

## THE ASSISTANCE OF DIGITAL MARKETING AS MARKETING STRATEGY OF CATFISH CULTIVATION BUSINESS IN SIDAKARYA VILLAGE

Ni Made Rini Darmayanti<sup>1</sup>, Kadek Devi Kalfika Anggria Wardani<sup>2</sup>, Gusi Putu Lestara Permana<sup>3</sup>

<sup>1,2</sup> Management Study Program, Pendidikan Nasional University

<sup>3</sup> Accounting Study Program, Pendidikan Nasional University

Email : <sup>1</sup>rdarmayanti98@gmail.com, <sup>2</sup>devikalfika@undiknas.ac.id,

<sup>3</sup>lestarapermana@undiknas.ac.id

### Abstract

The COVID-19 pandemic has wreaked disaster around the world, including Bali and Sidakarya Village. The pandemic has affected variety of sectors including sectors of the economy that experiencing a downturn that has resulted in losses. Sidakarya Village Catfish cultivation is one of the businesses affected by the COVID-19 pandemic. Socialization and training on improving business management using digital marketing technology is considered necessary to face the challenges faced by entrepreneurs. The purpose of these service activities is to increase knowledge and awareness as well as innovation of business managers to increase sales, market yields and foster good relationships with consumers. The methods used are (1) initial stage & planning; (2) the implementation stage of creation; (3) level of guidance (monitoring); (4) evaluation & final stage. Providing socialization education and understanding to business managers about digital media that can be used as product marketing media in the midst of the COVID-19 pandemic was undertaken as an alternative solution to address the issues faced by partners. The result of this activity is the creation of social media accounts and google maps, logo design and product upload templates.

**Keywords:** Management Improvement, Catfish Cultivation, Technology

### INTRODUCTION

Sidakarya Village is one of the villages administrated within the area of South Denpasar District, Denpasar City, Bali, Indonesia. The population consists of 13.709 (men) and 13.047 (women) with the sex ratio 105 up to year of 2016 the population of this village is 26.756 people (Wikipedia,2021). This village is a part of area with strategic location, the people occupation is homogenous, mostly they work in private sector employees and farmer. However, since the pandemic has already spread to Bali and Sidakarya is unexception, it causes most of the citizen have been through unpaid leave even have to lost their job.

The impact of COVID-19 pandemic can be seen in the business unit of Catfish cultivation in Sidakarya. According to the observation, it found that the income during pandemic was decreased significantly. Based

on the study by Rosita (2020) the impact of tourism degradation toward SMEs in this sector (Food & Beverage) is about 27%. This number is the highest percentage refers to the other kind of business that also get impacted. The further fall of economic level and market consumption implicates on the wider degradation of economic (Pakpahan, 2020). Furthermore, this SMEs is a part of main economic generator in Bali.

The degradation of economic income is aggravated with the fact that the business owners have less comprehension toward marketing strategy during COVID-19 pandemic in which the situation leads to the total different strategy than before. The less understanding of the middle level of business owner in Kerta Dalem, Sidakarya Village is caused by the less knowledge of online marketing strategy received by the owner. Meanwhile, this skill is the most suitable strategy needed during pandemic.

Traditional marketing is ineffective and unbenefitable since it has narrower coverage than online market strategy. The business owner with traditional market strategy for their business has a smaller coverage or only could reach narrow sales area and it caused they received small number of turnover. Generally, this case is a very typical case which overcome with numbers of SMEs worldwide to survive during pandemic, based on the study of Organization of Economic Co-operation and Development (OECD) (2020). It stated that the less flexibility led to the low rate of digitalization and difficult access to technology.

The system of marketing generally consisted of three parts, i.e. production in this case is about the amount of harvestable fish which would be distributed to the consumer directly; the next component is consumption, the fish quality for consumers; and last component is the distribution, various organizations involved and counted on each other in product processing to be a consumable product or service for consumers (Khotler, 1996). In order to improve the sustainability of catfish business in Sidakarya village, it needs a revolution by focusing on those three aspects (production, consumption and distribution).

The concept of marketing is "marketing is meeting needs profitability", it means the marketing is to fulfill every needs of consumers through profitable efforts for every involved parties (Kotler dan Keller, 2016). One of indicators of SMEs development can be seen through their success marketing strategy. In Indonesia, the SMEs marketing is deficient since the marketing system is poor and the business owner has less understanding or use their marketing channel well. Then it causes the SMEs in Indonesia hard to develop (Oktavianna dkk., 2018).

