

Online Agraryo Merkado: Social Media Marketing Platform for Agrarian Reform Beneficiaries' Organizations

Carmela Diane Doma Añonuevo¹ and Maryjean N. Gamba²

¹Student, Sorsogon State University School of Graduate Studies

²Faculty, Sorsogon State University School of Graduate Studies

Abstract— The study entitled Online Agraryo Merkado: social media platform for Agrarian Reform Beneficiaries Organization (ARBOs) posits that the ARBOs can become entrepreneurs through Facebook page marketing. It included describing the Facebook Platform used to promote the ARBO products, and conducting capacity development intervention to the study's participants. A descriptive - qualitative method was used in the study. The platform was described using the process of its development and its notable features. Meanwhile, the capacity development intervention focused on four core objectives on knowledge acquisition, platform appreciation, content mastery, and sustainability. Feedback from participants described the platform as effective, and useful in modern marketing. As a final output, a module was proposed to equip the ARBOs with the knowledge and skills to become social media agri-entrepreneurs. Findings suggest that the online Agraryo Merkado platform is a viable tool in enhancing market access of the ARBOs, however, its effectiveness is widely dependent on the capacity of the ARBOs themselves. Continual enhancement through coaching and monitoring is recommended to ensure the sustainability of the initiative.

Keywords— Social Media Marketing, agricultural products, agrarian reform beneficiaries' organizations, digital divide, learning organizations, learning plateau.

I. INTRODUCTION

While the world is evolving from traditional to digital, the agriculture sector also evolves on how they market their produce to reach a wider consumer. From direct selling, farmers worldwide have ventured into product processing, ensuring longer preservation of their produce and wider options for their value chain. In the Philippines, creating farmers' cooperatives ensures grants from government agencies for product development and provisions of processing equipment. However, the question of how they are going to promote and sell these value-added products still remains. This paper delved into Online Agraryo Merkado, an initiative highlighting a qualitative study that explores the use of social media marketing for selected farmer organizations' products.

The Global Agricultural Landscape

Agriculture in general is an important sector worldwide as it provides human's basic needs and directly affects food security and poverty alleviation,

which are two of the seventeen (17) Sustainable Development Goals (SDGs) of the United Nations (La Mema et al. 2024, Montagnini and Metzel, 2024).

According to Kurcias (2024), the global agricultural productivity growth has slowed down significantly in recent years, resulting in reduced competitiveness in international markets which affects trade balance and stability that in turn threatens the sustainability of agricultural supplies by 2050. In response to this, the Food and Agriculture Organization of the United Nations created the digital village initiatives in Asia and Pacific regions to digitalize the agriculture sector and eliminate reliance on middlemen, giving the smallholder farmers the chance to be agripreneurs and increase their productivity and income. These digital villages gather compelling stories of farmers across the Asia and Pacific regions to show how digital technologies and innovations transform the local landscapes, and allow more efficient farming and

agrifood processing to improve the lives and livelihood of the local communities.

Social media is reshaping the agriculture sector around the world. The study of Inegbedion et al. (2022) showed that social media became a catalyst for the modern agricultural marketing in Nigeria to have a direct farm to buyer sales and enhance its turnover. Likewise, Boateng et al. (2024) captured promising impacts of social media in the agriculture setting of Ghana, such as building consumer trust, empowering women and children, and providing livelihoods and skill enhancement to the marginalized people. Additionally, the report of Amra and Elma (2026) states that there is a 15.1% global increase in the use of digital marketing in 2026 from 2025. The Agricultural Content Marketing Association (2026) also specified that farm-related video content such as farm tour videos generates a large amount of engagements and consumer interaction which translates to earnings in Meta platform. This entails the shift in agribusiness marketing which is now leaning on the use of digital means such as social media to enhance direct sales of the agricultural products.

The Agriculture Sector in the Philippines

In the Philippines, modernizing the agriculture and agribusiness sector is one of the priorities of the country's Medium Term Development plan for 2023 to 2028 (Conchada et al., 2023). It highlights generating decent income for the agriculture sector, ensuring sustainable source for natural resources and providing for the health and nutrition through the revitalized agriculture sector.

The agriculture industry is a crucial sector for the Philippine economy. According to Rathore (2025), it contributes roughly ten percent (10%) in Gross Domestic Product (GDP) and comprises thirty percent (30%) of the country's workforce. It comprises farming, fisheries, livestock, and forestry. In the country, the key products are rice, corn, coconut, banana, and pineapple (Halcon, 2025).

The Philippines is blessed with fertile lands and rich biodiversity (Ichwandiani & Hassan, 2025). This should have been enough as a catalyst for the agriculture sector to thrive. However, contrary to this,

local farmers face critical hurdles that always challenge the sector's stability and sustainability. Some of these difficulties as identified by the World Bank (2020) are fragmented policies that lack cohesive support and limited access to technology and financing. In addition, they also face the adverse effects of climate volatility and economic constraints which makes it hard for them to thrive in the rapidly changing landscape of modernization. Instead of prosperity, their stories are composed of everyday struggle to make ends meet, and adding to their burden are the restrictions caused by middlemen, and inefficient supply chain (Ichwandiani & Hassan, 2025). Take for example the case of farmers' produce in Benguet. A recurring problem exists in which tons of vegetables are being sold to extremely low prices or just left to rot by the farmers when middlemen stopped buying, which led to an oversupply crisis in the area while the rest of the country struggles because of the high costs of these vegetables (Philippine News Agency, 2025). This oversupply caused massive losses to the farmers. The sector that supplies food to the country which should have been uplifted is instead being oppressed by their everyday hurdles and the value of their labor is being ignored.

For this reason, empowering the farmers is essential. It does not only boost the agriculture sector but also ensures that the hard work of land tillers pay off. Recent efforts to uplift the farming industry resulted in the rise of modern trends, and one of them is agricultural entrepreneurship or most often referred to as agripreneurship (Adefare et al., 2024, Galnaitytè et al., 2017). According to the Food and Agriculture Organization of the United Nations (2023), agripreneurship is the application of entrepreneurial principles, innovation, and strategic management in the agriculture sector and must be economically viable, socially responsible, and environment friendly. These modern strategies aim to empower farmers through support services and interventions by conducting capacity building trainings and workshops (Adefare et al., 2024, Galnaitytè et al., 2017) that allows them to gain skills in farming practices, attain access to wider market, and empower them for poverty alleviation and productivity boost (Oluwalade et al., 2023). With the recent trends in digitalization,

agriprenurship through social media marketing becomes possible.

The use of Social Media Marketing

Social media is vastly used as a method of online interactions all over the world. There are 5.66 billion users of social media internationally in 2025 equating to 69.9% of the total global population wherein 7 out of 10 people in the world are active in social media (Kemp, 2025). Among these sites, the biggest platform is Facebook with 3.22 billion monthly active users, followed by Whatsapp, Instagram, Tiktok and X (Kemp, 2025). There is also a steady increase in the trend of social media use globally. There is a reported 1.5% increase of social media use in January of 2024 since October 2023 (Sprout Social Inc., 2024).

Recent studies reveal that an average person is using 6.7 different social media networks per month (Sprout Social Inc. 2024). These social media platforms are also used as a marketing tool (Meghna, 2020). In fact, more than 200 million businesses use Facebook to reach customers (Forbes, 2024). While Tiktok, the fastest growing social media platform with over 2 billion users at the start of 2024 has become the must-have digital platforms for brands (Sprout Social Inc. 2024).

The Philippines in 2025 ranked second among the top active users of social media with an average spend of 3 hours per day (Thuy, 2025). Facebook has also become the leading digital marketing platform for brand advertising in the country with 44.1% of brand advertisement, followed by Tiktok and Instagram (Howe, 2023). For digital marketing, the Philippines prioritizes content creation with 55.65 % of internet users identified as avid consumers of vlogs (Eight Media Online Solutions, 2023). This proves the impact the social media platform has as a marketing tool used by various brands and companies.

The Legal Basis of the ARBOs in the Philippines

Agrarian Reform Beneficiaries Organizations (ARBOS) are groups of farmer beneficiaries or Agrarian Reform Beneficiaries (ARBs) of the Department of Agrarian Reform (DAR). They are created under the mandate of Republic Act 6657 or the Comprehensive Agrarian Reform Law of 1988 as

amended by Republic Act 9700 known as the Comprehensive Agrarian Reform Program Extension and Reforms (CARPER) which also mandates the formation of cooperatives and farmer organizations among the beneficiaries of the Comprehensive Agrarian Reform Program (CARP). The ARBOs aim to empower their members which are farmers and farm workers, by providing them a platform to collectively address their needs and development (Ballesteros & Ancheta, 2020). Among their programs are product development to upscale the farm produce of the members to turn them into a profitable enterprise. DAR aids these ARBOs by giving capacity development and technical skills training, and other assistance such as bridging marketing ties with public and private institutions through their Program Beneficiaries Development Division (PBDD).

