

Empowering Bayu Segara Fishermen through Digital Marketing for Enhanced Product Visibility

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ABSTRACT

This project's main goal was to provide the Bayu Segara fishermen's organization with the required digital marketing knowledge to overcome their commercial restrictions, improve their online presence, and finally expand their market reach and sales of their premium halal-certified Ginger-Turmeric-Temulawak products. A thorough digital marketing training session covering three main areas—social media management, online marketplace optimization, and content creation—was planned to reach this. Preparatory actions include professional product photography meant to improve the visual attractiveness of their goods on e-commerce platforms preceded the training. Participants in the workshop were guided through the process of creating online storefronts, configuring and maintaining social media accounts, and creating interesting digital material catered to their target market. The training's outcomes showed that the participants' digital marketing abilities had improved really noticeably. Product awareness should rise significantly, a larger market reach should result, and sales should rise from this improvement. The recently gained competencies equip the company with a strategic road to compete more successfully in the digital market, therefore orienting them for sustainable corporate development in the very competitive digital economy.

Keywords: Digital Marketing, E-commerce, Marketplace Optimization, Social Media.



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INTRODUCTION

Many of the fishermen's wives in the Bayu Segara group have taken on additional businesses to supplement their family's income. This is because the income from their husbands' fishing activities is often unstable and insufficient to meet the family's financial needs. While the husbands continue to work as fishermen, the wives engage in various entrepreneurial activities, such as producing and selling Instant Ginger Turmeric Temulawak products. This additional income is crucial for improving the family's economic situation and providing financial stability, especially in times when

the fishing yield is low. Though their Instant Ginger Turmeric Temulawak product has huge potential and major health advantages, the Bayu Segara fishermen group finds considerable difficulty building their company. Though this product is of great quality and has been halal certified, their marketing efforts are still restricted and not best. Finding some of the key issues their company encounters helps one to better grasp the challenges impeding its expansion. These issues cover elements of marketing, promotion, and digital expertise that are very crucial for the success and growth of their company in a market growing in more competition.

The first issue is that this restricted manual marketing refers to a marketing plan depending just on sales through local stores, without adopting more general or contemporary marketing techniques, including digital marketing or distribution via internet platforms. This strategy greatly reduces customer reach as only those who live close to the business may access the product. This causes market stagnation and makes it challenging for companies to increase their market share or attract fresh clients outside of a small geographical area. Consequently, chances to raise sales and develop brands in a larger market are restricted.

The second issue is that promotion via WhatsApp status is confined to the personal contact range of group members, hence product information can only be seen by persons in their contact list. This approach cannot reach a larger audience or possible buyers outside of the immediate circle, hence it is quite limited in terms of distribution. Consequently, the possibility for a bigger market and the chance to increase the clientele are limited. Information about the product cannot be properly shared without using more broad promotional channels like social media or other digital platforms, therefore lowering the capacity to raise awareness and draw in fresh customers.

The third issue is that group members' lack of digital understanding compromises their capacity to use marketing in the digital era efficiently. This group finds it difficult to maximize their marketing strategy without sufficient knowledge in leveraging digital platforms, like social media and online markets. Ignorance of how to run advertising campaigns, provide interesting material, or apply data analytic techniques produces less product exposure and little interaction with a larger audience. This reduces the possibility for corporate expansion as they cannot seize the chances presented by digital technologies to attract fresh customers and boost sales.

The fourth issue is the possible value of Instant Ginger Turmeric Temulawak goods with halal certification and excellent quality not fully applied in the group's marketing plan. This product has great competitive advantages—clear health benefits and appealing packaging among other things—but its ability to reach a larger market is hampered by inadequate marketing strategy. This product cannot optimize its attractiveness without a planned and coordinated marketing campaign, therefore lowering the possibility to draw possible consumers and boost sales. Expanding market reach and stressing product benefits depend on optimizing the suitable marketing plan.

Given the several difficulties the Bayu Segara fishermen's organization faces, it is crucial to provide workable and environmentally friendly answers. Though each found issue calls for a different strategy, all seek to increase the group's capacity for running a company and raise member welfare. With the intention of having a long-term good effect on the Bayu Segara fishermen's group, the following are remedies that can help to solve the found issues.

Solution 1: Developing a Digital Marketing Plan

The first step in addressing the marketing limitations faced by the Bayu Segara fishermen's organization is the creation of a comprehensive digital marketing plan (Hendarsyah, 2020; Sono et al., 2023). The group may greatly increase its market reach and engage a more varied audience by using social media sites such Facebook, Instagram, and Twitter. Product photographs, videos, and information on the health advantages of ginger, turmeric, and temulawak should all be part of interesting and educational material created for a business to increase consumer involvement and awareness. Strong social media presence also enables the group to use paid advertising techniques,

targeting consumers depending on demographics and interests, therefore enhancing the accuracy and potency of marketing initiatives.

