

Implementation of Digital Marketing E-Commerce in Innovative Products of Processed Squid as a Business Opportunity in Lamu Village

Hapsawati Taan¹, Herinda Mardin¹, Nur Mustaqimah¹

¹Universitas Negeri Gorontalo, Indonesia

ARTICLE INFO

Article history:

Received: 27th November 2022

Accepted: 27th June 2023

Published: 1st July 2023

Keywords:

E-Commerce, Business Opportunities,
Lamu Village.

ABSTRACT

It is commonplace that nowadays a housewife becomes a business actor and only deals with gadgets without having a physical store with only gadgets and knowledge of e-commerce to market her selling products. With the many benefits of using e-commerce, e-commerce training was carried out to market innovative products processed by squid as a business opportunity for fishermen housewives in Lamu village, Batudaa Pantai sub-district, Gorontalo Regency. The stages in this activity include observation and interviews, activity planning, implementation, and the output is a marketplace account that has been created by activity participants. The implementation of the activity was divided into 2 sessions, namely session 1 providing material related to the general description of e-commerce and session 2 conducting hands-on practice on creating a marketplace accompanied by a community service team. The e-commerce training by creating a marketplace account and selling processed squid products for fishermen housewives was successfully carried out and received great appreciation and enthusiasm from the participants and the government of Lamu village. This is a business opportunity for fishermen housewives as well as adding knowledge and insight for participants to use e-commerce in selling processed squid products.

How to cite: Taan, H., Mardin, H., & Mustaqimah, N. (2023). Implementation of Digital Marketing E-Commerce in Innovative Products of Processed Squid as a Business Opportunity in Lamu Village. *Jurnal Pemberdayaan Masyarakat Madani (JPMM)*, 7(1), 66-81. <https://doi.org/10.21009/JPMM.007.1.07>

* Corresponding Author.
hapsawatitaan@ung.ac.id (Hapsawati Taan)

INTRODUCTION

It is commonplace nowadays that a housewife becomes a business actor and only deals with gadgets/devices without having a physical store. It has become a trend for housewives to have a business with only gadgets and knowledge of e-commerce to market their selling products. Many efforts have been made to increase knowledge and skills for housewives in order to provide training on the utilization and use of e-commerce in the business world (Rachmawaty, 2015;Juwariyah & Krisnawati, 2019; Subagio, 2019; Purba & Svinarky, 2022).

The rise of product sales using e-commerce and social media. Even now selling products using the tick-tock application has become a trend and is in great demand among consumers. The development of e-commerce in Indonesia is very rapid which is influenced by human resource factors, adequate internet networks and interconnected electricity networks that have a very positive impact on business and business actors, consumers and society (Widagdo, 2016).

The activity of using e-commerce is directly proportional to the activity of using the internet and computer devices or gadgets. E-commerce without an internet network cannot be done because e-commerce is a trading business that can only be done on an online network. Because e-commerce is a business that is carried out online using a network, it will penetrate regional and country boundaries and has non-standard rules and is almost without obstacles (Irmawati, 2011). The current need for product marketing using e-commerce because it will make it easier for sellers, especially for MSME actors, to market their products to consumers who have limited distance and especially people in villages who are limited in capital to rent shops (Suwarni, E., et al., 2022). E-commerce activity as of January 2018 can be seen in Figure 1 below.



Figure 1.
E-commerce activity as of January 2018

Seeing so many benefits of using e-commerce, e-commerce training was conducted to market innovative products processed by squid for fishermen housewives in Lamu village, Batudaa Pantai sub-district, Gorontalo Regency. This is done to improve the economy for the Lamu village community, especially for fishermen housewives. The potential of Lamu village's marine products is so abundant because of its location on the beach and included in the Tomini bay area. One of the marine products that many fishermen in Lamu village get is squid, so processed squid-based products are made in the form of squid sauce. Sambal squid is then marketed using e-commerce as a business opportunity for fishermen housewives in Lamu Village, Batudaa Pantai District, Gorontalo Regency.