The Department of Agrarian Reform (DAR) through its Memorandum Circular No. 7 series of 2018 provided a clear mandate to supervise ARBOs to reach self-sufficiency and be free from being aid-dependent. While DAR is the lead government agency that implements the Comprehensive Agrarian Reform Program (CARP) (RA6657), other government agencies are also involved, such as Department of Trade and Industry (DTI), Department of Agriculture (DA), Department of Environment and Natural Resources (DENR), Land Bank of the Philippines (LBP), Department of Labor and Employment (DOLE), National Irrigation Authority (NIA), Land Registration Authority (LRA), and Department of Public Works and Highways (DPWH) (Dolaypan, 2019). For instance, DTI is the one mandated to establish small and medium industrial technology transfer programs, promote entrepreneurship, market development, and strategic partnership and consultancy (Dolaypan, 2019) which also aims for the beneficiaries to reach self-sufficiency, sustainability, and economic development. Studies suggest that one factor that will contribute to the farmers organizations' self-dependence and sufficiency is to reach a direct market access of their products to the consumers (Biswas & Roy, 2024; De La Cruz & Tanchuling, 2025; Khan & Zhang, 2023).

The Education and Training Section of the Department of Agrarian Reform

The Department of Agrarian Reform (DAR) caters to its ARBs and ARBOs through its four major programs- the Land Tenure Security Program (LTSP), the Agrarian Justice Delivery Program (AJDP), the Support to Operations (STO), and the Agrarian Reform Beneficiaries Development and Sustainability Program (ARBDSP).

The ARBDSP through the Program Beneficiaries Development Division is the program that gives support services to the ARBOs, including education and training, product development, provision of farm machinery and equipment, farm to market roads, irrigation, and diversified income sources. The Division is divided into four sections, the Enterprise Development and Economic Support (EDES), Climate Resilient Farm Productivity Support (CRFPS), Social Infrastructure Building (SIB), and Sustainable Monitoring of Support Services (SMSS). All sections have an education and training component. However, ARBO entrepreneurship, including product development and marketing are under EDES in partnership with DOST for training on product development, and DTI for training on product marketing - including digital and social media marketing. This goes hand in hand with the Social Infrastructure Building Section which was the one in charge of all capacity building interventions such as conducts of leadership training and skills enhancement seminars.

ARBOs as Social Media Entrepreneurs

In the Philippines, there are ARBOs practicing digital entrepreneurship through social media with the help of DAR. Some of these are the 6 ARBOs in Western Visayas engaged in ARBO Merkado Facebook Page Shop, a social media page which promotes and sells ARBO products. It was launched last August 27, 2021 to help the ARBOs reach a wider market and increase their income with the aim of increasing the number ARBO products featured and promoted (Philippine News Agency, 2021). One of the ARBO products posted in the page is Calamansi Products of TPAS Agrarian Reform Cooperative of Buenavista, Guimaras which includes calamansi juice with Bignay

and Calamansi Concentrate in a bottle, and the Mushroom crackers, chicharon and kropek of Avila Farmers Agrarian Reform Cooperative of Guimaras.

In an interview with the Philippine News Agency, DAR Region VI Director Atty. Sheila Enciso stated that in some cases, middlemen earn more by enhancing the packaging of the products created by the ARBOs, and for this reason the ARBO Merkado Facebook page was created, so the consumers can buy directly from the ARBOs as their contact information is directly posted in the page along with their products.

Other than the ARBO Merkado Page, there are also individual Facebook Pages created by the ARBOs to sell their products online. Some of them already garnered thousand followers, such as the Facebook Pages of Katipunan Agricultural Producers Cooperative of Agusan Del sur with various products posted such as animal feeds and frozen processed foods, Lico Agrarian Reform Cooperative of Naval, Biliran with pasteurized cow's milk, banana chips, and organic fertilizers and Angadanan Forest Region Agrarian Reform Cooperative of Isabela which sells their Angadanan Blend Coffee through their page.

Additionally, DAR of Region IV-B stated that they are maximizing their social media platform in promoting their farmers' products and produce through DAR Facebook pages to reach a wider market (Calipay, 2024). Through their page they promote best-selling ARBO products including the Maranlig Ginger Candies by the Maranlig CARP Beneficiaries Association of Torrijos Marinduque which was awarded as one of the Outstanding ARBO Products of 2022 by DAR. Another one is the Midoren - C Calamansi Juice Concentrate produced by Matulatula Agrarian Reform Community Cooperative of Pola Oriental Mindoro.

In 2025, DAR's official website is being reconstructed to include showcases of different ARBO products across the country with links from the official Facebook page - Department of Agrarian Reform Philippines.

Agraryo Merkado in Social Media Platform

'Agraryo Merkado' is a project of DAR to help farmer-beneficiaries earn more and promote their products on wider and bigger markets. It was an innovation that was initiated by DAR Masbate province in early 2022 to provide support services to the ARBOs (Calipay, 2024). It started with the tying up of the Marketing Agreement of 19 ARBOs in Masbate to the Masbate Provincial Police Office where their products will be displayed at their camp every Thursday. The initiative was called "Agraryo Merkado". Other Region V provinces followed suit and tied marketing agreements with their provincial police offices and formally titled the initiative as "Agraryo Merkado sa Kampo". This was followed by other initiatives such as Agraryo Merkado sa Kapitolyo (Provincial Capitol), Munisipyo (Municipality), and DARPO (DAR Provincial Office) in the six provinces of Region V where ARBO products are displayed in these offices' premises on scheduled days.

Bhalchandra and Deshmukh (2018) stated that the use of Social Media marketing (SMM) is advantageous in agricultural products marketing. To support this, a study recommended that marketing through social media should be mainstreamed through workshops and training courses for farmers (Al-Shaikh, 2023). These studies show that the effective use of social media in the promotion of agricultural products, the advertising of agricultural activities, program extension meetings, and the encouragement of entrepreneurship among the targets is beneficial in boosting sales and farmer capacities.

In the Province of Sorsogon, ARBO products produced by farmer members are also thriving. In 2023, DAR Sorsogon recorded a total sale of Php. 2.5 Million for ARBO Products. These include vegetables, coconuts and their by-products, and processed meats among others. Some well-known ARBO products are the B5 Spanish Sardines in Corn oil, Fish Sauce, and Virgin Coconut Oil by Antipolo, Namu, Nasuje, Inararan and Calomagon Agrarian Reform Cooperative (ANNIC) of Bulan, the Nito and Karagumoy bags of of Jupi-Salvacion Farmers Cooperative (JUSAFARCO) in Gubat, the AFA taro and banana chips of Anibong Agrarian Reform

Cooperative (ANARECO) of Magallanes and SINAG Cassava chips of Sogoy Integrated Agriculture Growers Association (SINAG) of Castilla, Sorsogon.

Various marketing methods are currently used by each Sorsogon ARBO to sell and promote their products wherein they also get assistance from various assisting government agencies in the province such as Department of Agrarian Reform (DAR), Department of Labor and Employment (DOLE), Department of Science and Technology (DOST), Department of Trade and Industry (DTI), and Technical Education and Skills Development Authority (TESDA). Some of these interventions are tying up marketing agreements with institutional buyers, conduct of Agri-Trade Fairs and Capacity Development training to members. Online promotion of products exists, like posting of news articles about the products, their sales, and deliveries to the official Facebook page of DAR Sorsogon. However, these postings are not on a regular basis and are often overshadowed by other news articles from the same page.

While agencies provide valuable support to Agrarian Reform Beneficiaries Organizations (ARBOs) through skills training and marketing assistance, current marketing efforts heavily rely on traditional methods like trade fairs and institutional partnerships. These methods have limitations in reaching a wider audience.

There is no social media page that is solely dedicated for the purpose of introducing and promoting the Sorsogon ARBOs' products to the market. It can be concluded that social media marketing is currently not yet fully utilized and its vast potential for promotion of the products have not yet been explored. This is where the online Agraryo Merkado comes in, this platform aims to explore the possibility of social media through Facebook in transforming the ARBOs from traditional farmer cooperatives into digital agripreneurs.

