies apply SWOT analysis to formulate marketing strategies, while others use marketing channel analysis, marketing margins, farmer share, and farm income analysis. In addition, there is literature that utilizes an information system development approach and agricultural data digitization as a supporting effort in production and marketing management. This variety of methods enriches the synthesis results and enables a more comprehensive mapping of kangkung lombok marketing strategies.

Based on the focus of the study, the literature can be grouped into two main categories, namely core literature and supporting literature. Core literature directly discusses marketing strategies and marketing channels for water spinach, including market development, the use of social media, and direct marketing from farmers to consumers. Meanwhile, supporting literature focuses on aspects of farmer income, farming constraints, consumer preferences, and agricultural data digitization, which indirectly affect the effectiveness and success of marketing strategies. This grouping shows that kangkung lombok marketing strategies cannot be separated from production conditions, farmer institutions, and market demand characteristics.

Marketing Channels

A synthesis of the literature shows that the marketing structure for kangkung lombok in the West Lombok Regency and surrounding areas is dominated by relatively short marketing channels. Several studies have identified the existence of direct marketing channels, namely from farmers directly to end consumers, as well as indirect channels involving collectors and retailers. Direct marketing channels are widely implemented by farmers in Lingsar Subdistrict because they are able to shorten the distribution chain, reduce marketing costs, and increase the share of the price received by farmers (farmer share).

Longer marketing channels are generally found in the marketing of water spinach to traditional and modern markets in urban areas. Although these channels involve more marketing institutions, they are still necessary to reach consumers with larger demand volumes and more stable supply continuity. However, longer marketing channels tend to increase marketing margins and reduce the proportion of prices received by farmers, making marketing efficiency an important issue in the development of kangkung lombok marketing.

Margins and Marketing Efficiency

Most literature shows that kangkung lombok marketing is generally efficient. This is indicated by the relatively high farmer share, which is above 60%. Shorter marketing channels have been shown to provide a larger farmer share compared to channels involving more intermediaries. This shows that cutting the distribution chain is an effective strategy for improving the welfare of water spinach farmers.

However, marketing efficiency is not only determined by the length of the marketing channel, but also by the ability of farmers and marketing institutions to manage costs, maintain product quality, and adjust supply volumes to market demand. In some cases, the involvement of intermediaries is still necessary to bear marketing risks, provide access to capital, and ensure the absorption of farmers' crops, especially for small-scale farmers.

Marketing Strategy

The core literature shows that kangkung lombok marketing strategies tend to be aggressive and adaptive to market changes. Many recommended strategies include improving and maintaining product quality, developing markets, and utilizing social media as a means of promotion and distribution. The use of social media is considered effective in expanding market reach, reducing dependence on middlemen, and establishing direct communication between farmers and consumers.

In addition, the market development strategy is also directed at expanding marketing outside the region while maintaining the identity of kangkung Lombok as a regional specialty product. This effort is considered important to increase product competitiveness, especially in facing competition from similar vegetables from other regions. Thus, the marketing strategy does not only focus on distribution, but also on creating added value and product differentiation.

Supporting and Hindering Factors in Kangkung Lombok Marketing

The synthesis results show that the success of kangkung lombok marketing strategies is influenced by various supporting and inhibiting factors. The main supporting factors include the availability of well-irrigated land, relatively stable market demand, and product quality that is favored by consumers. In addition, data digitization and the development of agricultural information systems are considered to have the potential to support more structured and efficient production and marketing planning.

On the other hand, the obstacles that farmers still often face include limited capital, price fluctuations, limited access to market information, and technical constraints such as fertilizer availability and pest and disease attacks. These constraints not only affect production but also impact farmers' ability to implement more innovative and market-oriented marketing strategies.

Strategic Implications for the Development of Kangkung Lombok Marketing in West Lombok Regency

Based on the results of literature synthesis, the development of kangkung lombok marketing in West Lombok Regency needs to be directed at strengthening efficient marketing channels, increasing farmers' capacity to utilize information technology, and strengthening farmer institutions. Social media-based marketing and direct marketing strategies need to be supported by the availability of accurate production data so that supply continuity can be maintained.

In addition, local government policy support in the form of facilitating access to capital, providing price information, and marketing assistance are important factors in promoting the sustainability of water spinach farming. With an integrated approach between production, marketing, and institutions, kangkung lombok has the potential to become a leading horticultural commodity that can increase the income and welfare of farmers in West Lombok Regency.

CONCLUSION

Based on the results of a Systematic Literature Review of various studies related to kangkung lombok marketing, it can be concluded that the marketing structure of kangkung lombok in West Lombok Regency is generally dominated by relatively short marketing channels, either through direct marketing from farmers to consumers or through a limited number of intermediaries. Shorter marketing channels have been proven to provide higher marketing efficiency, as indicated by a farmer share value of over 60 percent, thereby contributing positively to increased farmer income.

Marketing strategies for kangkung lombok that are widely recommended in the literature include improving and maintaining product quality, developing markets, and utilizing social media and information technology as means of promotion and distribution. These strategies are considered effective in expanding market reach, shortening the marketing chain, and increasing the competitiveness of kangkung lombok products, both in local and regional markets.

However, the success of marketing strategies still faces various obstacles, particularly limited capital, price fluctuations, limited access to market information, and technical production constraints such as fertilizer availability and pest and disease attacks. Therefore, the development of kangkung lombok marketing requires an integrated approach between increasing production capacity, strengthening farmer institutions, and local government policy support in providing access to capital, market information, and marketing assistance. With this synergy, kangkung lombok has the potential to be developed as a leading sustainable horticultural commodity oriented towards improving the welfare of farmers in West Lombok Regency.

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