MATERIAL AND METHOD

The method used in this service activity is active assistance and participation. Participants actively conduct training and are accompanied by a companion team in creating a marketplace account on Facebook social media so that each participant displays processed squid products in the form of squid sauce. This community service activity was carried out on Thursday 27 October 2022 at 08.00 WITA until it finished taking place in the Lamu village office hall, Batudaa Pantai sub-district, Gorontalo Regency, which was attended by 16 participants who were MSME actors and fishermen housewives as targets in the community service activities this. The location of this service activity can be seen in Figure 2 below.

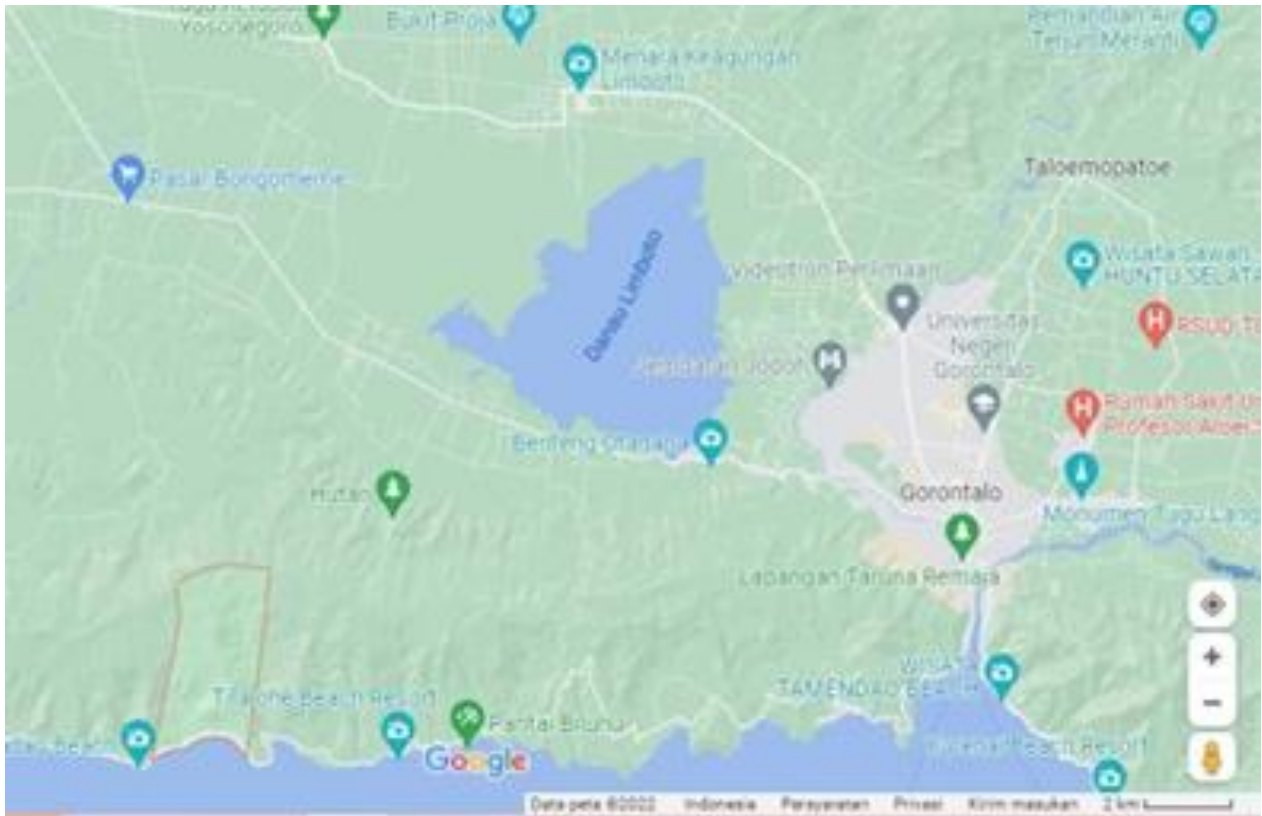


Figure 2.
Location of Lamu village

The stages in this activity include observation and interviews, activity planning, implementation, and the output is a marketplace account that has been created by activity participants.

