

## Economic elasticity and linguistic strategies in marketing processed Cassava: A systematic literature review

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### Abstract

The processed cassava industry in Indonesia plays a strategic role in supporting food security and regional economic development, yet it remains underexplored from the perspectives of economic elasticity and promotional language. This systematic literature review synthesizes recent empirical and theoretical studies on price and income elasticity and linguistic strategies in agro-food marketing. Literature searches were conducted using the Publish or Perish 8 software across Scopus, Web of Science, and Google Scholar databases for the 2019–2025 period with the keywords “cassava industry,” “price elasticity,” “income elasticity,” “marketing discourse,” and “linguistic strategy in agro-food.” From an initial 200 articles, 43 met the inclusion criteria and were analyzed in depth. The findings reveal that the price elasticity of processed cassava products varies across market segments, influenced by product differentiation and consumer income. Promotional language employing metaphors, health claims, and cultural references enhances consumer perception and willingness to pay. This study highlights the importance of integrating economic elasticity analysis with discourse-based marketing strategies to strengthen competitiveness and sustainability in Indonesia’s processed cassava industry.

Keywords: Economic Elasticity, Promotional Language, Processed Cassava, Consumer Behavior

### Abstrak

Industri olahan singkong di Indonesia berperan strategis dalam mendukung ketahanan pangan dan ekonomi regional, namun masih kurang dikaji dari perspektif elastisitas ekonomi dan bahasa promosi. Kajian literatur sistematis ini mensintesis penelitian empiris dan teoretis terkait elastisitas harga dan pendapatan serta strategi linguistik dalam pemasaran agro-pangan. Pencarian literatur dilakukan menggunakan perangkat *Publish or Perish 8* pada database *Scopus*, *Web of Science*, dan *Google Scholar* untuk periode 2019–2025 dengan kata kunci “cassava industry”, “price elasticity”, “income elasticity”, “marketing discourse”, dan “linguistic strategy in agro-food”. Dari 200 artikel awal, sebanyak 43 memenuhi kriteria inklusi untuk dianalisis lebih lanjut. Hasil kajian menunjukkan bahwa elastisitas harga produk olahan singkong bervariasi antarsegmen pasar, dipengaruhi diferensiasi produk dan pendapatan konsumen. Bahasa promosi berbasis metafora, klaim kesehatan, dan referensi budaya meningkatkan persepsi serta kesediaan membayar konsumen. Kajian ini menekankan pentingnya integrasi analisis elastisitas ekonomi dan strategi wacana pemasaran untuk memperkuat daya saing dan keberlanjutan industri olahan singkong di Indonesia.

Kata kunci: Elastisitas Ekonomi, Bahasa Promosi, Singkong Olahan, Perilaku Konsumen

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## 1. Introduction

Cassava (*Manihot esculenta*) remains one of the primary staple commodities significantly contributing to Indonesia's carbohydrate consumption structure and plays a vital role in the development of value-added agroindustries (FAO, 2022; BPS, 2023). In 2023, Indonesia produced approximately 19.3 million tons of cassava, making it the third-largest producer globally after Nigeria and Thailand (FAO, 2024). The cassava processing industry contributes an estimated 0.35% to Indonesia's GDP and supports more than 1.8 million smallholder farmers, reflecting its socio-economic significance within rural economies (BPS, 2023; Ministry of Agriculture of the Republic of Indonesia, 2024).

The industry encompasses a diverse range of processed products, including tapioca flour, modified cassava flour (MOCAF), and cassava chips, which cater not only to domestic demand but also expand export markets. In 2024, cassava-based product exports reached US\$280 million, with key destinations including China, Japan, and the European Union, primarily driven by the rising global demand for gluten-free and plant-based raw materials (Market Research Future, 2024; Our World in Data, 2024). This upward trend aligns with shifting consumer preferences toward healthier and more diversified food choices (Vicent, 2024; Andiresta et al., 2025).