Solution 2: Maximizing Online Marketplaces

The second solution involves maximizing the use of online marketplaces to expand the market reach of the Instant Ginger Turmeric Temulawak products produced by the Bayu Segara fisherwomen group (Wahyudi et al., 2022). Opening online businesses on top sites such Tokopedia, Shopee, and Bukalapak would help the firm to reach consumers all around without regard for location. Together with special promotions and discounts, clear, appealing product descriptions help to increase product appeal and stimulate sales. Enhanced exposure through search and suggestion tools on these platforms also enables prospective consumers to find things more quickly, therefore creating additional sales prospects.

Solution 3: Digital Skills Training and Development

To fully leverage digital marketing, the Bayu Segara fisherwomen group must undergo training and development in digital skills (Lailia & Dwiridotjahjono, 2023; Rahmansyah et al., 2022). Group members who receive thorough digital marketing training will have a strong knowledge of social media administration, interesting content development, and online marketing methods. The course will address methods for creating engaging visual material, applying digital technologies, and running effective marketing campaigns. Constant mentoring and assistance will help to overcome implementation difficulties and guarantee that the marketing plans stay efficient in contacting consumers and fostering loyalty.

Solution 4: Building Strong Branding and Leveraging Customer Testimonials

The final solution focuses on maximizing the potential of the products by developing strong and consistent branding and leveraging positive customer testimonials (Sudirjo et al., 2023). Through logo design, color palletizing, and slogan development, the Bayu Segara fishermen's group must create a unique visual brand reflecting the quality and health advantages of their products. Constant branding will help consumers to identify and remember the Instant Ginger Turmeric Temulawak items. Furthermore, carefully distributing favorable client comments will help to improve the brand of the items. Working with pertinent companies or health influencers will help to further expand market reach and raise product exposure, therefore enabling the items to compete more successfully in a congested market and draw new customers.

These ideas will help the Bayu Segara fishermen's group to completely maximize their product potential, remove marketing obstacles, and forward their company. By means of digital marketing techniques, optimization of online markets, and enhancement of digital abilities, one will be able to reach a larger audience, increase their market presence, and so better compete in the market. Furthermore, maximizing the special features of their product by means of powerful branding and efficient application of client testimonials will greatly increase product attractiveness and exposure. These initiatives are supposed to boost not just the group's income but also the future sustainability of their company.

METHODS

Digital Marketing Workshop and Instructional Training

Overcoming the constraints of conventional marketing experienced by the Bayu Segara fishermen's association (Hendarsyah, 2020; Sono et al., 2023) depends on developing a digital marketing strategy. Emphasizing their importance for small and medium-sized businesses (SMEs) as well as micro-businesses, the program will expose attendees to digital marketing ideas. This strategy emphasizes how critical digital marketing is to increasing market reach and improving sales success. Digital marketing strategies, for example, greatly influence consumer purchasing decisions; this is seen in the Malaysian automotive market (Kanapathipillai & Kumaran, 2022). Among the key

subjects of the course will be social media management, paid advertising, and content planning. It will also cover configuring web stores on several platforms and improving product descriptions. Good digital marketing education may raise customer involvement and product awareness, so enhancing general company performance (Hasanah et al., 2021). The program seeks to equip attendees with the instruments required to properly apply digital marketing techniques, therefore improving their market presence and sales. Micro and small companies in Indonesia, where digital marketing may serve as a development accelerator, primarily depend on the creation of digital marketing strategies (Nurasyiah, 2023). Moreover, the connection between marketing innovation and digital technology shows how digital marketing supports SMEs in keeping competitive and creative (Vuttichat, 2023). For SMEs to adjust to shifting customer tastes and market dynamics, this link is essential, therefore enhancing their competitive edge. Government programs aiming at encouraging digital transformation among MSMEs underline the requirement of implementing digital marketing (Atika, 2023), which corresponds with studies stressing the need of digital marketing skills to improve MSME performance (Purwanti et al., 2022). The SOSTAC framework (Irwanto et al., 2021) promotes even more the methodical management of marketing needs and adaptation to the changing digital terrain.