The Frameworks of the Study

This study is anchored on the theory that the ARBOs can become digital agripreneurs through social media using the online Agraryo Merkado Facebook page. The theoretical and conceptual frameworks of this

study is grounded on four concepts, diffusion of innovation theory proposed by Rogers in 1962, which provides the foundation as to why social media can be used as a marketing tool to promote ARBO products, social media marketing theory by Chaffey which laid a framework on effective monitoring and facilitation of customer interaction, Community-Based marketing by McKinsey (2022), and ARBOs as learning organizations who are lifelong learners through andragogy (Knowles, 2022; Charrungkaittikul, 2024).

Theoretical Framework. The theoretical paradigm shown in figure 1, illustrates the connection among the theories relevant to this study. Diffusion of innovations theory suggests that people, as part of the social system, always adopt new ideas, innovations, and products (Halton, 2023). This means that adoption of new technologies takes time in social systems and by integration of social media into everyday lives the way individuals and organizations interact is transformed. This explains why social media consumption has been part of the daily lives of people (Lagda, 2023).

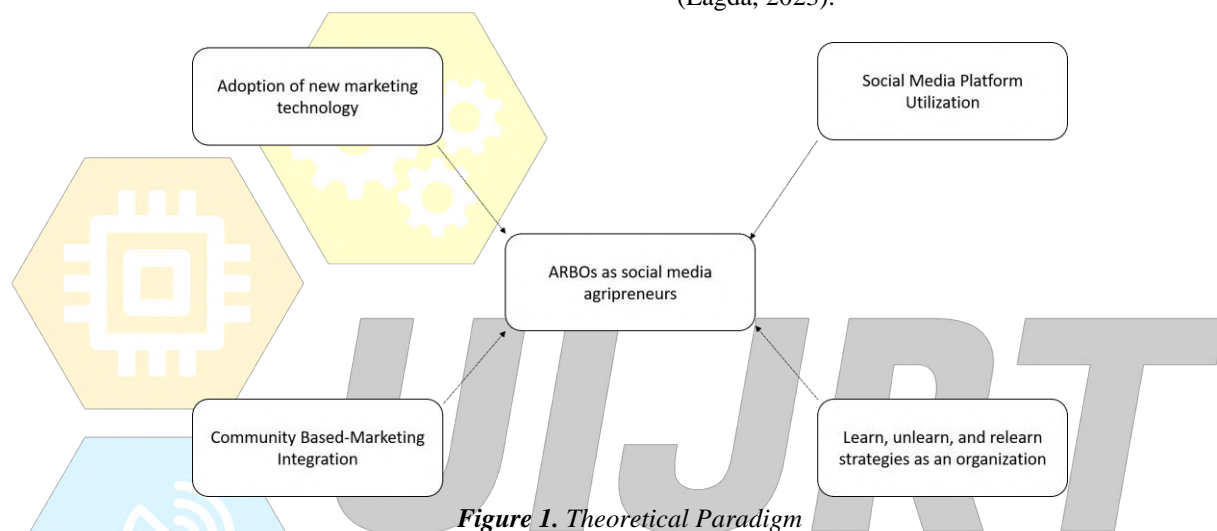


Figure 1. Theoretical Paradigm

In the context of the ARBOs, adoption of social media use can influence increase in their customer reach, engagement, and sales. It is not merely a technical shift but a strategic transformation to bridge the gap between their conventional practices and social media entrepreneurship.

comments, and feedback, ARBOs facilitate a meaningful dialogue and in return transform their platforms from simple social media pages into a dynamic digital marketplace where trade and trust are fostered.

However, using appropriate contexts and strategies on how to properly utilize social media is necessary to reach the target customers effectively. Chaffey's theory on social media marketing laid a framework on effective monitoring and facilitation of customer interaction, participation, and sharing to increase brands' value (Berita, 2021). To build a brand's digital presence, active participation and sharing among the users is necessary. Applying Chaffey's framework implies that ARBOs must move beyond merely posting and innovate through active community management. By responding to customer queries,

Using community-based marketing to leverage existing relationships to promote products through social media have great potential in boosting ARBO product sales. McKinsey (2022) emphasizes the importance of creating sturdy relationships with customers through creating strong online communities, meanwhile Halton (2023) highlights the effectiveness of differentiated content generation strategies to match the need of the target audience, and lastly Berita (2021) stresses the positive effects of community-based marketing strategies on social media platforms to create impacts on brands, bridging communication and relationships of the ARBOs with

the target audience bringing in more sales as the end output.

In this paradigm, the use of social media is the primary innovation. However, for ARBOs to successfully adopt this innovation, they must learn to move forward from simply being farmer-cooperative members to social media entrepreneurs. However, they will only be able to do that if they are willing to continuously learn, unlearn, and relearn - a process of experiential learning for adults or andragogy (Knowles, 2022; Charrungkaittikul, 2024). ARBO members are adult learners with significant life experiences. Engaging in marketing through the use of social media will give them experiential learning through feedback, analytics report, and experience sharing therefore leading to continuous improvement.

These four theories culminate in the proposition that ARBOs can become entrepreneurs through social media. The diffusion of innovation provides a tool that ARBOs can use, the social media through online Agraryo Merkado platform. Chaffey's marketing theory provides the means for interaction between the ARBOs and their target audience, and Community based marketing suggests strategies on how to turn these audiences to loyal customers. Lastly, the main catalyst for their transformation is their experiential learning (andragogy), which will enable the farmers to be empowered to internalize their learned digital skills. Through these frameworks, the ARBOs will achieve becoming proactive agri-entrepreneurs.

Conceptual Framework. This conceptual framework follows a classic linear progression of Agri-Entrepreneurship Development model (Liu et al., 2025) where the initial platform - the online Agraryo Merkado Facebook page, serves as the catalyst for the intervention. This is refined through feedback where a specialized educational module was created as an output.

To understand the relationship between social media marketing strategy and its effects on ARBO and its products, key factors that affect this relationship must be defined, such as the independent variable of the study which is the social media marketing strategy online Agraryo Merkado. This platform makes use of

Facebook page through content generation, social media advertising, community building, and creating online communities of ARBOs and consumers. These concepts are outlined in Figure 2.

The capacity building intervention is the mediating variable. This involved the conduct of intervention, skill acquisition, and page management. It was the variable that bridged the gap between traditional cooperative marketing to digital commerce.

The feedback from the ARBOs served as the moderating variable. They give the experiences, challenges, and suggestions to ensure that the page management is really working and responsive to the needs of its target market.

The proposed module for ARBOs as social media entrepreneurs is the dependent variable. It is the final educational product of the study that aims to transform the ARBOs from being traditional farmer cooperatives to social media entrepreneurs.

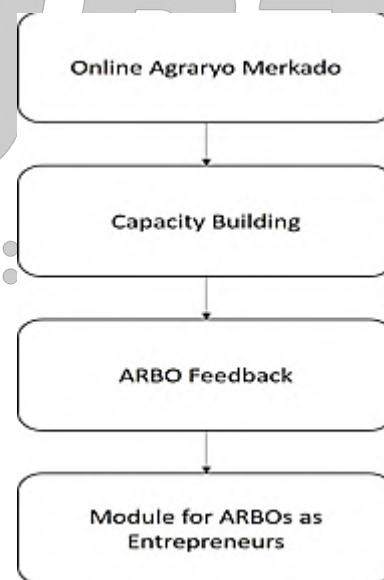


Figure 2. Conceptual Paradigm

This study is significant in bridging the gap from rural production to modern consumption. It provides substantial benefits to various stakeholders. First, the Agrarian Reform Beneficiaries Organizations (ARBOs) as they will have a basis on how to use social media to market their products, and transform from

being farmers to agricultural entrepreneurs. Additionally, to the participating ARBOs, this research gave them increased revenue, wider market reach and another avenue to reduce middleman intervention. The government agencies mandated to assist these ARBOs will also be benefited, such as Department of Agrarian Reform (DAR), Department of Trade and Industry (DTI), Department of Science and Technology (DOST), and Department of Labor and Employment (DOLE), as it will give them a basis on how to improve the farm-to-market programs to the cooperatives through digitalization. It can also be a basis for their policy programs and initiatives in pioneering digital marketing for the ARBOs. The Facebook page itself can be adapted by DAR and be used as the official platform to promote and sell the ARBO products. It will also benefit the consumers as it will give them direct access to authentic, quality, healthy, and sustainably-sourced agricultural products wherever they are, and to the community, as this will add in their revenues. Lastly, this will benefit the future researchers as reference for their studies with regards to adaptation of digitalization for agricultural cooperatives.

