

	Global Journal of Arts Humanity and Social Sciences			
	ISSN	:	2583-2034	
	Abbreviated key title	:	Glob.J.Arts.Humanit.Soc.Sci	
	Frequency	:	Monthly	
	Published By	:	GSAR Publishers	
Journal Homepage Link: https://gsarpublishers.com/journal-gjahss-home/				
Volume - 4	Issue - 12	December 2024	Total pages 1248-1251	

Assistance and Counseling on the Introduction of Digital Marketing in Increasing the Income of Fishermen in Sangrawayang Village, Simpenan District, Sukabumi Regency

By

Yolanda^{1*}, Vivi Lusia², Cicah Ratnasih³, Rosniza Aznie Che Rose⁴

^{1,3}Management Study Program, Universitas Borobudur Jakarta, Indonesia

²Industrial Engineering Study Program, Universitas Borobudur Jakarta, Indonesia

⁴Lecturer Universiti Kebangsaan Malaysia



ARTICLE HISTORY

Received: 11-12-2024

Accepted: 17-12-2024

Published: 19-12-2024

Corresponding Author

Yolanda

Abstract

Digital Marketing is a general term for targeted, measurable, and interactive marketing of goods or services using digital technology, namely via the internet, or can be called online marketing. The main goal of digital marketing is to promote brands, form preferences and increase sales traffic through several digital marketing techniques. Digital marketing using the internet as its driving force has the advantage of expanding marketing reach. Marketers can transcend the boundaries of geography and time zones. The digital era, opens up opportunities to take part and innovate in improving fishermen's processed products and opens up opportunities for business development through digital marketing. Fishermen in the village of Sangrawayang subdistrict. Sukabumi district savings have a dual livelihood, namely as processing catches into salted fish, and as agricultural laborers to meet their living needs. In this community service activity, digital marketing was introduced to fishermen who produce salted fish so that they can sell it to a wider range. The aim of Community Service is for fishermen in Sangrawayang Village, Kec. Simpenan Kabupaten Sukabumi Regency's goal is to introduce digital marketing in introducing and marketing its processed products so that it can increase its income.

Keywords: Digital Marketing, Income, Fisherman

¹This Community Service was carried out in Sangrawayang Village, Simpenan Regency, West Java, Indonesia in September 2024



INTRODUCTION

In this modern era, digital technology allows people to offer products produced from home or factory without having to enter the market. The right marketing strategy and media are used to reach a large market and increase sales volume. Marketing products produced using social media is called digital marketing. According to (Sanjaya and Tarigan, 2013), digital marketing is a marketing activity including branding (brand recognition) that uses various web-based media such as blogs, websites, e-mail, AdWords, and social networks. Meanwhile, according to the American Marketing Association (AMA), digital marketing is an activity, institution, and process facilitated by digital technology in creating, communicating, and delivering value to consumers and other stakeholders (Kannan & Li, 2017).

The low level of income of traditional fishermen is the result of this situation, which has an impact on their welfare. It is known that one of the missions of Sangrawayang village is to improve environmental conservation, natural resources, and harmony in community life in meeting the need to improve the economy. Technology if utilized properly and according to its intended use can be profitable. Along with that, the development of digital technology is also growing rapidly, especially in various small to large business activities to run their businesses. Active social media users in Indonesia were 167 million people in January 2023. This number is equivalent to 60.4% of the domestic population. This condition is down compared to January 2022, which was 191 million. The advantages of using social media to inform and market the products produced, but there are still obstacles to applying it on social media. For this reason, skills and knowledge are needed to operate the types of social media channels (digital marketing) that exist. The lack of knowledge and skills from the community regarding digital marketing requires guidance and assistance to obtain maximum skills and knowledge. This Community Service activity provides assistance and counseling to introduce digital marketing to inspire business actors to market processed products so that they can increase their income.