Practical Application and Hands-On Exercises

After the workshop's theoretical component, participants will go through practical activities to put their newly gained knowledge to use. To create a consistent and interesting online presence for their products, this hands-on approach includes creating and running social media profiles. Customer involvement may be greatly improved and sales driven by including live events, discount coupons, and free delivery (Iryani, 2023). To be utilized in market listings and social media postings, participants will also generate engaging visual and textual materials including photographs, videos, and descriptions. Creating online businesses on several platforms guarantees good product display with thorough explanations. Online markets must be optimized as they give MSMEs the chance to contact more clients at less expenses. Development of successful marketing strategies depends on an awareness of customer behavior in online markets, according to research (Bisma & Pramudita, 2020). Supported by results showing the usefulness of mentoring and training in improving MSME capacities, practical training will concentrate on properly leveraging markets and social media (Aisyah, 2024; Waziana, 2021). Furthermore crucial is advertising inside marketplaces as actions related to brand image greatly affect consumer decisions (Adiawaty, 2022). Important characteristics influencing purchasing decisions are also customer trust and service quality; so, MSMEs have to concentrate on these aspects to boost sales (Ilmiyah & Krishnawan, 2020). Including these useful components will help participants improve their abilities and support more online visibility and income for their companies.

RESULTS AND DISCUSSION

RESULTS

Starting on July 25, the implementation timetable consists on observing the manual manufacturing and marketing process. This day will see a study of the techniques the Bayu Segara fishermen group use to create and sell their goods historically in order to grasp the difficulties and barriers encountered. The next day, July 26, the emphasis will turn to tracking the packing and advertising process using WhatsApp, thereby determining how items are handled under the parameters of personal connections. Targeting to create appealing visual materials for internet marketing, the activity will continue on July 27 with a product photo shoot for e-commerce. At last, on July 28 a workshop and practical exercise on digital marketing will take place. This session covers the theory and practice of digital content generation as well as social media and marketplaces management, therefore enabling group members to use fresh skills in an attempt to raise the profile and sales of their items.

DISCUSSION

The e-commerce product picture session on July 27 went quite well, which had a major influence on the instant ginger turmeric temulawak's visual presentation. Expected to increase the attractiveness of the goods on e-commerce platforms and social media, this photo session was planned to produce beautiful and high-quality visual documentation. Various kinds of pictures were shot during the photo shoot: individual product photographs emphasizing every feature of the product itself, design and information-listed package photos, and images of the product in the framework of daily usage or lifestyle. This method produces not only aesthetically pleasing but also professionally appropriate packaging as well as clearly and attractively depict the advantages and applications of the product. Careful photo placement utilizing ideal lighting techniques guarantees that every shot has the finest visual quality. This procedure consists of selecting a good background, correctly orienting the product, and using the appropriate lighting to draw attention to the salient characteristics of it. The outcome of this picture session is rather crucial in drawing the interest of possible customers on e-commerce sites, where buying decisions mostly rely on the product's visual attractiveness. Clear and appealing images of the goods will help to boost sales conversions and present a pleasant professional impression to buyers. All things considered, the July 27 photo session effectively created visual material and supported the digital marketing plan of the Bayu Segara group, therefore enabling their products to compete better in a market growingly competitive. Some of the outcomes of the picture shoot activities from the events on July 27, 2024:



Figure 1. Product Shoot Results

A digital marketing workshop held on July 28 with great energy gave group members in-depth understanding of many facets of digital marketing. The workshop started with a review of the foundations of digital marketing—including social media, account creation on markets, and online marketing strategy development—including Members of the group were instructed in building and running social media profiles on key sites including Facebook, Instagram, and Twitter and using

these tools to properly advertise their products. The course included information on how to make best use of every channel to reach various audiences and maximize interaction with possible consumers. Participants then studied methods for producing interesting material, including how to capture consumer attention with product photographs and videos as well as how to write strong product descriptions to boost sales conversion. Practical knowledge on how to choose the appropriate audience and apply analytical data to evaluate the success of marketing efforts supplemented this education. The solid basis this workshop session gave for group members to grasp and use digital marketing strategically and quantitatively is With this fresh understanding, group members are ready to embrace more complex and powerful digital marketing tactics, which are projected to widen the market reach of Instant Ginger Turmeric Temulawak items and raise their sales potential in the online market.