The Present Study

Social media is a great tool for market visibility, given its wide array of audiences. That is why in this study, the Online Agraryo Merkado as a social media marketing strategy through Facebook page to promote products of selected Sorsogon ARBOs will be studied for viability and effectiveness. This research is suggested given that there is a global trend of social media use of over 5.04 billion with 3.04 billion monthly active users just in 2024 alone, and the leading platform around the world is Facebook. Facebook promotion can also be used by ARBOs to boost the popularity of their products. Product development and market studies play a crucial role in empowering the farmers, taking examples from successful ARBOs such as Maranlig Ginger candies and Midoren-C Calamansi Juice Concentrate which used social media to promote their products.

Despite agencies' support in skills training and marketing assistance, there is limitation in current marketing methods which heavily relies on traditional

channels like trade fairs and institutional partnerships. There is a need to reach a wider audience given today's digital landscape. The study emphasizes the underutilization of social media marketing, noting the lack of dedicated online platforms for promoting ARBO products. Making the case in South Africa as an example where the use of Whatsapp – a social media platform reportedly increased the consumer demands in the country's agricultural products, supports that adding social media platforms to the current marketing initiatives can also result in more engagement and sales.

The scope of the study covered five ARBOs from different municipalities in the province of Sorsogon with established products already assisted by at least two government agencies. They were selected on the basis of their robustness from 2022 to 2024 and completeness of processing centers and processing equipment. They were provided with training on product development by the Department of Trade and Industry (DTI) and further skills training by the Department of Agrarian Reform (DAR). They were the ones given processing centers and processing equipment for their respective products under Enterprise Development and Economic Support (EDES) program of DAR Program Beneficiaries Development Division. Other ARBOs from Sorsogon aside from the first five selected were not included in the study.

This study seeks to describe the online Agraryo Merkado as a social media marketing platform for Agrarian Reform Beneficiaries Organizations, specifically, it aims to: 1.) Describe an online Agraryo Merkado as a social media marketing platform for ARBO products; 2.) Implement inter-agency capacity building among ARBO stakeholders.

II. METHODOLOGY

This chapter describes the methodology used to look into both the operational implementation and the human experience of the Online Agraryo Merkado initiative. The study sought to understand the use of online Agraryo Merkado as a social media marketing platform qualitatively on the ARBOs perspectives. The sections that follow go into more

detail about the research design, the source of data, research ethics, research instruments, data collection, and data analysis to find out how social media affected the marketing abilities of some ARBOs in Sorsogon.

Research Design

This study utilizes a descriptive-qualitative research design following the qualitative standards set by Creswell (2022). This approach sought to provide a detailed account of the implementation of the online Agraryo Merkado and its influence in the marketing capabilities of the selected ARBOs in Sorsogon.

The descriptive aspect of this study focuses on identifying the specific characteristics, behaviors, and patterns of the page of the ARBOs, on what products are being promoted, what methods are being used to promote the products, and what challenges are being encountered in the digital space.

The qualitative aspect explores the perception of ARBO members and their line agency stakeholders on the use of a Facebook page to promote their products and identify themes such as digital literacy barriers and brand pride during the use of the page.

Source of Data

The sources of data in this study consist of primary and secondary information. Primary data were derived directly from observation notes and the key informants and participants, which are the ARBOs and their assigned moderators or social media managers. Secondary data were sourced from institutional documents, training modules, and real-time Facebook Data analytics to validate the platform's effectiveness.

For the first objective, to describe an online Agraryo Merkado as a social media marketing platform for ARBO products, the primary source of data was the Facebook page online Agraryo Merkado. The secondary data sources are related literature and institutional documents. The page creation process and descriptions themselves provide the data through their descriptions.

In the second objective, the main data source were the moderators sent by the ARBOs who attended the capacity building intervention who shared their

learning experiences and hurdles, as well as the notes taken by the researcher based on her observation during the activity. Secondary data were obtained from the documentation of the conducted workshop.

Research Ethics

This study was created with the guidance from the principles of ethical research to ensure the protection of dignity of all involved parties, including the line agency representatives, ARBO members, and social media managers. They were briefed about the objectives of the study, and informed them of their roles, as well as given the opportunity to ask questions before signing the informed consent forms. Their participation was assured to be voluntary and that they can withdraw anytime they want.

In accordance with Data Privacy standards, all personal information and sensitive organizational data from the ARBOs were treated with utmost confidentiality. Individual identities and specific raw findings were utilized solely for research purposes and were not shared with unauthorized parties.

To ensure credibility and validity of the findings, the researcher maintained a high standard of integrity in the interviews and observation notes. For instruments that were researcher-made, such as the detailed interview questionnaire, the validation process involved consultation with subject-matter experts from DAR and ensured that the questions were appropriate for the nature of the study and the specific demographics of ARBO stakeholders.

Research Instrument

Several research instruments were utilized in this study including digital data gathering methods and qualitative feedback tools. The first objective was to describe online Agraryo Merkado as a social media marketing platform. The instrument used was an observation checklist based on Kozinets' (2022) Netnographic principles which includes observations on visual branding, language, purpose, audience, and social media metrics.

The second objective which was the conduct of capacity building intervention among ARBO stakeholders made use of Case-Based Learning

(Musara, 2024) as an instructional instrument. It also used a post-training interview questionnaire focusing on their opinions about the conducted interventions and their suggestions for improvement.

Data Collection

The data collection for this study was done from December 10, 2025 to March 16, 2026. To collect data for the first objective, an archival retrieval was used where the online Agraryo Merkado Facebook page was accessed to review the profile, uploaded posts, and social media analytics. For the second objective, to conduct inter-agency capacity building among ARBO stakeholders, the researcher made use of observation logs during the conduct of the intervention and a post-intervention structured questionnaire was given to the participants.

Data Analysis

Using Craswell's (2022) framework on descriptive-qualitative study, the analysis of the study's data was done through thematic analysis supported by content analysis of social media documents.

Content analysis was used to describe the online Agraryo Merkado as a social media marketing platform for the ARBOs in the first objective. For the second objective which involved capacity building intervention, the data from observation notes and post-intervention questionnaires were also processed using content analysis. By analyzing the feedback from the questionnaires, the effectiveness of the capacity building and the capacity of the ARBOs to sustain the platform independently were evaluated.

III. RESULTS

The study sought to descriptively and qualitatively assess online Agraryo Merkado as a social media marketing platform for selected ARBOs in the province of Sorsogon. The platform aimed to augment traditional marketing methods in boosting ARBO products. The study focused on the perspectives of the ARBO members and general details of the Facebook page. After analyzing the data collected over the year-long conduct of the study, core findings were laid out with each objective.

Online Agraryo Merkado as a Social Media Marketing platform for ARBOs

The online Agraryo Merkado as a Social Media Marketing platform for ARBOs was described with the use of content analysis focusing on two major parts, the page creation process and the page features which includes branding, language, purpose, audience, social media analytics, and content posts.

Page Creation Process. Using the DAR Sorsogon Facebook account, the pages section at the upper right bar of the platform was navigated to which the "Create Facebook Page" option was selected. Under the "Get Started" title, the Page Name Online Agraryo Merkado, Category as Agriculture and Community Organizations, and Bio were inputted. In the description section in the bio, the mission statement was stated "connecting local ARBO products directly to your home". The setup was then completed through filling out the about info, and uploading the profile picture and cover photo. The profile picture was the Agraryo Merkado logo in 170 x 170 pixel in jpeg format while the same illustration as the profile picture was used as the cover photo in a landscape format. An action button "Send Message" was incorporated in the setup to be automatically attached with every post. A notification was then clicked to return to the main profile to invite friends and followers to like and follow the newly created page.

After the setup was completed, the page was synchronized to be linked to the dedicated business contact number and email address of the representative ARBO. Through the page setup in the privacy setting, the permissions section was selected then the contacts of ARBOs were uploaded. In order to simplify searchability and link-sharing, through the general setting tab, a username @onlineagrariomerkado was created.

Managing roles was added after the page synchronization. The settings and privacy section provides the option for adding page managers through the "page access" button. Once it was selected, a new facebook manager was selected by clicking "add new" then searching for the name of the ARBO moderator selected to manage the page and clicking "next" with

the access level prompt. “Full Control” was then granted to the selected administrator. The permission to give access was then clicked and the page password was entered finalizing the adding of admin to the page. The said process was repeated five times for the five moderators of the participating ARBOs.