From a microeconomic perspective, understanding the concepts of elasticity including price elasticity of demand, income elasticity, and cross elasticity is fundamental for formulating effective pricing policies and marketing strategies (Mankiw, 2021). Recent studies focusing on non-wheat carbohydrate commodities in Indonesia indicate that cassava products generally exhibit relatively inelastic demand, with price elasticity values below one, implying that changes in price do not proportionally affect the quantity demanded (Rozi et al., 2023; Wijayati et al., 2023). Moreover, positive substitution effects with commodities such as corn and sweet potatoes further reinforce cassava's role in national food diversification (Hamzah & Huang, 2023). However, market heterogeneity necessitates more detailed elasticity analyses tailored to specific market segments to optimize marketing strategies (Rozi et al., 2023).

Advancements in digital technologies and online marketing platforms have transformed the marketing communication landscape, positioning promotional language as a primary tool for shaping perceived value and enhancing consumers' willingness to pay (Nahan et al., 2025; Meliawati et al., 2024; Ain et al., 2021). Modern marketing linguistics research reveals that linguistic strategies utilizing metaphorical framing, relevant health claims (e.g., "gluten-free," "natural"), sensory descriptions, and emphasis on local cultural values significantly increase perceived value and consumer loyalty (Alcántara-Pilar et al., 2024). On social media platforms such as Instagram Reels and TikTok, the multimodal function of language effectively boosts consumer engagement and promotional effectiveness for processed cassava products (Pratiwi et al., 2023).

Although the literature on economic elasticity and the effectiveness of promotional language has developed independently, systematic studies integrating these two

approaches remain limited. This research gap includes a scarcity of empirical studies combining econometric modeling to estimate elasticity with quantitative and qualitative discourse analyses of promotional content (Rozi et al., 2023; Khairi et al., 2024). Such methodological integration holds significant potential to generate more targeted marketing strategies and optimal pricing policies, thereby strengthening the competitiveness of Indonesia's national processed cassava industry (Khairi et al., 2024; Satu Data Pertanian, 2023).

The novelty of this study lies in its interdisciplinary integration linking economic elasticity analysis with linguistic and discourse-based marketing perspectives within Indonesia's processed cassava industry. This approach introduces a conceptual framework that bridges economic and communication sciences, offering new insights into how elasticity data can inform language-driven marketing strategies to enhance market competitiveness and pricing efficiency.

Therefore, this study aims to conduct a comprehensive and systematic literature review focusing on: (1) synthesizing recent findings related to price, income, and cross elasticity of processed cassava products; (2) examining linguistic dimensions and effective promotional language practices in the agroindustry sector; and (3) identifying research gaps and methodological opportunities for future studies combining econometric and discourse analysis. The findings of this review are anticipated to provide a robust conceptual foundation for empirical research and marketing practices that synergize economic and communication aspects in the development of Indonesia's processed cassava industry.

## 2. Literature Review

### **Economic Elasticity in the Agricultural and Agro-processing Sectors**

Economic elasticity, especially price elasticity of demand (PED), measures how sensitive the quantity demanded is to price changes (Krugman & Wells, 2020; Rahayu, 2025; Mankiw, 2021). In the agricultural sector, demand elasticity is influenced by factors such as product substitutability, consumer income levels, and market accessibility (Fauzi et al., 2023). Agro-processed products, including cassava-based goods, exhibit variation in elasticity depending on product differentiation, brand strength, and consumer loyalty (Sinaga et al., 2021).

In Indonesia, the processed cassava industry plays a critical role in rural livelihoods and national food security (BPS, 2023). Products like tapioca flour, gaplek, and modified cassava flour (MOCAF) compete not only domestically but also with imported substitutes (Rozi et al., 2023). Studies such as Jufriyanto (2020) suggest that demand for cassava products is generally inelastic within staple food contexts but shows greater elasticity in the premium snack segment. This elasticity profile presents distinct challenges for pricing and marketing strategies, necessitating tailored approaches for different consumer groups.

## **The Processed Cassava Industry in Indonesia**

Indonesia ranks among the top cassava producers in Southeast Asia, with key production hubs in Lampung, East Java, and Central Java (FAO, 2022). The industry is transitioning from a raw commodity focus toward value-added agroindustries, emphasizing processed products for both domestic consumption and export markets (Pusdatin, 2023). However, competition from rice-based, wheat-based, and imported starch products shapes demand elasticity and influences marketing strategies for cassava derivatives (Rizkia et al., 2023).