Figure 2. Digital Marketing Training Workshop Activities

Following the workshop session and a lunch and prayer break, the hands-on July 28 training started with an emphasis on the useful application of the recently obtained information. This training gave group members the chance to personally create and oversee accounts on many online markets like Tokopedia, Shopee, and Bukalapak. Participants started the process of building their online storefronts, filling in product descriptions, and designing appealing profiles to draw in possible customers under close direction. They also learnt how to create convincing and instructive product descriptions as well as how to post images and videos shot during the photo shoot session. To raise product awareness on the market, this approach also includes the application of digital marketing tools such sponsored advertising, discounts, and special offers. Members of groups actively participated in small groups to create content strategies and track the outcomes of the several marketing campaigns carried out. Participants may ask questions, exchange stories, and obtain answers on the difficulties they encountered during a discussion and live feedback session that wrapped the event. This practical instruction was absolutely essential to guarantee that group

members not only grasped the ideas of digital marketing but also could put their knowledge into use in a practical environment. With the useful knowledge acquired from this training, it is envisaged that their digital marketing efficiency, market reach would increase, and sales of Instant Ginger Turmeric Temulawak items would be optimized.

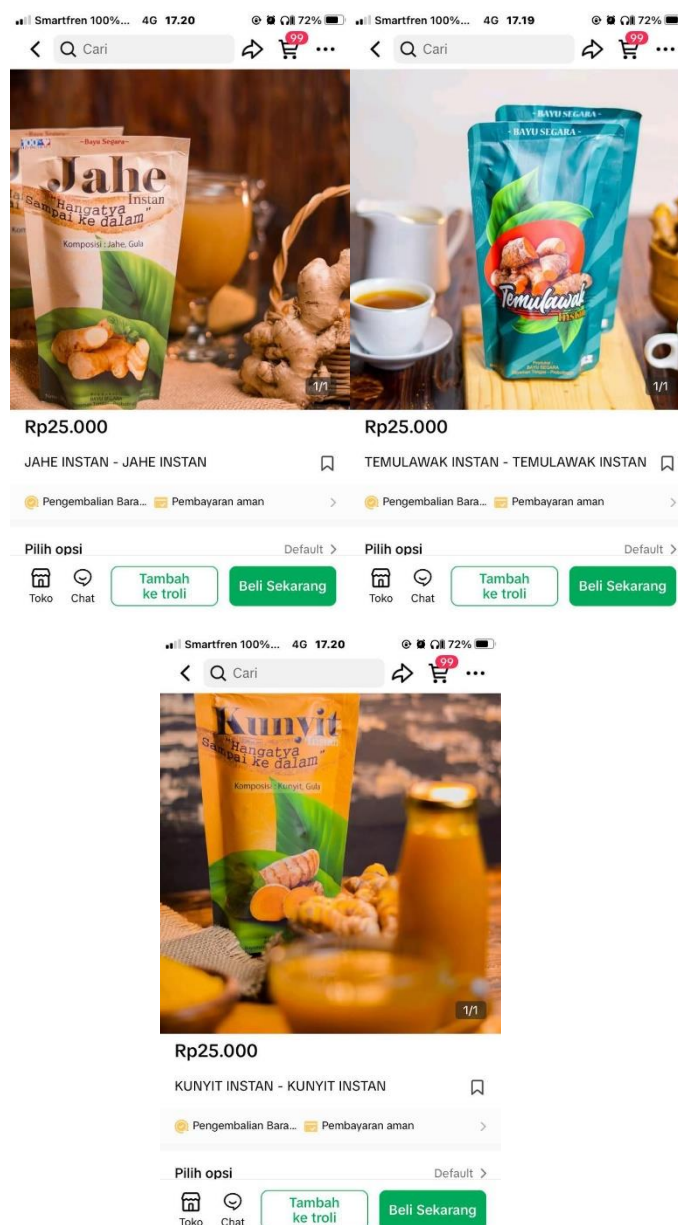


Figure 3. Live Training Results on TikTokShop

CONCLUSION

The outcomes of the activities performed make it abundantly evident that the marketing strategy of the Instant Ginger Turmeric Temulawak product was much influenced by the digital marketing workshop on July 28 and the July 27 product photography session. Excellent visual materials

produced by well done product photography will enhance the attraction of the goods on e-commerce platforms and social media, therefore boosting the possibility of sales conversion. In a cutthroat online market, the final images show the goods in an aesthetically pleasing and instructive manner, which is crucial for grabbing buyers' interest. The digital marketing training gave attendees vital digital marketing knowledge and abilities like content strategy development, account creation and management, and use of online marketplaces. From building an online store to handling content and product promotion, hands-on activities carried out following the training let group members hone their new abilities. With their acquired abilities, the Bayu Segara fishermen group hopes to use more successful digital marketing techniques, widen their market share, and boost sales of the Instant Ginger Turmeric Temulawak product. Using this information and abilities is a crucial first step towards profitable and environmentally friendly corporate expansion in a market going more and more digital.

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