

E-Market Development for Fishermen and SMEs to Support Local Products in Hinterland Batam

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Abstract. Batam Island is an area that is more coastal, hinterland. Most of the backcountry coastal communities are fishermen and cottage industries. Physically, making a fish auction place is not easy. This study aims to educate the use of ICT technology in product marketing by fishers and hinterland SMEs during the COVID-19 pandemic. The research method uses quantitative and qualitative approaches. Based on the stages of activities carried out in ICT training and assistance. The object of this research is SMEs in Batam and its surroundings, including rural communities (fishermen). The results obtained show a good impact for fishers and MSMEs to maximize the use of ICT using social media such as WhatsApp, Facebook, and Instagram. The survey results show that the sub-district with the most actors and the highest income is Sekupang District.

Keywords: e-market; SMEs; local product

1 Introduction

The Covid-19 pandemic has made it difficult for fishers to market their catch. In addition, there are limited fish auction places at every point in the archipelago. Income has decreased drastically, mainly due to the COVID-19 pandemic [1]. People's purchasing power has decreased because the economy is also unstable. A fisherman in Bintan Island who has been working as a fisherman for 20 years regrets that there is no fish auction place (TPI) in Bintan; this makes it difficult for fishers to sell fish after going to sea.

Many fish sales in the sea do not have tariffs. As a result, fishers often sell it in the middle of the ocean or exchange it for goods on the ship. The fish auction facility or the place for selling fish is made so that fishermen do not sell fish in the middle of the sea to large ships, either from Indonesia or foreign ships.

The fish auction place makes it easy for buyers and sellers to meet in one area with central and local governments' supervision [2]. In addition, it is also a means of fostering the quality of fishery products by the government or fishing communities [3] and controlling prices [4] [5] that are reasonable for consumers [6]. With the existence of a fish auction facility, it is hoped that the distribution of marine fish will also be maximized. The welfare of fishers is also helped. It can also increase the number of fish production in the area.

Since the COVID-19 pandemic [7], the growth of e-commerce in Indonesia has increased sharply. The increase in e-commerce transactions reflects the digitization of SMEs. Habits or activities are switching from offline to online [8]. Work from home (study, work, and shopping) [9]. In 2020 only, customers already familiar with the internet are actively shopping online. The

adaptation of new habits due to the pandemic has shifted shopping activities from offline to online. The public's high interest in visiting and shopping online during the COVID-19 pandemic has encouraged an increase in the value of e-commerce transactions. Throughout the first semester of 2021, e-commerce transactions recorded a growth of 63.4 percent to Rp 186.7 trillion.

Physically, making a fish auction place is not easy. It costs the government budget. Besides that, it requires reasonable regulations and systems in the hinterland area community [10]. Therefore, this study tries to educate the use of marketing technology using social media [11] [12] for fishermen as an alternative to make it easier to market and distribute fresh fish. This study attempts to answer how the background of fishers and hinterland SMEs towards ICT. Can they take advantage of ICT technology such as social media and marketplace platforms so that they can increase the marketing results of fishers and hinterland SMEs during the COVID-19 pandemic?.

2 Methods

The research method uses a qualitative and quantitative approach. Based on the stages of activities carried out in training and mentoring the ICT. The object of this research is the MSME participants in the Batam area and its surroundings, including the hinterland community (fishermen).

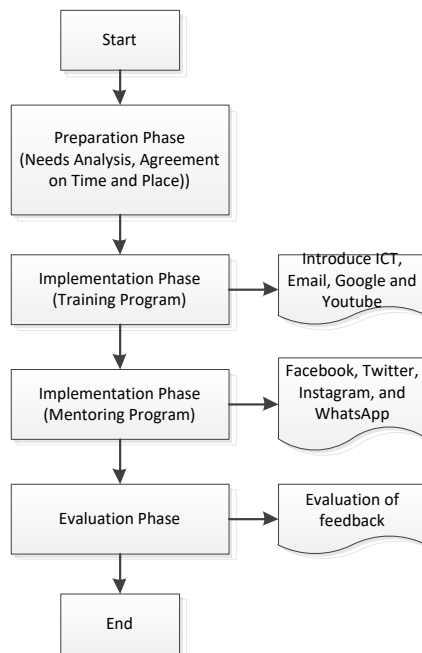


Fig. 1. Method and Evaluation Feedback.