To fulfill the monetization requirements, the Professional Dashboard tab was selected. Then the settings and privacy section was browsed and the “Payments” option was selected. Then the account name, payment method, and business info section were filled out. The account name used was the account of the leading ARBO and their Business Information was inputted including the registered business name, business address, and tax identification number. Afterwards the “I am registered for VAT in the Philippines” button was clicked finalizing the establishment of the page as a business entity. Second, the Add Payment method option was selected in the “Billing and Payments” section. Using the Maya account of the lead ARBO, the option was clicked prompting a redirection to the Maya Account to finalize confirmation. The business and billing information was created.

To be eligible for monetization through Facebook posts using views, reactions, and engagements through content, a number of requirements were needed to be met first according to Meta standards. First, the account must have at least five thousand followers count; second, there must be at least 60,000 minutes of combined views with at least five active video contents in the page. Lastly, there must be no violation under

the monetization policies which includes no unoriginal content, no engagement baits, and no community standard violations. The page currently meets only one of the three criteria making it still in the process to be granted for monetization. Once monetization is approved when followers and views grow, the contents will start to earn, the profits can be withdrawn through the linked Maya account. While waiting for the monetization eligibility, the page was first connected to Meta Business Suite through its tab to start the business features of the page including setting up content planners, managing marketing contents, and exploring creator market place.

The Meta Business Suite content planners show a monthly content calendar where plans for content for the month can be listed and scheduled. Managing marketing contents was done through the ads manager which showed the moderator of the account overview and which content was best for ads. The creator market place lets the user explore different content creators the user can partner with to promote page and contents.

To get Meta verified; after completing the profile, the left side tab of the page was selected, in the area the Professional Access section contains the “meta verified” button. After it was selected, the account was redirected into a payment setting where there were options for verification through monthly payments. After the monthly payments options were chosen, the Facebook page Online Agraryo Mercado was now verified as shown in figure 3. The blue check badge was placed on the upper right side of the page name.



Figure 3. The Meta verified online Agraryo Mercado Facebook Page

Page features. In describing the branding of the page, visual elements such as the page name, profile picture, and cover photo were observed to get a general theme. The profile picture which also served as the logo of the page is generally circular with central illustration depicting a landscape where a man wearing a white long-sleeves, black pants, and a brown hat is holding a plow over a pile of green plants in a brown field with rows of green crops, behind him is a red tractor, while above him is a blue sky with scattered white clouds with a shopping cart, wi-fi signal symbol, and small green leaf below it. Below the illustration, the word “AGRARYO” is printed in bold dark green sans serif font while “Merkado Online” is presented in a small lime green font against a white background. They are

inside a green circular border where the upper arch has a phrase “Farm-Fresh Produce” written in white capital letters and lower arch has a phrase “Hali sa mga ARBO, pasiring sa imo” (from the ARBOs to you) in a white bold font. The general color palette is a mix of forest and lime green. The cover photo has the same illustration as the logo, but it was in a semi-circular landscape and the name Agraryo Mercado Online below is written in gold cursive font with a thick dark brown outline. Below the title is a slogan “Kalidad ay garantisado, kasi gawang ARBO” (Quality guaranteed, because it’s ARBO made). The page name is Agraryo Mercado Online (For Sorsogon ARBOs). The summary of the page features and description was laid out in Table 1.

Table 1. Page features and their description

Page Feature	Description
Visual Branding Lo	A combination of forest and lime green circular image with an illustration of a man tilling a farm and a shopping cart with wifi symbol above him in the inner circle. Below the image is the name of the page “Agraryo Mercado Online”. On the outer borders, taglines of the page were written “farm fresh produce” and “hali sa mga ARBO, pasiring SAIMO”. The same illustration as the logo in a half arc and white background. The “Agraryo Mercado Online” was written in cursive gold in the middle. Online Agraryo Mercado (For sorsogon ARBOs)
2. Language 3. Purpose 4. Audience 5. Content Post 6. Analytics	A mix of English, Filipino, and Bicolano language Promoting, showcasing, and online selling of ARBO products Female, young adults 25-34 years old Photos and reels about products of the five participating ARBOs, and announcements of Agraryo Mercado activities The page has an average of 11,874 views, 673 engagements, and 608 net followers

The language used in the page is a mix of local Bicolano dialect, Filipino and English. In postings, a mix of English and Filipino dominated the captions with hashtags such as AgraryoMerkado, TatakARBO and GalingARBO. While Filipino is mostly used in comments and replies on queries.

The page’s purpose written in the about info section states “Bringing the best of Sorsogon’s farm products straight to your screens and tables. Agraryo Mercado is dedicated to showcasing the ARBO products of Sorsogon!” implying that the page aims to highlight and deliver quality ARBO products to the consumers. Based on its postings of different products and events, the purpose of the page is to feature the ARBO

products, and promote ARBO activities such as Agraryo Mercado sa Kampo and DARPO, and ARBO Trade Fairs.

The target audience of the platform are those interested in buying processed agricultural products. According to the data from the Meta analytics, most of the audience of the online Agraryo Mercado page are adults aged 25 to 34 years old followed by young adults aged 18 to 24 years. Engagement is predominantly from female viewers which comprises three fourths of the audience population while one-fourth are males. By country, Philippines has the largest engagement, while there were also views from Myanmar, Saudi Arabia, United Kingdom, Canada,

and Japan. In terms of provinces in the country, most views and engagement came from Sorsogon, followed by Cavite, Caloocan, and Olongapo.

The posting mechanics of the platform involved creating a list of contents to be uploaded on a scheduled basis. It involved the products of the five participating ARBOs, a sneak peak of their products, and their success stories. Postings were also done when there are scheduled conduct of Trade Fairs to inform the public.

The products being promoted on the page are the ones from the five participating ARBOs. Most of the products are processed foods while the only non-food items are the nito crafts. For ARBO 1 the products posted were cassava chips and coco jam, for ARBO 2 were bottled spanish sardines in corn oil, bottled fish sauce, and virgin coconut oil, for ARBO 3 were nito products and pickled papaya, for ARBO 4 were wild honey, and for ARBO 5 are taro chips and banana chips. Posting covered was from January 08, 2025 to March 16, 2026 wherein the post with the highest engagement garnering more than two thousand views was the photo post featuring nito products followed by the photo post about virgin coconut oil, fish sauce and sardines of ARBO 2 which garnered more than one thousand views and ninety engagements. The total sales garnered from the page postings through inquiry from the moderators was about ten thousand pesos excluding the shipping fees. Most of the sales were from the locality of Sorsogon, while there were also sales from Central Luzon, Mindanao, and one sale overseas particularly in the United Kingdom done through a courier. Other posts on the page were about invitations to the audience to attend the conduct of ARBO Trade Fairs and Agraryo Merkado sa DARPO and Kampo (provincial police office).

Based on Meta analytics, the page has garnered total views of about twelve thousand throughout the study's duration, ten conversation messages initiated, seven hundred engagements and more than six hundred net followers. The platform has raised awareness about the products of the ARBOs and the activities conducted under the program Agraryo Merkado.

Implementation of Inter-Agency Capacity Building among ARBO stakeholders

A seminar on Basics of Social Media Marketing for ARBOs was conducted for the ARBO representatives last February 21, 2026 as an inter-agency capacity building intervention among ARBO stakeholders. The contents of the seminar was aligned with the Marketing Strategies under the DAR - PBDD Social Infrastructure Building (SIB) and Enterprise Development and Economic Support (EDE) Sector in facilitating learning and coaching for the ARBOs in partnership with DTI -CARP teaching intervention programs.

A month before the conduct of the intervention, the content of the seminar was reviewed by the SIB and EDES focal persons to attune to the learning and development needs of the ARBOs. Afterwards, it was sent to the DTI-CARP focal person for review and alignment with existing marketing training and coachings.

The seminar was designed with a structure to help ARBOs transition from traditional farming mindsets to digital entrepreneurship. By integrating principles from educational field background, the seminar followed the case-based learning outcome, where it ran from foundational concepts to practical, hands-on application. The seminar was anchored on the four primary learning outcomes that address the cognitive, affective, and psychomotor domains of adult learners. First is the foundational knowledge under the title "Basics of Social Media Marketing". The participants were first introduced to the essential role of social media in modern organizational marketing. It answered the question on why present organizations and cooperatives need social media to thrive in the modern market. Second is the needs assessment under the topic "Navigating the online Agraryo Merkado Facebook Page", where it involves teaching ARBOs to appreciate the presence of a social media platform to help them grow as a cooperative and self-diagnose their specific marketing requirements such as building brand recognition and piquing consumer interest. Third is titled "Content Mastery: What to Upload" which includes the technical literacy acquisition where the technical aspects of the digital landscape were

discussed focusing on the elements of a Facebook Business page. The final outcome delved into practical skills and sustainability “Sustaining the Ways Forward” ,where there is a workshop on an actual

creation of a post through pictures and video - reels, which leads to the generation of diverse content types to engage visual audiences and content calendar.