a. Observations and interviews

Observations and interviews were carried out to seek information and data related to MSMEs and the potential of Lamu village, Batudaa Pantai sub-district, Gorontalo Regency. Lamu Village is one of the villages that produces a lot of squid from the catches of local fishermen. Interviews were also conducted with village officials regarding MSME or what businesses already exist in Lamu village related to squid processing. Based on the results of these observations and interviews, a plan was made to make a product made from squid, namely in the form of squid sauce and the processed squid products would be marketed using e-commerce, namely the Facebook marketplace.

b. Activity Planning

Planning for this e-commerce training activity starts with collecting data on MSMEs actors and housewives of fishermen in Lamu village. After the participant data is obtained, the next step is to determine the time and place and provide outreach related to training activities and distribute invitations to participants, village officials, stake holders, community leaders, youth organizations and hamlet heads.

c. Implementation of Activities

Implementation of the activity on October 27, 2022, at 08.00 WITA until finished which was attended by 16 participants. The e-commerce training was divided into 2 sessions, namely session 1 the participants listened to material from resource person 1 regarding e-Commerce and its types as well as the benefits, opportunities, and challenges for business actors in terms of selling processed squid. Session 2 participants were trained to create a Facebook marketplace account for selling processed squid products.

An overview of the stages of implementing e-commerce training activities for fishermen housewives can be seen in Figure 3 below.