This community service activity aims at contributing on socialization and educating the business of catfish cultivation in Sidakarya Village which has yet used social media as marketing strategy. The Catfish Cultivation business in Sidakarya Village is aimed as object since they still used traditional method to market their business and information media which caused them to have narrow coverage area and need a solution to solve their problem. The alternative method in this case is to share

knowledge with training and assistance in managing their marketing strategy during COVID-19 by using social media and providing information such as google maps to help them tracking the location.

This solution is suitable for the business owner since the massive development of technology during this pandemic require people to restrain their activities including trading, the social media strategy through digital media could be an alternative for the business owner to market their product with wider coverage. This method needs online media and internet to replace conventional method (direct) in way more effective and profitable.

The used of digital media, for example using Instagram app or other media in product marketing as strategy to overcome globalisation and to anticipate the future change like COVID-19. Moreover, this kind of activity has been conducted several times (Alam, dkk., 2021; Kharismawaty, dkk. 2022; Novianti, Roz, & Sa'diyah, 2021) it showed the increasing number of sales turnover or widen coverage of product marketing.

By shifting the partner method of marketing from conventional to modern method such as media digital, it is expected that this can be a good method to face the challenge in globalization era.

## METHOD

This activity was conducted by using community development method (Dunham, 1967). It focused on developing the entrepreneur business of catfish cultivation in Sidakarya Village by introducing digital marketing strategy to improve the people's condition, so they could be independent and achieve economic resilience.

The implementation of this community service activity used several methods, as follows:

### a. The Inntial and Planning Stage

This activity begun with interview with the business owners of catfish cultivation in Sidakarya village to know their situation and understanding toward social media. After found their constraints with lack of knowledge on how to use social media as marketing strategy, they received socialization and education of social media usage so they could utilize it. Then, the writers

explained about the advantage of social media could be very useful for them.

- b. The Implementation Stage  
 The activities in this stage were as follow:
  - 1) Training on creating social media account such as Instagram and Google maps as information for business location
  - 2) Designing a new logo of the business as business identity
  - 3) Uploading the product detail information by the owner to Instagram
- c. The Monitoring Stage  
 In this stage, the writers were supervising the owner in marketing their product through online media that has been created. The owners were shown the method to check the activity on their social media such as direct message and the followers in every post. It was used to monitor and ensure the activities were conducted accordingly and the owner could give immediate response to the potential consumer.
- d. The Evaluation and Final Stage  
 In this stage, the writers evaluated the design of social media account to promote. The final activity was to handover the account to the owner.

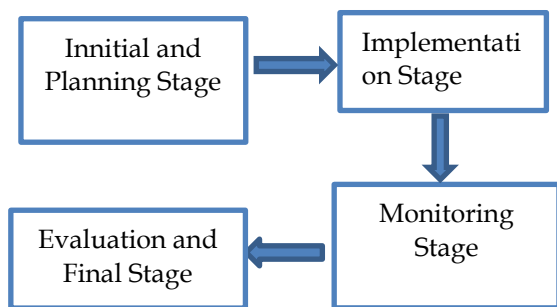


Image 1. The Scheme of Activity

### FINDINGS AND DISCUSSION

The writers conducted this activity in order to solve the challenge faced by the partner through alternative solution, educating about marketing via online media as marketing media with digital marketing method on catfish cultivation business in Sidakarya Village. Its implementation begun with socialising and explaining about online media dan location information media which can be used as media to market their product during COVID-19. By this training, the business owner preferred using Instagram

and Google Maps since it was easier to use. This service activity conducted by the end of January to the beginning of February 2022. The stages of this activity were as follow:

Table 1. The Implementation of Community Service Activity

No	Date	Stage
1	January 27, 2022	Innital & Planning
2	January 28 - February 2, 2022	Implementation
3	January 31- February 3, 2022	Monitoring
4	February 4, 2022	Evaluation & Final

- a. The Innital & Planning Stage  
 This activity begun with conducting interview to the Management of Catfish Cultivation Businesses in Sidakarya Village on January 27, 2022. In order to understand the ability of business owner in using social media. The writers showed the way of operating social media, how to create an account and how to promote it in online media such as Instagram and Google Maps.

Choosing the Instagram and Google Maps as media to promote because Instagram is still the top media and used by high number of users, moreover Google Maps was chosen since it was easier for the new consumers to find the location.



Image 2. The Interview and Socialising about Social media to the Manager of Catfish Cultivation Business

- b. The Implementation Stage  
 The implementation stage was as follow:
  - 1) Creating Social Media Account Training  
 This activity was continued by giving

training session of how to create an account of social media with the management. It begun with Instagram account, then Google Maps. The Instagram account used by the management to market the product meanwhile the Google Maps account used in order to make it easier for the potential buyer to find the location of the business. Here are the Instagram account and Google Maps account of Catfish Cultivation Business in Sidakarya Village.