Table 2. Topics and Objectives

Topics	Learning Objectives
The Basics of Social Media Marketing Navigating the Online Agraryo Merkado page Content Mastery: What to Upload Sustaining the Ways Forward	Acquire Foundational Knowledge on Social Media Marketing Appreciate online Agraryo Merkado as a platform for ARBOs Acquire technical literacy skills Creating content calendars through meta business suite

From an educational perspective, the seminar used case-based learning to bridge the gap between being farmer-cooperatives into becoming social media entrepreneurs (Musara, 2024). The concepts of value-added online selling through Facebook messenger prompt in every content post and monetization features were discussed. By analyzing scenarios like the Luzon Valley Cooperative and the Anibong Agrarian Reform Cooperative, learners were able to see how value-added processing requires corresponding digital identity. Lessons emphasized moving beyond unlabeled packaging to professional branding that builds trust with new consumer segments. ARBOs were also taught to educate the market by highlighting the social impact and organic quality of their products which differentiates them from mass-produced goods.

The seminar incorporated active learning strategies to ensure that theoretical concepts were translated into actionable skills. Using a data driven approach, participants were taught to use Facebook analytics to understand target-specific audience tastes. There were also discussion questions which challenged the participants to evaluate the effectiveness of different visual strategies. Lastly, the training concluded by teaching learners on how to engage viewers by making promotional strategies such creating livestreams, reels, and photo posts.

Participants’ responses to the seminar were positive noting that they enjoyed it. During the workshop, a digital divide was observed, as younger participants

aged 40 and 50 years old were able to follow instructions in creating and navigating a Facebook page more easily compared to an older participant aged 65 who had a hard time navigating the page and creating a post. Continuous monitoring and coaching were provided per participating ARBOs after the conduct of the intervention.

The general response from the participants described the activity as “enjoyable” and “happy”. Key take-aways that they have mentioned were learning the mechanics in managing a Facebook page, posting photos and reels, and creating captions. Participants noted that they were hesitant to post before the conduct of the intervention while they gained confidence afterwards.

IV. DISCUSSIONS

This discussion provides a comprehensive analysis of the implications derived from the results of the four objectives of the study and interpret the findings on online Agraryo Merkado as a social media marketing platform for the ARBOs.

Online Agraryo Merkado as a digital platform for the ARBOs

The implications were analyzed based on the results of the first objectives where the online Agraryo Merkado Platform was described using the page creation process and its features - the visual branding, language, purpose, audience, social media analytics, and content posts.

Creating the online Agraryo Merkado page signifies the start of the social media entrepreneurship journey of the ARBOs. Through setting up the page name, bio, profile picture and cover photo, the Facebook page gained its identity and branding. It sends a message to Meta and the audience that the page is real and authentic.

Assigning managing roles to the ARBO moderators imply the level of trust in the capacity of the ARBOs to manage the page. It highlights the shift of approach from a paternalistic model where everything was done by DAR PBDD management personnel and ARBOs just function as passive receiver to empowerment model, where they learn to do things by themselves, hone their social media marketing abilities through self exploration, and overcome challenges in marketing through the meta business suite (Carney et al., 2023).

The page is still under the process of application for monetization. Once it was approved, the page will start to earn through its photo, video, and reel contents. The Meta Business Suite serves as a guide through business development of the page through its different tools. It proves that the page is now more than a casual Facebook platform, it is now a formal business venture with a professional digital infrastructure that the page moderators use as ways to increase their social media income aside from using it as a means for direct online selling. According to Beck (2024), making use of the Meta Business Suite is a move that indicates that the user has moved beyond personal use of social media and is now using it as a tool for business, in the case of the ARBOs, it is now a tool to efficiently aid them in their venture as social media entrepreneurs.

Getting Meta Verified established the brand identity of the Online Agraryo Merkado Platform. The verification gave the page a boost on credibility, security, and prioritization of contents in the Facebook traffic. The badge is a proof that the page is legitimate and thus builds trust with its target audience. It also gives protection against identity theft and the contents will be shown more to other Facebook users (Impact Line Digital, 2025). With this, the ARBOs secured the business brand identity of the Online Agraryo

Merkado page and are assured that their contents are not only protected but also promoted.

The visual branding is composed of the logos, colors, and imagery used in the platform. The logo was incorporated in the profile picture and cover photo of the page. The logo's imagery combines a traditional farming set-up with modern digital tools which are the shopping cart and wifi signal. It suggests a harmony between farming tradition and modern digital tools that according to Goulas (2025) and Farmonaut (2025) is a branding that effectively preserves the farmers cultural identity while indicating a market readiness which are essential for a successful transition to the modern digital era. This imagery sends a message to the consumers that while the products are rooted on hands-on farming, the access and delivery of these are convenient and technologically advanced. It makes the ARBOs look digitally literate and ready for the online market.

The logo utilized a general forest and lime green palette. Labrecque and Milne (2021) emphasized the importance of colors in marketing. Consumers naturally associate the color green with health, organic and environmental origins, and sustainability and it evokes consumers' trust that the products are authentic and eco-friendly (Awan, Kraslawski, and Huiskonen, 2021).

The page name on the cover photo is printed in a bold cursive gold and such color is commonly associated with sophistication, and paired with cursive font, it sends out a message that the products are not just mere commodities but rather a specialty or artisanal item (Labrecque and Milne, 2021).

The use of three languages in the profile picture and cover photo's tag lines appeal to the glocal marketing - a strategy of combining global branding and local customization, often shortened to a tagline - think global, act local (Cham, 2022, Indeed Editorial Team, 2025). It entails that the use of mixed local and international language creates a professional standard and marketability paired with neighborhood feel that audience finds relatability and connection. Using these languages makes the consumers connected to the page and the product it promotes, ultimately driving

engagement and sales. Additionally, the use of Filipino in replies to comments and messages leads to relationship marketing. It is a facet of customer relationship management that focuses on customer loyalty and long-term engagement rather than short-term goals (Hashemi-Pour, Aberle, 2024). Using conversational Filipino makes the ARBO moderators look approachable and trustworthy, making the audience feel safe in the digital space and in turn bringing sales and loyal customers.

The use of hashtags (#) in captions of posts invites clickable links and helps the audience to learn more about the topic and discover more contents about it (Zote, 2026). In hashtags used in the page, the words “Tatak” (stamp) and “Galing” (greatness) reinforces pride in the works of the ARBOs and gives guarantee on their quality assurance.

The purpose of the platform as shown in the about info section highlights words such as “showcasing” and “delivering” which entails self-declaration of being market-oriented agripreneurs, and the phrase “straight to your screens and tables” indicates the aim to reduce the perceived distance between the ARBOs and consumers. This sends a message to the consumers that the products of the ARBOs are easily accessible through the platform. This purpose was also reinforced in the logo’s lower border tagline “hali sa mga ARBO, pasiring saimo” (from the ARBOs to you) implying that the showcased products are gifts from the ARBOs to the consumers, an aspect of glocal marketing where promotions are imbued with familiar and community feel (Cham, 2022).

The demographic data as shown in the result heavily implies that most of the audience of the page are young adult women from Sorsogon province but there was also engagement and sales from other provinces and overseas. This shows that there is a strong local patronage of the page and also discovery from audiences coming from other places. With this, there is a need to further devise marketing strategies to promote expansion in market reach while at the same time strengthening local consumer base. The age bracket in the findings is highlighted by Balzarelli (2026) that younger adults are more likely to be

engaged in digital agripreneurship and bridge the gap between farming and e-commerce. These findings also emphasize how Filipino women dominate the online shopping market, especially in Facebook (NapoleonCat, 2025). The dominance of the young adult audience (25-34) often called “GenZ” and “Millenials” implies that postings in the page should move beyond giving basic information and strategize in making engaging contents to encourage interest from this demographic group (Imran and Ferdous, 2025).

Based on the results presented of the products posted in the page, analyzing why the sole non-food product, the nito crafts, outperformed all the food products both in engagement reach and sales, comes down to rarity. All the food products such as the sardines, banana, taro, and cassava chips are also widely available in other markets both in physical and digital space, while the availability of nito crafts is limited, therefore, it naturally created a demand from the audience. It goes according to the law of supply and demand that when the product is scarce, the demand for it is greater (Fernando, 2026). The platform moderators need to take advantage of this and further the marketing boost of the nito products. On the other hand, there is a need to upscale the promotional creativity in marketing the food products to attract more audience and drive more sales (Dacula et al, 2025).