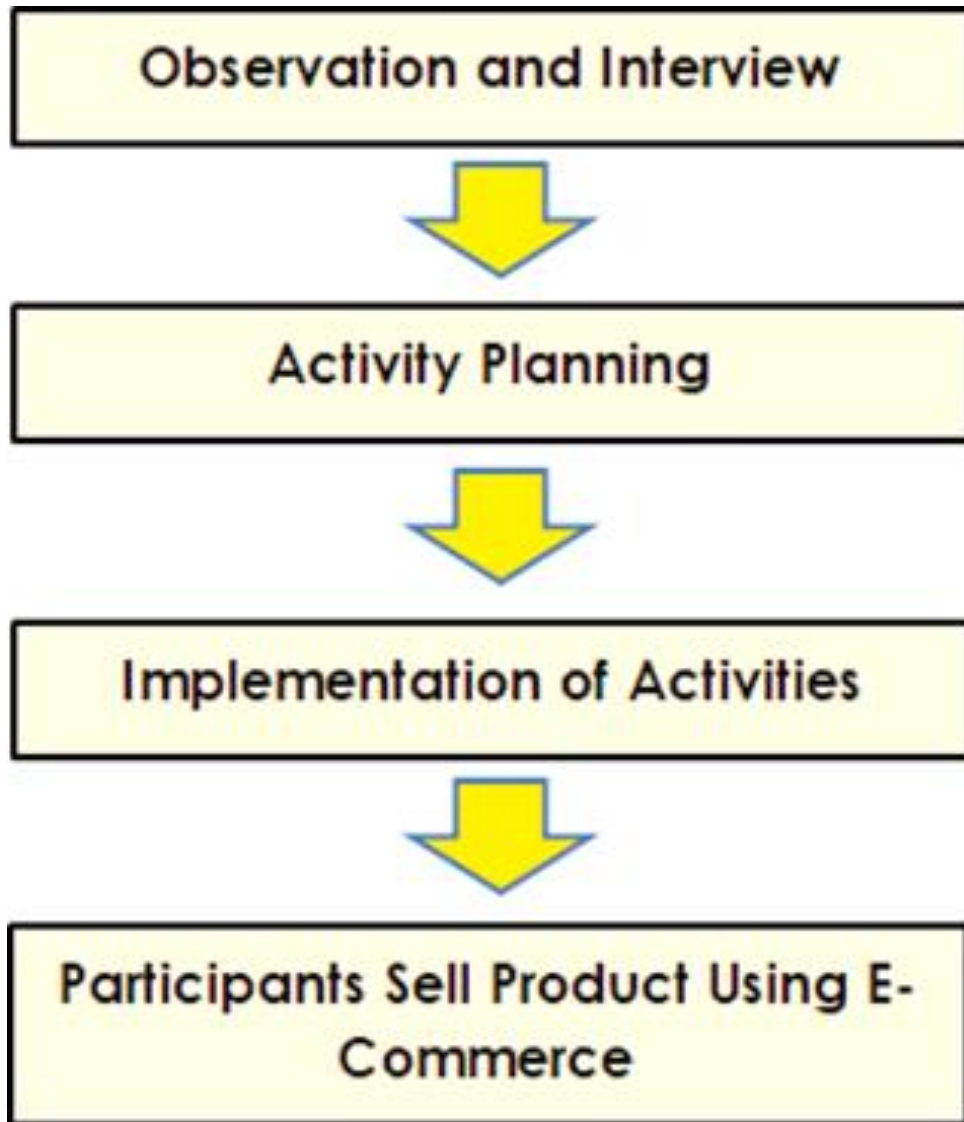


Figure 3.
Stages of training implementation e-commerce

There were 2 resource persons in this community service activity, namely Mr. Qalbi, S.Pd. and Mrs. Herinda Mardin, S.Si., M.Pd. The resource person provided material related to e-commerce and its benefits for businesses in terms of selling processed squid products, opportunities and challenges in the business world and materials for creating a marketplace account on Facebook. The following is an overview of the material provided by the resource persons, which can be seen in Figure 4 below.

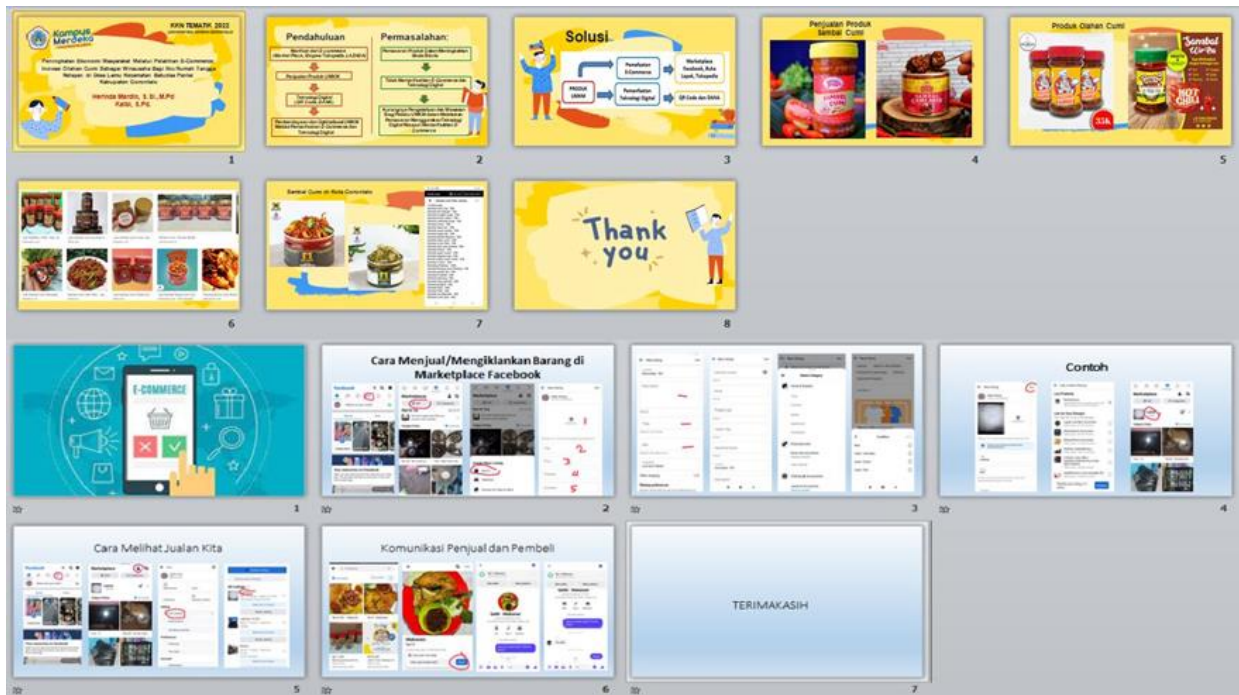


Figure 4.
Material provided by the resource people

RESULT AND DISCUSSION

Training and using e-commerce in terms of product sales is something new for the people in Lamu village, Batudaa Pantai sub-district, Gorontalo Regency. The community is accustomed to conventionally selling MSME products based only on word of mouth and entrusting them to the nearest stall or kiosk around the village. E-commerce training activities make fishermen housewives very enthusiastic about participating in activities and have a high curiosity. The activity which was held in the morning at 08.00 WITA in the Lamu village office hall started with the participants filling out the attendance list provided by the committee. An overview of participants filling out the attendance list is presented in Figure 5 below.