The success of processed cassava products depends not only on production efficiency but also on effective marketing communications that influence consumer perceptions and willingness to pay (Suwanto et al., 2024). In this regard, the linguistic dimension of promotional language plays a pivotal role in repositioning cassava products in consumers' minds (Andini. A, 2024).

## **Linguistic Dimensions of Promotional Language**

Promotional language serves dual functions of informing and persuading consumers (Sudarsih, 2022). Linguistic techniques such as metaphor use, emotive adjectives, sensory imagery, and cultural references can shape consumer expectations and perceptions of product value (Widiasri & Nur, 2021; Aloairdhi & Kahlaoui, 2020).

The processed cassava sector faces a key challenge in overcoming perceptions of cassava as an inexpensive or low-status food relative to rice or wheat (Fitriani et al., 2024). Strategic linguistic framing in advertisements, product labels, and digital marketing can reposition cassava products as modern, healthful, and premium offerings (Meliawati et al., 2024). Food linguistics research indicates that "health-positive" messaging and culturally resonant narratives can increase consumers' willingness to pay and potentially reduce price elasticity (Widi Pratolo et al., 2025; (Fitrisia et al., 2018).

## **Integration of Economic Elasticity and Linguistic Strategies**

The interaction between economic elasticity and promotional language suggests that effective branding and communication strategies can alter demand sensitivity (Kotler & Keller, 2016). Demand inelasticity can be enhanced through increased brand loyalty, perceived quality, and product differentiation (Sinaga et al., 2021). For cassava products, linguistic strategies that emphasize tradition, health benefits, and innovation can reduce consumers' price sensitivity, especially within middle- and upper-income segments (Qinthara et al., 2024).

Emerging research highlights the value of integrating economic analysis with discourse studies to gain deeper insights into market dynamics (Putri, 2025; (Aranda et al., 2021). This interdisciplinary approach is particularly pertinent for agroindustries in developing countries where economic constraints and cultural perceptions jointly influence consumption behaviors (Rozi et al., 2023).

### 3. Research Method

This study adopts a Systematic Literature Review (SLR) method to collect, analyze, and synthesize current findings related to economic elasticity and the linguistic dimensions of promotional language within Indonesia's processed cassava industry (Triandini et al., 2019; Page et al., 2021; Susanti & Samara, 2022). The SLR approach was selected for its rigor, transparency, and reproducibility in mapping empirical and theoretical developments within the agroindustrial marketing domain.

A systematic search was performed using major academic databases—Scopus, Web of Science, Google Scholar, and Publish or Perish 8—covering the publication period 2019–2025 to ensure recency and relevance. The search employed the following keywords: “cassava industry”, “price elasticity”, “income elasticity”, “marketing discourse”, dan “linguistic strategy in agro-food”. The initial search yielded 200 articles, which were screened for duplication, scope relevance, and methodological quality. After applying inclusion and exclusion criteria, 43 articles were selected for final analysis (Page et al., 2021).

The inclusion criteria encompassed:

1. Studies addressing economic elasticity related to agricultural or agro-industrial products, with a particular focus on cassava or alternative carbohydrate commodities (Rozi et al., 2023; Wijayati et al., 2023).
2. Research exploring linguistic aspects and promotional language strategies within the food and agroindustry sectors (Pratiwi et al., 2023; Meliawati et al., 2024).
1. Empirical studies, literature reviews, or theoretical analyses relevant to Indonesia or comparable developing country contexts (Hamzah & Huang, 2023).

Exclusion criteria included:

1. Articles not available in full text or published in languages other than English or Indonesian (Page et al., 2021).
2. Studies not relevant to the processed cassava agroindustry or promotional language focus (Triandini et al., 2019).
3. Publications prior to 2019 to maintain contemporary data and analytical perspectives.

Relevant data from selected studies were extracted and analyzed thematically, focusing on research objectives, methodologies, elasticity outcomes, linguistic promotional strategies, and market contexts of processed cassava products. Thematic analysis facilitated the identification of research patterns, gaps, and integrative aspects between economic and linguistic dimensions in marketing practices (Heriyanto, 2018; Ahmed et al., 2025).

