

ABSTRAK

Griya Hijau Hidroponik telah memiliki enam platform digital, tetapi pemanfaatannya belum optimal karena aktivitas konten tidak konsisten, variasi konten terbatas, *engagement* di media sosial publik rendah, serta pengelolaan masih bergantung pada mahasiswa magang dan tenaga *freelance*. Penelitian ini bertujuan menganalisis implementasi, kinerja, faktor penghambat dan pendorong, serta upaya optimalisasi pemanfaatan platform digital ditinjau dari aktivitas konten dan *engagement*. Pendekatan yang digunakan adalah kualitatif deskriptif dengan metode studi kasus. Data dikumpulkan melalui wawancara mendalam dengan tujuh informan (tiga internal dan empat eksternal), observasi, dan dokumentasi, kemudian dianalisis menggunakan NVivo melalui reduksi, penyajian, dan penarikan kesimpulan, serta dilengkapi analisis *SWOT*. Hasil penelitian menunjukkan bahwa: (1) implementasi platform digital belum merata, karena WhatsApp efektif untuk transaksi *pre-order*, sedangkan Instagram, Facebook, Shopee, website, dan Google Maps belum dikelola secara konsisten; (2) kinerja implementasi berada pada kategori cukup optimal namun belum terintegrasi secara menyeluruh; (3) faktor penghambat utama adalah keterbatasan SDM pengelola, ketiadaan jadwal dan SOP konten, sarana terbatas, fluktuasi hasil panen, serta persaingan, sedangkan faktor pendorongnya adalah efektivitas WhatsApp, kualitas visual produk, tren gaya hidup sehat, dan peluang kemitraan B2B; (4) upaya optimalisasi dirumuskan dalam Model Optimalisasi Platform Digital yang terdiri atas empat tahap, yaitu penguatan SDM dan tata kelola, aktivitas konten, *engagement*, serta integrasi platform pendukung, disertai evaluasi berkala. Penelitian menyimpulkan bahwa kinerja implementasi dapat ditingkatkan menuju capaian yang optimal dan berkelanjutan apabila model tersebut diterapkan secara bertahap oleh pengelola usaha.

Kata Kunci: Implementasi Platform Digital, Kinerja, Aktivitas Konten, *Engagement* Pengguna, Model Optimalisasi, Griya Hijau Hidroponik.

ABSTRACT

Griya Hijau Hidroponik already owns six digital platforms, but their utilization remains suboptimal due to inconsistent content activities, limited content variations, low public social media engagement, and management reliance on interns and freelance workers. This study aims to analyze the implementation, performance, inhibiting and driving factors, as well as optimization efforts regarding the utilization of digital platforms in terms of content activity and user engagement. A descriptive qualitative approach with a case study method was employed. Data were collected through in-depth interviews with seven informants (three internal and four external), observation, and documentation, then analyzed using NVivo through data reduction, display, and conclusion drawing, complemented by a SWOT analysis. The results indicate that: (1) digital platform implementation is uneven, as WhatsApp is effective for pre-order transactions, while Instagram, Facebook, Shopee, the website, and Google Maps are not managed consistently; (2) implementation performance falls into a moderately optimal category but lacks comprehensive integration; (3) the primary inhibiting factors include limited management human resources, the absence of content schedules and SOPs, limited facilities, harvest fluctuations, and market competition, whereas the driving factors consist of WhatsApp's effectiveness, product visual quality, healthy lifestyle trends, and B2B partnership opportunities; (4) optimization efforts are formulated into a Digital Platform Optimization Model comprising four stages: human resources and governance reinforcement, content activity, engagement enhancement, and supporting platform integration, accompanied by periodic evaluations. The study concludes that implementation performance can be elevated toward optimal and sustainable achievement when the model is progressively implemented by business management.

Keywords: Digital Platform Implementation, Performance, Content Activity, User Engagement, Optimization Model, Griya Hijau Hidroponik.