



EDUCATION FOR THE FISHERMEN COMMUNITY OF BAGAN DELI VILLAGE ABOUT DIGITAL MARKETING OF FISH PROCESSING BUSINESSES

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Abstract

This study is aimed at equipping the fishing community in Bagan Deli Village with knowledge regarding digital marketing strategies for fish processing businesses, focused on elevating their economic welfare. As a community fundamentally reliant upon natural resources, the people face additional challenges accessing wider markets. This community service activity comprises theoretical and practical training on marketing fish processing products through digital platforms, such as social media and e-commerce. The method includes preparation, cooperative training, and practical demonstrations. The results suggest an increase in awareness and skill in the area of digital marketing among participants, encouraging interdependence and creativity in the application of technology. This initiative aims for sustainable development through a continuous process of mentoring and monitoring.

Keywords: *Digital Marketing, Fish Processing, Community Empowerment, Bagan Deli Village, Economic Welfare, Technology Utilization.*

INTRODUCTION

Nowadays, economic growth continues to change along with the development of information technology. More flexible and easily obtained information leads to rapid economic growth. The development of information technology is currently happening very quickly which provides Creativity is the process of an individual's ability to understand gaps or obstacles in life, formulate new hypotheses, and communicate the results (Torrance, 1981). Current information technology certainly requires an internet network. People have now started to do work using the internet, including traders. The development and exchange of these behaviors are challenges as well as opportunities for sellers in marketing and selling their products.

Based on the decision of the President of the Republic of Indonesia who wants to advance the community's economy, through community empowerment towards family welfare through creative economic programs, making the role of technology a part of the effort towards improving the economy. Most people in the 4.0 era have now followed the rapid development of technology, so that all aspects of life are dominant using sophisticated technology, practical and online. Many entrepreneurs are shifting their businesses from conventional to digital, this is also the cause of the shift in shopping trends and the increasing popularity of online shops, marketplaces and e-commerce.

This is due to the support of the community who use sophisticated technology to prefer instant online shopping. Without the help or utilization of digital or online marketing, of course it will be difficult for sellers to build brands and brands to be known and able to compete in a wide market reach. Currently, doing business no longer requires large capital, but rather emphasizes the ability to rely on opportunities, intelligence in managing existing funds, creativity in utilizing existing manpower, and existing resources. Mahkota Tricom Unggul University sees opportunities in utilizing the resources around Bagan Deli Village in digital spatial planning. Bagan Deli is a coastal area where the local community makes a living as fishermen. Therefore, community service activities were held regarding "Education for the Bagan Deli Village Fishermen Community About

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Digital Marketing of Fish Processing Businesses". The Bagan Deli Village community is situated in a coastal region where the majority of the population is employed as fishermen. Currently, the community exclusively depends on natural resources for its economic activities. To develop fish processing products and market them digitally through technology, a group of fishermen requires a partner. To enable the community to compete and enhance the welfare of the surrounding community. The challenges in Bagan Deli Village are: (1) How can digital marketing be implemented in the fish processing industry? (2) In the context of fish processing, what digital marketing strategies can the community implement?

LITERATURE REVIEW

Digital marketing plays a very important role in the development of fish processing businesses, especially in the modern era where everything is digitally connected. Digital marketing allows fish processing businesses to reach a wider range of consumers, both domestically and abroad. By utilizing online platforms such as social media, websites, and e-commerce, these businesses can introduce products to more people without being limited by geographic location (Putri et al., 2023).

Fish processing businesses that use digital marketing can build brand awareness faster through online promotions. For example, content such as videos or articles explaining the benefits of processed fish or how to process them can attract consumers' attention, increase business credibility, and introduce products to a larger audience (Rahman et al., 2022).

Digital marketing offers various strategies to drive sales, such as promotions through paid advertising (Google Ads, Facebook Ads), email marketing, or through e-commerce websites. With the right marketing, consumers can buy products directly through online platforms, which increases the chances of transactions. With the importance of digital marketing, this community service needs to be carried out to provide insight and knowledge so that fish sales business actors can achieve maximum profit in carrying out their activities.

METHOD

Phases of Implementation

Preparation and Provision

a. Mechanism for Implementing Community Service Activities

The execution of Community Service pertains to the process typically conducted throughout each PKM implementation phase.

b. Preparation of Community Service Equipment and Provision

The prepared equipment will be distributed to community service participants on the implementation day, accompanied by general technical instructions relevant to the Community Service title.

Execution of actions (Collaborative Involvement in PKM Initiatives)

Execution of Community Service initiatives aimed at educating the fishing community in Bagan Deli Village regarding digital marketing strategies for fish processing enterprises through the subsequent phases:

- 1) Support with pertinent scientific principles on the digital marketing of fish processing enterprises to the fishing community. The community in Bagan Deli Village participates in this activity. Instructors are lecturers accompanied by partners of Community Service participants.
- 2) Executing digital marketing tactics pertinent to fish processing enterprises by the application of technology and social media platforms, including Facebook, Instagram, and TikTok. Before the execution of community service, the material is disseminated using this manner to facilitate the comprehensive introduction of substantive content and to gather general information from participants or the public, namely the community in Bagan Deli Village. Alongside the lecture technique, the demonstration method is employed as well. The demonstration mentioned in this strategy involves demonstrating the utilization of technology and digital media for community



comprehension.

RESULTS AND DISCUSSION

Problem Solution

Based on the description of the problem and arguments as described above, a solution to the problems that exist in Bagan Deli Village must be provided. One solution that can be done is to provide education related to digital marketing of fish processing to the fishing community. The community living in Bagan Deli Village can be gathered in youth groups and then design a digital marketing strategy in fish processing so that the surrounding community can improve their welfare through understanding and executing the program.

External Activities

The expected outputs in this activity through education to the Bagan Deli Village fishing community about digital marketing of fish processing businesses in an effort to improve the economy of the surrounding community through Community Service are:

1. Encourage the Bagan Deli Village community to be able to actively participate through digital marketing education programs.
2. Cultivate an attitude of independence and quality of life for the community, especially teenagers, by starting to be creative in utilizing digital technology.
3. There is mentoring and sustainability of the development of educational programs for the fishing community in Bagan Deli Village about digital marketing of fish processing businesses.

Another form of output as evidence of carrying out community service activities is in the form of scientific articles about the implementation of this community service.

Purpose of the Activity

The purpose of this Community Service activity is to provide education to community groups in Bagan Deli Village in realizing fish processing businesses using digital marketing strategies in an effort to improve community welfare by training the community to utilize technology.

CLOSING

Conclusion

The PKM implementation team in this case participates in providing education to the fishing community in Bagan Deli Village about digital marketing of fish processing businesses. Furthermore, partners participate in practicing using digital technology and social media in fish processing businesses. After this PKM activity is completed, it is hoped that this PKM activity can continue so that this effort can continue to grow, and the PKM implementation team must continue to monitor the development of the digital marketing program every month. So that what is the problem can be overcome and can run effectively.

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