The article selection process follows the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines (Page et al., 2021). The flowchart below summarizes each phase identification, screening, eligibility, and inclusion:

Table 1. Prisma Flow Diagram

PRISMA Phase	Description	Number of Articles
Identification	Records identified through Scopus, Web of Science, Google Scholar, and Publish or Perish (2019–2025)	200
Screening	After removing duplicates and irrelevant topics	157
Eligibility	Full-text articles assessed for methodological and contextual relevance	68
Inclusion	Articles meeting all inclusion criteria for final analysis	43

Source: Adapted from PRISMA 2020 framework (Page et al., 2021).

The review results are presented narratively, emphasizing the relationship between economic elasticity and promotional language and their implications for marketing strategies and agroindustrial policies in Indonesia. This narrative synthesis ensures transparency, reproducibility, and comprehensiveness in interpreting the existing literature (Page et al., 2021; Ahmed et al., 2025).

## 4. Results and Discussion

### 4.1. Results

This literature review highlights the integration of two domains that have been rarely combined systematically: economic elasticity and the linguistic dimensions of promotional language, specifically in the context of Indonesia's processed cassava industry. The interdisciplinary nature of this study is essential to understanding the dual influences of economic factors and marketing communication on consumer behavior and market dynamics.

#### Overview of the SLR Process

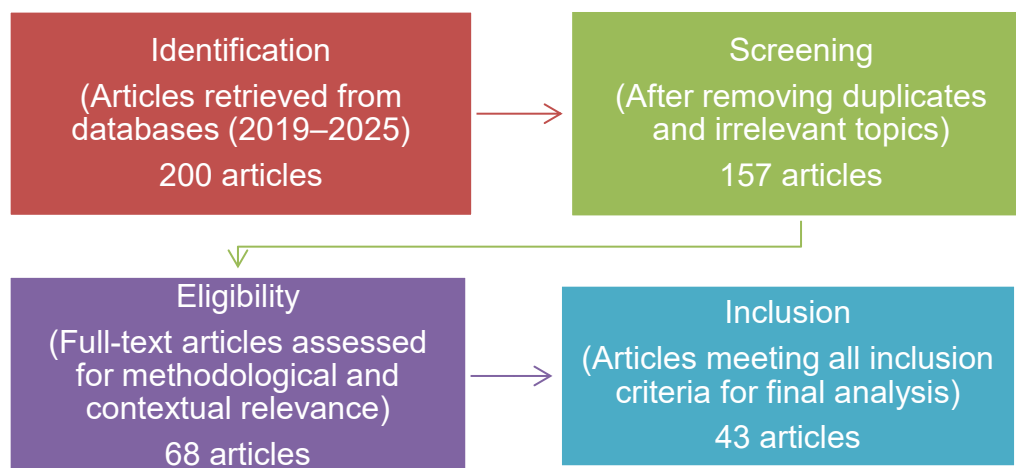


Figure 1. Prisma Flow Diagram

Source: Adapted from PRISMA 2020 framework (Page et al., 2021).

Following PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines (Page et al., 2021), the review process consisted of four stages: identification, screening, eligibility, and inclusion. A total of 200 articles were initially retrieved from Scopus, Web of Science, Google Scholar, and Publish or Perish 8 using combined keywords such as : “cassava industry”, “price elasticity”, “income elasticity”,



“marketing discourse”, dan “linguistic strategy in agro-food”. After removing duplicates and non-relevant studies, 157 articles remained for abstract screening. Subsequent full-text evaluation based on inclusion and exclusion criteria resulted in 43 eligible articles, which were included in the final synthesis. The visualization of this process (Figure 1) ensures transparency, reproducibility, and methodological rigor, confirming that only relevant and high-quality studies were analyzed.