Lastly, the findings on the results of meta analytics indicates high awareness of the page but low direct conversation. It means that while the page achieved its initial goal to reach a wide audience, the main purpose to initiate an inquiry, comments, and messages that will lead to promotions and sales is relatively underachieved. This is understandable as the page is still new and has only run for a year, and in order to make the page sustainable and increase direct page interactions, employing different content posting strategies with consistent posting schedule paired with responsive page moderator is necessary (Buffer, 2026).

The online Agraryo Merkado Facebook page platform has served as a social media marketing platform for ARBOs to showcase and sell their products. It was

able to represent the farmers' hard work and efforts to reach more customers digitally through the logo and cover photo's imaging, slogan, and about-info. The use of three languages made a clear impression on the aim of the platform to communicate with all types of audience. The Meta analytics data have shown that it was also able to drive views and engagement. Consistent improvement in order to sustain and enhance the platform will ensure that the page can serve the ARBOs and help them become digital agricultural entrepreneurs even in the future.

The effects of Capacity Building among ARBO stakeholders

The Seminar-Workshop on Basics of Social Media Marketing for ARBOs conducted last February 21, 2026 aimed to be an intervention to capacitate the ARBO moderators with knowledge and skills in managing the Facebook page online Agraryo Mercado and give them the fundamentals of becoming social media entrepreneurs.

The seminar workshop showed the active partnership between DAR-PBDD and DTI CARP as ARBO education institutions that work hand in hand to facilitate learning in these organizations. Their hands on verification and review to ensure the alignment of the seminar-workshop content to the entrepreneurial needs of the ARBOs given their existing value-added agricultural products in the market chain heavily imply of the convergence strategies used by the Government to harmonize the support services to the ARBOs under the mandate of RA 6657 (Ballesteros & Ancheta, 2021). The partnership showed a high level of synergy between DAR and DTI as inter-agency collaborators in giving support services interventions to the ARBOs.

The training's structure, which used Case-Based Learning as noted by Musara (2024), aimed to bridge the gap between farming and social media entrepreneurship. This was evident in the experience of ARBO 1 where the participants successfully applied tricks of posting and captioning photos and reels to be used for their contents which will be monetized once they have reached the Meta standards. As entrepreneurs, they were also able to engage with their audience and drive sales from it.

The digital divide between the younger and older ARBO members during the conduct of the seminar was somewhat to be expected as according to Jiao (2023), there is a digital disconnection among older adults leading for them to have a harder time understanding the modern social media tools and therefore targeted intervention is necessary for them to successfully integrate to the social media world. This targeted intervention was successfully implemented during the seminar as the older participants were explicitly guided in exploring the social media page and its features and navigating the tools to be used as social media entrepreneurs.

There were also psychological implications that the seminar workshop has incorporated to the participants. From hesitating to post and interact with the platform to gaining confidence in managing the Facebook page, the intervention has successfully empowered the ARBO moderators in their roles as social media managers. According to Han (2026), there is a digital anxiety in older adults that needs to be bridged for them to attain digital empowerment and literacy, which the intervention has successfully done.

Over all, the February 21, 2026 intervention successfully integrated social media entrepreneurial mindset to the ARBO participants and transformed their products from being commodities to brand with business identity in the Facebook platform. The online Agraryo Mercado platform's effectiveness is defined as Andragogy - where adult learners achieve highest competency when the curriculum is problem-centered and is immediately applicable to their livelihoods (Knowles, et. al., 2020).

REFERENCES

- [1] Adefare, T., Adeola, O., Mogaji, E., Nguyen, N. P., & Mogaji, S. A. (2024). Empowering women agriculture entrepreneurs: Banks' role in achieving sustainable development goals. *International Journal of Bank Marketing*, 42(4), 692–724.
- [2] Adegbola, P. Y., Adegbola, C., Daudu, C., Issa, F., Kamau, G., Kergna, A. O., Mose, L., Ndirpaya, Y., Fatunbi, O., Zossou, R., Kirui, O., & Birner, R. (2022). Mechanization, digitalization, and rural youth—Stakeholder perceptions on three mega-

- topics for agricultural transformation in four African countries. *Global Food Security*, 32, 100616.
- [3] Al-Shaikh, M. S. (2023). Social media and its role in marketing agricultural products (A field study on small farmers in the Jordan Valley Area). K. Elissa, "Title of paper if known," unpublished.
- [4] Awan, U., Kraslawski, A., & Huiskonen, J. (2021). The influence of color on people's perceptions of sustainable products. *Journal of Cleaner Production*, 280, 124376.
- [5] Ballesteros, M. M., & Ancheta, J. A. (2021). Linking agrarian reform beneficiary organizations (ARBOs) to agriculture value chain: Lessons from farmer organizations in selected regions of the Philippines (Research Paper Series No. 2021-09). Philippine Institute for Development Studies
- [6] Balzarelli, E. (2026). Why digital agriculture needs youth to scale. *Grow Asia*
- [7] Barnhart, B. (2025). 31 Facebook statistics marketers should know in 2025.
- [8] Barnhart, B. (2025). 31 Facebook statistics marketers should know in 2025.
- [9] Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image, and brand loyalty. *Business & Management Studies: An International Journal*, 6(1), 161–180.
- [10] Biswas, A., & Roy, S. (2024). Digital pathways to self-reliance: The impact of direct-to-consumer e-commerce on smallholder farmer cooperatives. *Journal of Agricultural and Food Economics*, 12(1), 45–62.
- [11] Bjerke-Busch, L. S., & Thorp, S. (2023). Overcoming the productivity paradox in the public sector by managing deliberate learning. *Public Management Review*, 26(6), 1752–1778.
- [12] Boateng, R., Budu, J., Marfo, J. S., Penu, O. K. A., & Asamoah, P. (2024). Social media is reshaping agriculture value chains in Ghana. University of Ghana.
- [13] Bosona, T. (2020). Urban freight last mile logistics—Challenges and opportunities to improve sustainability: A literature review. *Sustainability*, 12(21), 8769.
- [14] Buffer. (2026). The state of social media engagement in 2026: 52M+ posts analyzed.
- [15] Bulin, J., & Wang, Y. (2024). Digital storytelling as a catalyst for cooperative identity: A longitudinal study of member engagement. *Journal of Cooperative Organization and Management*, 12(1), Article 100234.
- [16] Calipay, C. (2024, February 22). DAR's 'Agraryo Merkado' expands to PNP HQ in Masbate. Philippine News Agency.
- [17] Carney, T., Bigby, C., Then, S.-N., Smith, E., Wiesel, I., & Douglas, J. (2023). Paternalism to empowerment: All in the eye of the beholder? *Disability & Society*, 38(3), 503–523.
- [19] Conchada, M. I. P., et. al (2023). Monitoring the Philippine economy: State of the economy report (DLSU-AKI PEM July 2023). Angelo King Institute for Economic and Business Studies.
- [20] Creswell, J. W., & Creswell, J. D. (2022). *Research design: Qualitative, quantitative, and mixed methods approach* (6th ed.). SAGE Publications.
- [21] Dacula, J. C., Jr., Malacad, Z. O., Dasmariñas, S. O., & Labrador, G. V. (2025). The effects of promotional strategy on sales performance in the food industry. *Psychology and Education: A Multidisciplinary Journal*, 31(8), 891–902.
- [22] DAR Philippines. (2023, March 10). DAR launches inter-agency marketing platform for MiMaRoPa farmers.
- [23] Dela Cruz, R. M., & Tanchuling, M. (2025). From fields to feeds: Evaluating the financial sufficiency of ARBOs through direct digital market linkages in Southeast Asia. *International Journal of Rural Management*, 21(2), 118–135.
- [24] Deichmann, U., Goyal, A., & Mishra, D. (2016). Will digital technologies transform agriculture in developing countries? *Agricultural Economics*, 47(S1), 24–33.
- [25] Department of Agrarian Reform (DAR). (2018, September). DAR MC 07 Series of 2018: Guidelines in the implementation of the graduation program for Agrarian Reform Beneficiaries Organizations (ARBOs) from DAR Assistance.
- [26] Department of Agrarian Reform (DAR). (2020,). DAR AO No. 03 Series of 2020: Awarding of agricultural lands to qualified graduates of four year degrees in agriculture or in related fields for their economic empowerment and growth of the nation.
- [27] Department of Agrarian Reform Sorsogon. (2024, March). MNE data.
- [28] Editorial Team. (2023). The status of social media marketing in the Philippines. Eight Media Online Solutions, Inc.