We prepare to needs analysis and agreement on time and place. The implementation program includes two programs. First, they are a training program that introduces ICT tools (Email, Google, Youtube, and Media Social); and find information using the internet. Second,

in the mentoring program, such as calculating business expenses, doing social media marketing, and creating simple brochures. In addition, make correspondence and make business profiles as well as proposals for submitting funding needs.

The purpose of the training is to understand the basics of making email (Gmail) for registration of social media, such as Facebook, Instagram, and WhatsApp. Facebook is a social networking site. Users can interact, send messages, meet and maintain friendships with old friends, find new friends, chat, play together, share files and photos, find business partners (run a business/promotion), play online games, etc. Instagram is a photo-sharing application that allows users to take pictures, apply digital filters, and share them on various social networking services, including Instagram's own. Instagram has now developed into one of the practical marketing tools in selling your products. Instagram has the effectiveness of sharing images through accounts. The visualization is more attractive to get customers to convert compared to other ways.

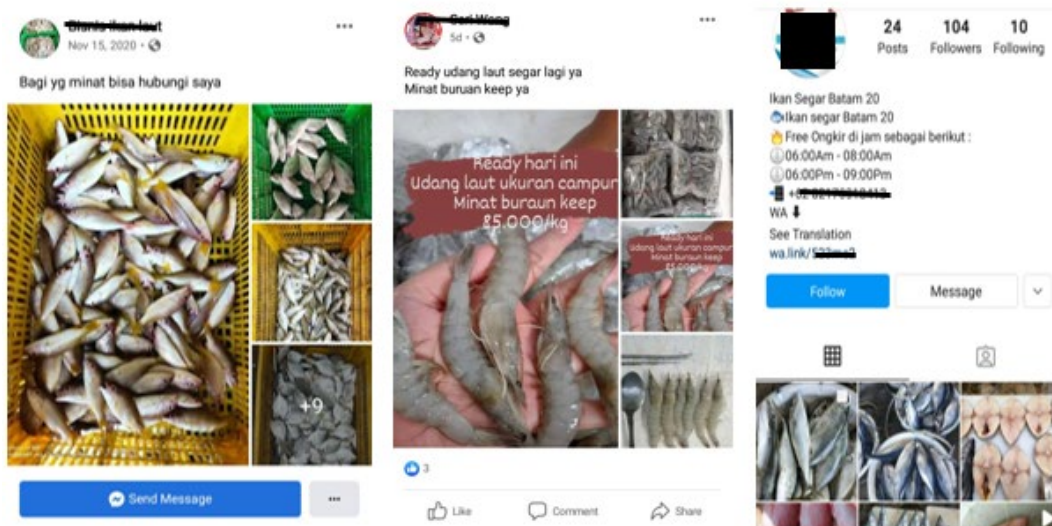


Fig. 2. Example of Posting Product in Media Social

WhatsApp Messenger is a cross-platform messaging application that allows us to exchange messages without SMS fees because WhatsApp Messenger uses the same internet data plan for email, browsing sites, etc. The WhatsApp Messenger application uses a 3G or WiFi connection for data communication. We can have online discussions, share files, exchange photos and videos, offer products, and more by using WhatsApp. After conducting training and mentoring, the next step is to evaluate the activities. For example, can participants take advantage of ICT technology such as social media and marketplace platforms to increase the marketing results of fishers and hinterland SMEs during the COVID-19 pandemic?. Evaluation of ICT training is carried out through the distribution of questionnaires to measure the effectiveness of the training. Participants were asked to fill out a questionnaire that had been mapped to the mapping of ICT situations and conditions.

3 Result and Discussion

A total of 150 participants participated in ICT skills training and development activities. Participants consist of several sub-districts on Batam Island, including from the District area; Sekupang, Sei Beduk, Sagulung, Nongsa, Bulang, Bengkong, Belakang Padang, Batu Aji, and Batam Kota.