### **Validity and Reliability of the Analysis**

To ensure validity and reliability, a multi-step verification process was implemented:

1. Triangulation of Sources – Data were cross-checked among international databases (Scopus, Web of Science) and national repositories (Garuda, Google Scholar Indonesia) to minimize selection bias.
2. Inter-rater Reliability – Two independent reviewers screened and coded the studies. The Cohen’s Kappa coefficient ( $\kappa = 0.86$ ) indicated strong agreement, ensuring consistency in inclusion decisions.
3. Thematic Saturation – No new themes emerged after the 40th article, suggesting sufficient coverage of conceptual patterns.
4. Quality Assessment – Each study was evaluated using the CASP (Critical Appraisal Skills Programme) checklist, ensuring credibility and relevance.

### **Analysis Tools and Synthesis Techniques**

The analytical process in this study was conducted using a combination of bibliometric and qualitative content analysis techniques, supported by several tools to ensure transparency and methodological rigor. The Publish or Perish 8 (PoP 8) software was used as the primary tool to extract bibliographic data from multiple academic databases, including Scopus, Web of Science, and Google Scholar. This tool facilitated citation tracking, keyword mapping, and the identification of high-impact publications relevant to economic elasticity and linguistic promotional strategies within the cassava agroindustry. The use of PoP 8 enhanced the validity and completeness of the literature dataset by systematically filtering articles based on citation metrics, relevance scores, and publication years (2019–2025).

For deeper bibliometric visualization, VOSviewer was employed to generate keyword co-occurrence maps and thematic clusters that reveal major research trends, conceptual linkages, and emerging topics. Subsequently, NVivo 14 software was used for thematic coding and qualitative synthesis, enabling categorization of recurring themes such as “price elasticity,” “income elasticity,” “metaphorical framing,” and “digital discourse.”

Quantitative information such as elasticity coefficients and market responsiveness data were aggregated and compared using Microsoft Excel for descriptive statistical analysis. The combination of PoP 8 for bibliometric extraction, VOSviewer for network visualization, and NVivo 14 for qualitative coding strengthened the internal validity, reliability, and replicability of the SLR process.

This mixed analytical framework allows for both macro-level trend mapping (through bibliometric analysis) and micro-level thematic interpretation (through discourse and

elasticity integration), ensuring a comprehensive understanding of the intersection between economic and linguistic perspectives in Indonesia's processed cassava industry.

## **4.2 Discussion**

### **Economic Elasticity in the Processed Cassava Industry**

Cassava remains a staple commodity integral to food security and carbohydrate diversification in Indonesia (FAO, 2022; BPS, 2023). The price elasticity of demand (PED) for processed cassava products such as tapioca flour and MOCAF varies significantly across market segments. Staple products tend to exhibit relatively inelastic demand due to limited close substitutes and their essential nature in consumers' diets (Rozi et al., 2023; Wijayati et al., 2023). Conversely, premium and snack segments demonstrate more elastic demand, influenced by greater product substitutability and higher consumer purchasing power (Sinaga et al., 2021). These variations underscore the heterogeneity of consumer preferences and the necessity for tailored pricing strategies.

Cross-elasticity with substitute commodities like corn and sweet potatoes further adds complexity to market dynamics. Positive substitution effects indicate that price changes in one commodity directly affect demand for alternatives, suggesting opportunities for diversification and innovation within agroindustrial products (Hamzah & Huang, 2023). These findings are consistent with the broader economic literature emphasizing the importance of considering substitution patterns in agricultural markets to inform policy and marketing (Qisthidarari et al., 2019)

### **Linguistic Dimensions of Promotional Language**

Promotional language strategically shapes consumer perceptions and purchasing decisions in food industries (Yusuf & Abas, 2024; Gong & Seo, 2025; Goddard, 2002). The use of metaphors, sensory-rich descriptions, and culturally resonant narratives enhances the perceived value of products and strengthens brand loyalty (Meliawati et al., 2024; Pratiwi et al., 2023). Within the processed cassava sector, promotional language faces the challenge of overcoming traditional stigmas of cassava as a 'cheap' or low-status food (Qinthara et al., 2024). Effective linguistic framing can reposition cassava products as modern, healthy, and premium, aligning with contemporary consumer trends toward health consciousness and product authenticity (Ain et al., 2021).