Figure 5.
Participants fill in the attendance list

After filling in the attendance list, participants were directed to take part in the opening activities which were opened by the head of Lamu village. The village government really appreciates this training activity because many of the fishermen housewives who attend as participants have businesses but are constrained by marketing their products. So, the head of Lamu village really hopes that the participants will take part in this activity well and be able to implement the results of the training in their business. E-commerce training activities begin with session 1, namely by providing material related to an overview of e-commerce, types of e-commerce, its benefits for the business world and the opportunities and challenges for training participants. Participants took part in session 1 activities with high enthusiasm and curiosity and asked questions about the material presented by the resource persons. Material delivery activities in session 1 can be seen in Figure 6 as follows.



Figure 6.
Presentation of material by resource persons

E-commerce is a trading system that includes buying, selling and marketing activities through electronic media such as the internet and other electronic media. Currently, this form of trade is needed by companies and MSMEs to develop their businesses and businesses. E-commerce itself is a foreign language which is a place for buying and selling online. E-commerce makes it easier for sellers and buyers to carry out activities of buying and selling products (Arnyla, 2019). Many types of E-commerce have developed, especially in Indonesia, which are in demand by sellers and customers, such as Bukalapak, Tokopedia, Shopee, Lazada, and the Facebook marketplace. The following describes the development of e-commerce in Indonesia, seen in Figure 7.



Figure 7.
Development of e-commerce in Indonesia, Source: Arnyla, (2019)

The benefits of E-commerce include 1) we can save time because we don't need to take care of physical stores, besides that it helps save time to do other things that are more significant to improve business and MSME businesses. Besides being able to save time for sellers, customers who want to buy products can also buy without having to go to the store to queue and buy it manually; 2) Broad reach and no regional boundaries making it easier to expand in different areas, this means we don't have to physically open stores elsewhere. Enough with e-commerce, we can sell business and MSME products to customers who live in various other regions; 3) It does not require a large capital, what is needed is only the devices we have at home to open a shop that can be accessed by anyone, anywhere, anytime; 4) Having flexibility financially because we don't have to worry about shop rent and other things; 5) opportunities for business development are greater because more people know about our business endeavors. The existence of social media so that our business ventures can develop more broadly; 6) Make it easier for us to do product marketing; 7) Facilitate payments/transactions; 8) it is easier to record transaction activities (Rerung, 2018; Alwendi, 2020).

The magnitude of the benefits of the use of e-commerce and digital technology in improving the economy, especially for MSME players, so it is necessary to empower and optimize MSMEs and fishermen housewives who are just about to start a squid processed product business through the use of E-Commerce as an effort to increase product sales - MSME products in Lamu Village, Batudaa Pantai District, Gorontalo Regency in order to increase the quantity of product sales and be able to introduce MSME products originating from Lamu Village, Batudaa Pantai District, Gorontalo Regency and increase the selling value of products, especially after the Covid-19 pandemic.

Even though there are many benefits from using e-commerce, it still has weaknesses including 1) The product cannot be tried so there is a potential for a mismatch in customer desires for the product being marketed. For example in the case of purchasing goods such as clothes, bags, shoes and other items that may not match the pictures/photos regarding size, material, color as listed by the seller on the marketplace; 2) The standard of the goods does not match the pictures/photos listed by the seller, thus enabling the low quality of the goods that come to the customer; 3) The high cost of sending goods, every purchase of goods online using e-commerce, of course, uses a goods delivery service determined by each goods delivery service company based on the customer's location such as JNE, POS, TIKI services; 4) There is a risk of fraud, because shops and sellers are all online and buyers cannot be sure whether sellers and shops and the products being marketed are true and real, there will be potential for fraud from individuals who are not responsible for consumers/buyers (Julisar & Miranda, 2013; Budhi, 2016; Fauzia, 2016).