Image 3. The Instagram Account of Catfish Cultivation Business in Sidakarya Village

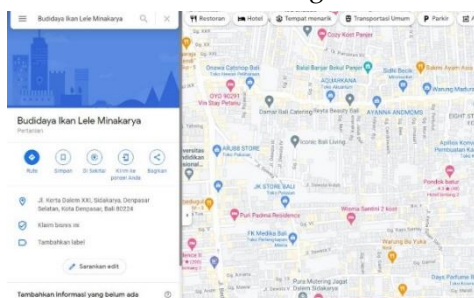


Image 4. The Google Maps of Catfish Cultivation Business in Sidakarya Village

2) Designing New Logo for Catfish Cultivation Business

The purpose of this activity was to make the business has unique characteristic or identity to represent the business. It was one of the important components for the business since it presented the product image. With an interesting logo, the consumer will be attracted to the product by seeing the interesting logo. In marketing, the logo means to improve the product presentation to the society through advertisement.



Image 5. The Logo of Catfish Cultivation Business

Here is the meaning of this logo:

- a. With the icon of sea blue catfish demonstrate the sell product have good.
- b. Font style to attract potential buyer interest
- c. Logo background with radiating stripes shows the light that given to this business
- d. The round logo design was proposed by the management of this business

3) Designing the template to upload product details

This aimed at synchronizing the product display on Instagram feed then it would create more interesting and presentable arrangement for the consumers. The template was made with PhotoGrid App that could be downloaded in smartphone.

In advance, the writers trained the app admin (management party) how to use this PhotoGrid.



Image 6. The Example of Product Display on Instagram

c. Monitoring Stage

In this stage, the writers assisted the owner in marketing their product through online media which has been made accordingly. The owner was given method to monitor the activity on their social media such as direct message and the number of followers on every uploaded post. It was used to monitor and ensure that every activity was carried out by the owner and fast-responded to the potential consumer.

d. Evaluation and Final Stage

The next stage was evaluation toward the design of social media account for this business. It evaluated from creating account of social media and google maps, designing logo and uploading the product according to the template. It aimed at finding the achievement of this community service. It was expected through this assistance and training program could be an alternative solution that can be fruitful so that could solve the challenge for business owner. Here is the result of evaluation before and after designing social media account of Instagram and Google Maps:

Table 2. The Evaluation Result of Community Service

Agenda	Before	After
<b>Social Media usage as Promotion Media and Google Maps as location information</b>	The business owner had not media for marketing and no information for business location	The business owner now has social media account, Instagram and Google Maps as information of business location
<b>Designing Business Logo</b>	The business owner had not a logo for their business	The business owner already has logo as business identity
<b>Designing template to upload the product detail</b>	The business owner did not know how to make template related to every uploaded product which is very important for the marketing purpose.	The business owner finally knows how to make template as marketing media for their product

After the evaluation toward this community service activity in catfish cultivation business, designing social media as promotion media and google maps as information for business location. Next activity was to handover the account of Instagram and Google Maps to the management of this business to be managed further.

A sustainable plan that lives up to the title of this community service program i.e. The Assistance of Marketing Strategy of Catfish Cultivation Business in Sidakarya Village with Digital Marketing Strategy, the writers propose or recommend to the business owner as follow:

1. Doing more marketing in social media, Instagram
2. Designing product promotion in story feature on social media Instagram
3. Composing more interesting education contents and adjusting with the need of society

## CONCLUSION AND SUGGESTION

### Conclusion

According to the monitoring and evaluation that had been conducted, it can be concluded that:

1. The community service arrangement begun with training for social media, designing logo to template for uploading the product. It had been successfully conducted and able to improve the understanding of the business owner toward the important role of digital marketing for business.
2. The social media account that had been made as new media to promote the product of catfish cultivation business owner in Sidakarya village. It might cause the business owner to market and advertise the product effectively than using traditional method.
3. The social media account make it possible for business owner to communicate intensively with potential buyer or consumers.
4. The material promotion can be composed more interestingly in order to improve the product image (the catfish)

### Suggestion

The suggestion for the sustainability of this activity is as follow:

1. Relevant Government  
This business unit need assistance or supervision to improve the catfish cultivation owner understanding toward digital marketing.
2. Community Service Partner  
To the partner of this community service, for further continuous use of Instagram as marketing media and Google Maps as digital promoting media to improve and widen the marketing are so the business of catfish cultivation in Sidakarya village can be better developed. The social media account then expected can trigger innovative idea in its content and be adaptive with recent trend.
3. Similar SMEs  
Digitak marketing is an effective means to promote the product. Therefore, the SMEs is expected to be able to develop digital marketing to market their product so that can increase the resilience of SMEs.

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