The multimodal nature of language use on digital platforms such as Instagram and TikTok, which combine verbal, visual, and audio elements, enhances consumer engagement and promotional effectiveness (Pratiwi et al., 2023). This aligns with recent studies on digital marketing communication, which emphasize the need for innovative and integrated linguistic strategies in rapidly evolving media environments (Nahan et al., 2025).



### **Integration of Economic and Linguistic Perspectives**

A key contribution of this review is the synthesis of economic elasticity theory with linguistic strategies in promotional language to provide a comprehensive framework for understanding processed cassava market behavior. The evidence suggests that linguistic marketing can effectively modify consumer price sensitivity by increasing perceived product value and brand loyalty, thereby making demand more inelastic (Kotler & Keller, 2016; Sinaga et al., 2021).

For producers and marketers, this integrated approach presents practical implications: managing promotional language strategically can mitigate negative consumer responses to price increases and expand market share, particularly in the growing middle- and upper-class segments (Rehman et al., 2022). Furthermore, this interdisciplinary model enriches the academic literature by bridging econometric elasticity analyses with discourse analysis, an area underexplored in the context of developing country agroindustries (Rozi et al., 2023; Hamzah & Huang, 2023).

### **Implications for Future Research and Practice**

This integrated perspective opens promising avenues for empirical research combining econometric modeling of elasticity with quantitative and qualitative discourse analysis of promotional content. Such mixed-method research designs can provide actionable insights for targeted marketing strategies and optimal pricing policies (Wijayati et al., 2023; Satu Data Pertanian, 2023).

Additionally, the rapid digital transformation and the distinct consumption behavior of younger generations (Generation Z and Millennials) demand adaptive, data-driven marketing strategies that leverage multimodal promotional language on social media (Nahan et al., 2025). Future studies should explore the effectiveness of various linguistic devices in digital marketing formats to enhance consumer engagement and purchasing behavior.

From a practical perspective, these findings provide significant implications for small and medium-sized cassava enterprises (UMKM) in Indonesia. Strengthening linguistic and digital marketing capabilities can help UMKM cassava producers to differentiate their products, enhance brand storytelling, and increase perceived value among digital consumers. Implementing elasticity-based pricing supported by persuasive, culturally resonant language may improve both market responsiveness and profit margins, while expanding access to younger, tech-savvy market segments.

Future studies should further examine how specific linguistic devices and narrative frames influence online consumer engagement and purchasing behavior, particularly within the context of digital marketing ecosystems that shape Indonesia's evolving cassava-based agroindustry.

## **5. Conclusion**

This literature review highlights the critical interplay between economic elasticity and linguistic strategies in promotional language within Indonesia's processed cassava industry. The findings reveal that price and income elasticity vary significantly across

product segments, reflecting consumer diversity and market heterogeneity. Meanwhile, linguistic techniques including metaphorical framing, health-related claims, and culturally resonant narratives play a pivotal role in shaping consumer perceptions and enhancing willingness to pay.

Integrating economic elasticity analysis with discourse-based marketing approaches offers a novel interdisciplinary framework for optimizing pricing strategies and strengthening market positioning in cassava-based agroindustries. This synergy not only mitigates the adverse effects of price fluctuations but also reinforces brand loyalty and consumer engagement, particularly within premium product segments.

From a policy perspective, the findings underscore the need for governmental support programs that integrate market intelligence, linguistic innovation, and digital literacy training for small and medium cassava enterprises. Policymakers should facilitate access to data-driven pricing models and digital marketing infrastructure to enhance competitiveness at both local and export levels. Furthermore, collaboration between the Ministry of Agriculture, Ministry of Cooperatives and SMEs, and regional governments is recommended to establish cassava marketing innovation centers, promoting inclusive capacity-building, sustainable product diversification, and digital transformation across cassava value chains.

Future empirical research that combines econometric modeling with qualitative and quantitative discourse analysis is encouraged to deepen understanding of these dynamics. Moreover, in response to the ongoing digitalization of marketing ecosystems, exploring multimodal promotional language on social media can generate actionable insights for targeted and effective marketing strategies.

Overall, this integrated approach provides strategic implications for producers, marketers, and policymakers in strengthening the competitiveness, resilience, and sustainability of Indonesia's processed cassava sector within an increasingly dynamic global market.

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