After session 1, the presentation of material by the first speaker, Mrs. Herinda Mardin, S.Sc., M.Pd., was followed by session 2 by the second speaker, Mr. Qalbi, S.Pd. related to direct practice

accompanied by the team to create a marketplace account on Facebook. The training on creating a marketplace account on Facebook was chosen because based on interviews with participants and village officials, most of the women participating in the training preferred to use Facebook and it was free and easy and practical to use for selling processed squid in the form of squid sauce. An overview of creating a Facebook marketplace is presented in Figure 8 below.



Figure 8.
Marketplace creation training

Participants who took part in the training were accompanied by the service team to then create a marketplace on Facebook. MSME actors and fishermen housewives each open a Facebook account and those who don't have a Facebook account are assisted to create their Facebook account. Participants were very enthusiastic about creating a marketplace on Facebook because this was something new for them and were also enthusiastic about learning to design images/photos of processed squid in the form of a good image of squid sauce to display on their marketplace account.

The use of the marketplace for women entrepreneurs has been widely carried out in business ventures and MSMEs. The use of e-commerce as a household financial booster without setting aside the role of a housewife (Fauzia, 2016; Ayuni, et al., 2019; Azizah, et. al., 2021). The use of e-commerce and social media is very profitable and increases sales turnover (Fourqoniah, & Aransyah, 2021). Things that need to be considered when selling products using e-commerce are product packaging that has an attractive design for customers/consumers, a beautiful and appetizing product appearance, especially for food products such as squid chili sauce, can influence the interest of buyers to be interested in buying the product. Of course by paying attention to customer interest and satisfaction as well as the ease of conducting transactions it will be more profitable for sellers to get more customers and greater turnover (Ridho, et al., 2019).

In implementing e-commerce, of course the priority is service to consumers. Consumer satisfaction is the level of consumer satisfaction after comparing with expectations. A consumer who is satisfied with the value provided by a product or service is likely to become a regular customer in the long term. One of the factors that influence customer satisfaction is product and service features (Disastra, & Wulandari, 2017). Through the implementation of E-Commerce customer satisfaction can be achieved because consumers can see product and service features through e-commerce. In addition to increasing consumer satisfaction, the application of E-Commerce is also able to increase product sales (Kasmi, & Candra, 2017; Arisandi, Y. T., 2018; Komalasari & Seprina, 2018).

CONCLUSION AND RECOMMENDATION

The conclusion that can be drawn from this service activity is that e-commerce training by creating a marketplace account and selling processed squid products for fishermen housewives was successfully carried out and received great appreciation and enthusiasm from the participants and the Lamu village government. This is a business opportunity for fishermen housewives as well as adding knowledge and insight for participants to use e-commerce in selling processed squid products. This is of course supported by the Lamu village government in facilitating this training activity. Suggestions that need to be made are the need for more focused escort and assistance so that participants become business actors who are truly able to independently utilize e-commerce in selling their products on an ongoing basis.