- [29] Fernando, J. (2026). Law of supply and demand in economics: How it works.
- [30] Forbes, A. (2024, February 14). 5 Best social media management tools. Social Pilot Corps.
- [31] Galnaitytė, A., Kriščiukaitienė, I., Baležentis, T., & Namiotko, V. (2017). Evaluation of technological, economic and social indicators for different farming practices in Lithuania. *Economics and Sociology*, 10(4), 189–202. Hakhara Academia Indonesia.
- [32] Goulas, A. (2025). Shaping agribusiness in the new digital era: Bridging tradition with innovation, for the agribusinesses in Thessaly Greece. *Economics and Business Quarterly Reviews*, 8(1), 18–25.
- [33] Halton, C. (2023). Diffusion of innovations theory: Definition and examples.
- [34] Harder, A. (2026). Responsible use of artificial intelligence and digital technologies in agricultural development. *Advancements in Agricultural Development*, 7(2), 136–141.
- [35] Hashemi-Pour, C., & Aberle, L. (2024). What is relationship marketing? TechTarget.
- [36] Hartshorne, D. (2024). How often should you post on social media? Media best practices for brands.
- [37] Hayes, A. (2026). Social media marketing (SMM): What it is, how it works, pros and cons. Investopedia.
- [38] He, Y., Si, L., Sargani, G. R., & Roy, R. (2025). How does digital technology enhance sustainable operations in agribusiness? A case analysis of Chinese agricultural enterprise. *Frontiers in Sustainable Food Systems*, 9, Article 1718405.
- [39] Howe, S. (2023, January 25). Social media statistics in the Philippines. Meltwater.
- [40] Ichwandiani, R., & Hassan, S. H. (2025, February). Industry analysis: Agriculture in Philippines (Business Case Study Series). ASEAN Research Center.
- [41] Imran, M. N. U., & Ferdous, J. (2025, March). Cultivating connections: Leveraging digital innovation to engage Gen Z in agricultural marketing. SSRN Electronic Journal.
- [42] Indeed Editorial Team. (2025). What is glocal marketing? (With definition and benefits).
- [43] Inegbedion, H., Inegbedion, E., Asaleye, A., Obadiaru, E., & Asamu, F. (2021). Use of social media in the marketing of agricultural products and farmers' turnover in South-South Nigeria. *F1000Research*, 9, 1220.
- [44] Kemp, S. (2024). Digital 2023 overview report [Report]. Datareportal; Kepios Pte. Ltd.
- [45] Khan, M. A., & Zhang, J. (2023). Short food supply chains and farmer autonomy: A meta-analysis of direct marketing strategies (2020–2023). *Sustainability*, 15(4), 3045.
- [46] Knowles, M. S., Holton, E. F., III, & Swanson, R. A. (2020). *The adult learner: The definitive classic in adult education and human resource development* (9th ed.). Routledge.
- [47] Kurcias, M. (2024, October 3). Agricultural productivity growth falls short of meeting global demands, Virginia Tech report says. Virginia Tech.
- [48] Kumar, A., & Singh, R. K. (2022). Barriers to adoptive digital marketing in small and medium enterprise of the agri-food sector. *Journal of the Agribusiness in Developing and Emerging Economies*, 12(3), 454–476.
- [49] La Mema, et. al (2024). Implications of comprehensive training education for millennial farmers on motivation for agricultural entrepreneurship. Faculty of Agribusiness, Surabaya, Indonesia.
- [50] LaMorte, W. W. (2022). Diffusion of innovations theory. Causal Inference. Boston University School of Public Health.
- [51] Lena, P. (2021). DAR taps social media to sell products of program beneficiaries.
- [52] Li, X., Wang, Y., & Zhang, J. (2025). From visibility to trust: The impact of agricultural product packaging images in livestreaming in consumers perceptions and repurchase intentions. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(3), 248–265.
- [53] Liu, Y., Usman, M., Akbar, A., & Hedvicakova, M. (2025). From linear to circular: Assessing the influence of circular economy practices on business and environmental dynamics. *Polish Journal of Environmental Studies*, 34(1), 755–766.
- [54] Liu, X., et al. (2024). Frontiers in environmental cleanup: Recent advances in remediation of emerging pollutants from soil and water. *Journal of Hazardous Materials Advances*, 16, 100461.
- [56] Lucky, A. M., & Shambare, R. (2024). Barriers to digital technology adoption in

- [57] education: A systematic review. *International Journal of Educational Technology in Higher Education*, 21(1), 12.
- [58] Meghna, D. (2020, September 24). Role of Facebook in social media marketing.
- [59] Mirzaei, M., Zoghi, M., & Davatgari Asl, H. (2017). Understanding the language
- [60] learning plateau: A grounded-theory study. *Teaching English as a Second Language Quarterly*, 11(2), 163–188.
- [61] Moaje, M. (2022). DAR MIMAROPA hails best performing ARBOs in region. Philippine
- [62] News Agency.
- [63] Mohammed, M. (2024). Digital inequality: The digital divide and educational outcomes.
- [64] Department of Business Information Systems, Tennessee State University.
- [65] Mon, E. (2025). Capacity building. Capacity development.
- [66] Montagnini, F., & Metzel, R. (2024). The contribution of agroforestry to Sustainable
- [67] Development Goal 2: End hunger, achieve food security and improved nutrition, and promote sustainable agriculture. In *Integrating landscapes: Agroforestry for biodiversity conservation and food sovereignty* (pp. 21–67). Springer.
- [68] Musara, M. (2024). Using the case study method in undergraduate entrepreneurship
- [69] education. *Administrative Sciences*, 14(4), 60
- [70] Niu, H. (2026). From digital anxiety to empowerment in older adults: Cross-sectional
- [71] survey study on psychosocial drivers of digital literacy. *JMIR Aging*, 9(e75245).
- [72] Owa, M. (2024). What is case-based learning? Meaning, examples, applications.
- [73] Owa, F. D. (2024). Digital agripreneurship: Building brand identity for agrarian reform
- [74] beneficiaries through social media. *International Journal of Rural Development and Management Studies*, 18(1), 102–115.
- [75] Rathore, M. (2025). Agriculture in the Philippines - statistics & facts. Statista.
- [76] Razon. (2022). ARBOs' crops, products may soon be ordered online, says DAR
- [77] chief. *Philippine Daily Inquirer*.
- [78] Sena, C. J. M. (2026). Strategic marketing framework for farmer organizations' agri-food
- [79] products. *Journal of Interdisciplinary Perspectives*, 4(5)
- [80] Shaked, H. (2022). How organizational management supports instructional leadership.
- [81] *Journal of Educational Administration*, 61(1), 60–77.
- [82] Shava, G. N., Ngwenya, S., & Shonhiwa, S. (2021). Qualitative Content Analysis, Utility,
- [83] Usability and Processes: Strategies for Generating Actionable Knowledge in Education. *International Journal of Research and Innovation in Social Science (IJRISS)*, 5(7), 415-423.
- [84] Simeon, R. (2022). Enhancing the market visibility of small-scale agricultural
- [85] cooperatives through the "Origin-Story" framework. *International Journal of Rural Development*, 9(3), 45–62.
- [86] Sprout Social. (2024). 50+ Must-know social media marketing statistics for 2024
- [87] social media statistics.
- [88] Thangaiah, I. S. S., Sharma, V., & Sundharam, V. N. (2018). Analysing of customer
- [89] feedback on critical quality parameters to improve productivity in manufacturing – a case study. *International Journal of Productivity and Quality Management*, 23(3), 349–368.
- [90] Thuy, D. (2025). Average daily time spent on social media worldwide from 2012 - 2025.
- [91] Statista.
- [92] Upadhyaya, L., Roy Burman, R., Sangeetha, V., Lenin, V., Sharma, J. P., & Dash, S.
- [93] (2019). Digital inclusion: Strategies to bridge digital divide in farming community. *Journal of Agricultural Science and Technology*, 21(5), 1079–1089.
- [94] Wu, H., Chen, L., & Liu, Y. (2024). Role of social media comments on consumer
- [95] behavior: A study of the food industry. *International Journal of Research in Social Science and Information*, 15(4), 112–128.
- [96] Yuan, Y., & Sun, Y. (2024). Practices, challenges, and future of digital transformation in
- [97] smallholder agriculture: Insights from a literature review. *Agriculture*, 14(12), 2193.
- [98] Zote, J. (2026). How hashtags on Facebook still work for businesses in 2026. Sprout Social.