The community service activity is located in Sangrawayang Village, Simpenan District, Sukabumi Regency. The target of the community service activity is socialization and counseling activities so that an understanding of digital marketing and its benefits is realized, the use of social media on cell phones, and an understanding of commercial digital marketing methods using social media. The socialization and counseling activities carried out can motivate, and

increase insight and skills of fishermen as business actors. This community service activity can help the Sangrawayang Village community business, especially the fishermen's business, namely processed products from the catch, and increase the income of fishermen in marketing and packaging products, so that they are better known to the wider community and can increase better selling power to realize an increase in fishermen's income. The community service activity in collaboration with students was able to provide an understanding to fishermen as business actors about the benefits of digital marketing and the use of social media on cellphones in marketing their products.

IMPLEMENTATION METHOD

The implementation of the community service program of the Faculty of Economics, Borobudur University was held in collaboration with the Syekh Yusuf Islamic University of Tangerang and Sangrawayang Village, Simpenan District, Sukabumi Regency. The implementation method is a solution to the problem of marketing processed products from fishermen in Sangrawayang Village, with a direct approach method. The direct approach method used is socialization, counseling, training and demonstration programs, and mentoring. To implement this community service program, several steps must be followed:

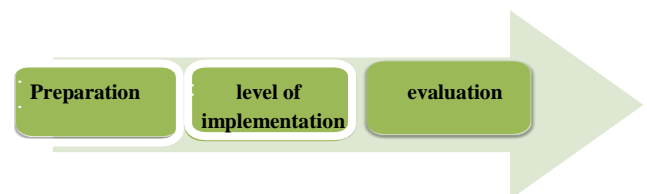


Figure 1. Community Service Implementation Method

The preparation stage (1 – 6 September 2024) involved socialization and coordination with the Village Head/RT regarding administrative preparations, activity scheduling, preparation of facilities and infrastructure, preparation of fishing personnel, and division of tasks and roles.

The implementation stage (September 9-10, 2024) was carried out with two activities (Counseling and training), namely counseling on marketing strategies (product, price, promotion, place strategies) and e-commerce carried out for all invited fishermen at the Sangrawayang beach hut. By understanding Digital Marketing, it is hoped that fishermen will gain knowledge and insight into digital marketing and be able to implement it. Training and mentoring in creating promotions using social media on mobile phones. Participants are invited to practice directly creating product promotions using their social media (Facebook and Instagram) on their mobile phones. Participants are guided

on the steps to make them properly and correctly to get attractive and quality results.

Evaluation (19-20 September 2024) was conducted by the PKM activity implementation team discussing with participants by conducting Q&A. To obtain the objectives of community service activities. The implementation team not only provides solutions to questions and problems faced by participants but also shares their experiences.

RESULTS AND OUTPUT

The counseling was conducted in a public space, namely in the hut and yard on the edge of Sangrawayang Beach. So that the real atmosphere is obtained later in the division of groups. The counseling was attended by approximately 35 participants consisting of fishermen, housewives, representatives of business people, lecturers, students, and environmental activists of Simpenan Village. To find out the participants' understanding of Digital Marketing before the counseling, a pre-test of 8 questions was conducted in the questionnaire. The highest score (%) from the participants' answers was regarding Digital Marketing, 69% did not know, 57% did not know, 46% did not understand Social Media, 54% did not understand the use of Instagram, 49% did not understand the use of Facebook and 43% did not understand how to sell products on social media. These results illustrate that most villagers do not understand digital marketing, the benefits, and the use of social media for introducing and selling their products which can help increase their income.

Armed with this information, the extension material presented by the Community Service team resource persons, both lecturers and students, is (1) Introduction to Digital Marketing and (2) Mechanisms for creating product promotions on Instagram and Facebook. With these two materials, participants can understand digital marketing and its benefits.