REFERENCES

- Alwendi, A. (2020). Penerapan E- Commerce Dalam Meningkatkan Daya Saing Usaha. *Jurnal Manajemen Bisnis*, 17(3), 317-325.
- Arisandi, Y. T. (2018). *Efektivitas Penerapan E-Commerce Dalam Perkembangan Usaha Kecil Menengah di Sentra Industri Sandal dan Sepatu Wedoro Kabupaten Sidoarjo* (Doctoral dissertation, Universitas Airlangga).
- Arnyla, N. (2019). *Analisis Pengaruh Kepercayaan dan Kualitas Layanan Terhadap Minat Beli Ulang dengan Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pada Perilaku Belanja Online di Semarang)* (Doctoral dissertation, Universitas Islam Sultan Agung. <http://repository.unissula.ac.id>
- Ayuni, Q., Cangara, H., & Arianto, A. (2019). The Influence of Digital Media Use on Sales Level of Culinary Package Product Among Female Entrepreneur. *Jurnal Penelitian Komunikasi dan Opini Publik*, 23(2).
- Azizah, N., Ardham, D. T. S., Prasetya, M. H. B., & Sanata, K. (2021) *Pemanfaatan E-Commerce dalam Mendukung Pemasaran UMKM pada Masa PPKM di Kelurahan Pucanganom, Sidoarjo, Jawa Timur*. In *Prosiding Seminar Nasional Administrasi Bisnis (SINABIS)*. (p. 134).
- Budhi, G. S. (2016). Analisis Sistem E- Commerce Pada Perusahaan Jual- Beli Online Lazada Indonesia. *Elinvo (Electronics, Informatics, and Vocational Education)*, 1(2), 78-83.
- Disastra, G. M., & Wulandari, A. (2017). *Analisis Pengaruh Penerapan E-Commerce dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Banking dan Management Review*. STIE Ekuitas. <http://202.93.229.166/handle/123456789/264>
- Fauzia, I. Y. (2016). Pemanfaatan E- commerce dan M-commerce dalam Bisnis di Kalangan Wirausahawan Perempuan. *Journal of Business and Banking*, 5(2), 237-256.
- Fourqoniah, F., & Aransyah, M. F. (2021). Pemanfaatan Media Sosial Untuk Wirausahawan Wanita di Masa Pandemi Covid-19: Studi Literatur Sistematis. *Matrik: Jurnal Manajemen, Strategi Bisnis dan Kewirausahaan*, 265-275.
- Irmawati, D. (2011). Pemanfaatan E- Commerce Dalam Dunia Bisnis. *Jurnal Ilmiah Orasi Bisnis- ISSN*, 2085(1375), 161-171.
- Julisar, J., & Miranda, E. (2013). Pemakaian E-commerce Untuk Usaha Kecil dan Menengah Guna Meningkatkan Daya Saing. *ComTech: Computer, Mathematics and Engineering Applications*, 4(2), 638-645.
- Juwariyah, T., & Krisnawati, L. (2019). Pemanfaatan E-Commerce Bagi Ibu-Ibu Pengusaha Mikro RT 02RW 014 Desa Simpangan, Kecamatan Cikarang Utara. *SABDAMAS*, 1(1), 355-361.

- Kasmi, K., & Candra, A. N. (2017). Penerapan E-Commerce Berbasis Business To Consumers Untuk Meningkatkan Penjualan Produk Makanan Ringan Khas Pringsewu. *Jurnal aktual*, 15(2), 109-116.
- Komalasari, D., & Seprina, I. (2018). Penerapan E-Commerce pada Toko Mawar Songket Palembang Berbasis Web. *Jurnal ilmiahbetrik: Besemah Teknologi Informasi dan Komputer*, 9(01), 56-62.
- Purba, T., & Svinarky, I. (2022). Pembinaan Ibu Rumah Tangga Melalui Jual Beli Secara E-Commerce di Perumahan Citra Laguna. *Puan Indonesia*, 3(2), 235-242.
- Rachmawaty, S. T. A., (2015). Pemanfaatan E-Commerce Dalam Meningkatkan Pendapatan Keluarga. *Tematik: Jurnal Teknologi Informasi Komunikasi (e-Journal)*, 2(2), 77-89.
- Rerung, R. R. (2018). *E-Commerce, Menciptakan Daya Saing Melalui Teknologi Informasi*. Deepublish.
- Ridho, M. R., Simanjuntak, P., & Ningsih, D. (2019). PKMEcommerce, Packaging Design dan Manajemen Pemasaran untuk Usaha Kuliner Kota Batam. *Wikrama Parahita: Jurnal Pengabdian Masyarakat*, 3(1), 21-26.
- Subagio, S. (2019). Perancangan E-commerce Hasil Produk BUMDES Desa N8 Labuhanbatu Dalam Meningkatkan Nilai Ekonomis bagi Ibu-ibu Rumah Tangga Desa N8. *Jurnal Informasi Komputer Logika*, 1(3).
- Suwarni, E., Handayani, M. A., Fernando, Y., Saputra, F. E., Fitri, F., & Candra, A. (2022). Penerapan Sistem Pemasaran Berbasis E-Commerce Pada Produk Batik Tulis di Desa Balairejo. *Jurnal Pengabdian Masyarakat Indonesia*, 2(2), 187-192.
- Widagdo, P. B. (2016). Perkembangan Electronic Commerce (e-commerce) di Indonesia. *Researchgate Article*.