Figure 2. Interactive extension activities

The results of the digital marketing counseling activities delivered to the fishermen and residents who attended went smoothly and participants were able to receive the material provided and were active in participating in the counseling. This can be seen from the questions asked which turned out to add and improve insight, knowledge, attitudes, and skills so that they were very enthusiastic, interested, and willing to do it because it was easy to understand and the benefits obtained. In the process of developing their business, there needs to be an adaptation to achieve the planned sales turnover. One form of adaptation is maximizing the use of social media, especially in the modern era today. They are given the knowledge that using and maximizing social media is an option for them and can help them get out of problems in business development and increase their income.

The training material for creating product promotions on Instagram and Facebook using mobile phones is very popular with the participants. In presenting this material (creating and using social media, namely Instagram and Facebook applications in introducing and selling their products), a demonstration plot (demplot) is also carried out, namely an activity that aims to provide examples, training, practice, and observation as well as direct assistance to groups of participants who have been divided. This activity is carried out by a team of students who are also used as assistants. Participants seemed enthusiastic in participating in the training on creating product promotions using Instagram and Facebook applications on mobile phones and they wanted to try and carry out the stages given. Participants were very interested because they were given examples of products that were demonstrated, how to take good photos, and upload them, and after practicing, participants showed the results.

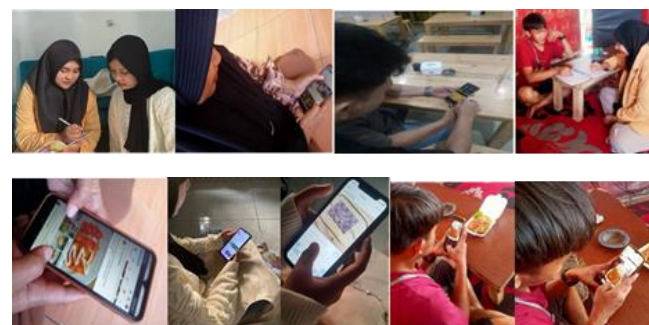


Figure 3. Assistance in training activities for creating product sales promotions using Instagram and Facebook on mobile phones.

The use of social media can be an opportunity for them to develop their business, especially in the field of product marketing to increase their income. Their success in making promotions on Facebook and Instagram in introducing their products is a benchmark for the success of the community service team in mentoring training activities in this community service activity.

CONCLUSION

Counseling and mentoring on digital marketing was attended by approximately 35 participants consisting of fishermen, housewives, and representatives of business actors in Sangrawayang Village, Simpenan District, Sukabumi Regency. Their businesses are mostly processing fish catches, into salted fish, processed fish-based foods, and so on. The training material on making product promotions on Instagram and Facebook using mobile phones was very popular with the participants. Participants seemed enthusiastic in participating in the training on making product promotions using the Instagram and Facebook applications on their mobile phones and they wanted to try and carry out the stages given. The use of social media can be an opportunity for them to develop their business, especially in the field of product marketing to increase their

income. Their success in making promotions on Facebook and Instagram in introducing their products is a benchmark for the success of the community service team in the training assistance activities in this community service activity.

REFERENCES

1. Andy Prasetyo Wati, Jefry Aulia Martha, Aniek Indrawati(2020), Digital Marketing, PT. Literindo Berkah Karya. Malang.
2. Gumilang, R. R. (2019). Implementasi digital marketing terhadap peningkatan penjualan hasil home industri. *Coopetition: Jurnal Ilmiah Manajemen*, 10(1), 9–14.
3. Ivonne Ayesha et al (2022), Digital Marketing (Tinjauan Konseptual), Global Eksekutif Teknologi, Padang.
4. Kannan, P.K. and Li, H.A. (2017), Digital Marketing: A Framework, Review and Research Agenda. *International Journal of Research in Marketing*, 34, 22-45
5. Murti Wahyu (2020), Kepemimpinan Dalam Kewirausahaan, Raja Grafindo Persada
6. Rapitasari, D. (2016). Digital marketing berbasis aplikasi sebagai strategi meningkatkan kepuasan pelanggan. *CAKRAWALA*, 10(2), 107–112.
7. Ridwan Sanjaya dan Josua Tarigan (2009), Creative Digital Marketing, PT Gramedia Jakarta