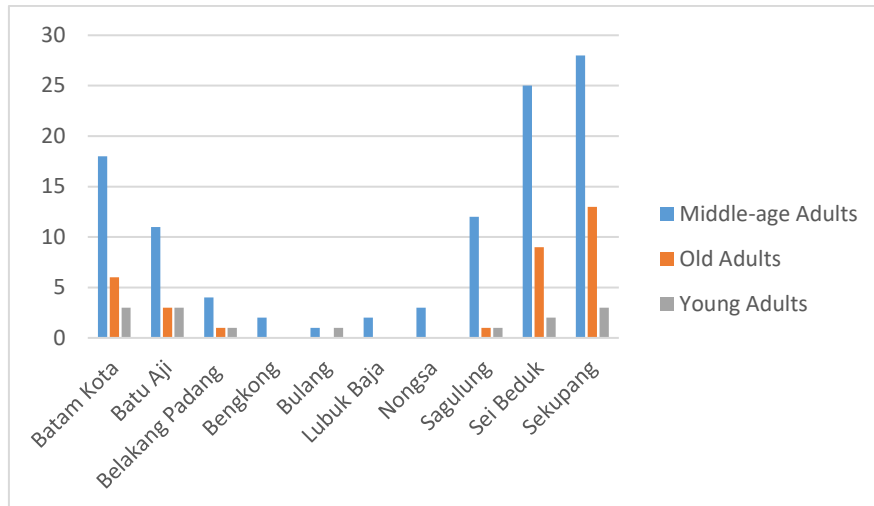


Fig. 3. Age percentage of fishermen and SMEs

Participants have varying ages between 20-60 years. They are grouped into three age categories, namely Young Adult Age (under 30 years old) as much as 69%, Middle Age Adult (age 30-45 years) as much as 22%, and Old Adult (age 45 years and over) 9%.

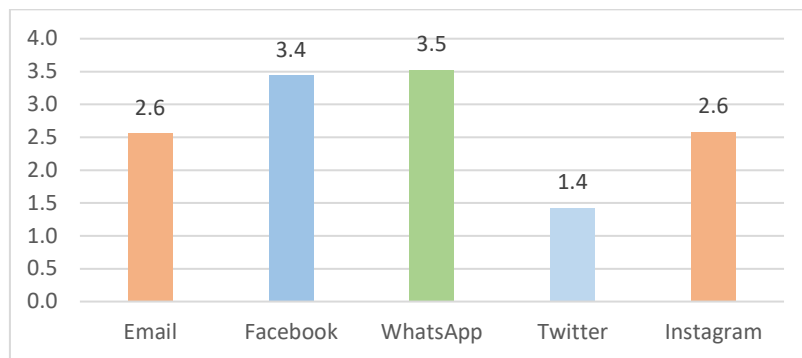


Fig. 4. Index of Social Media Use of Fishermen and SMEs

Based on Figure 3, there are findings that the social media used by SMEs in communicating or running their business is using Whatsapp with an index of 3.5, while the lowest index for social media used is Twitter with an index of 1.4. By maximizing ICT use, it has a broader reach of customers without being limited by time and place.

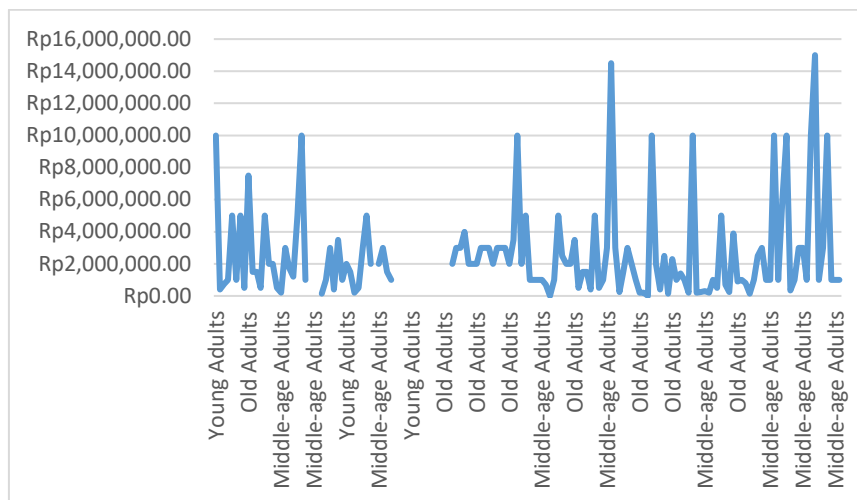


Fig. 5. Index of Total Income of Fishermen and SMEs

Figure 4 shows the total income of fishers and SMEs by maximizing ICT use using social media. The survey results show that the sub-district with the most perpetrators and earning the highest payment is Sekupang. The age background is from Middle-age Adults, reaching approximately 10 million. They can do marketing and distribution of the products of their business. ICT skills are essential skills that can provide an alternative source of income, especially during the covid pandemic and the increasing needs of life and the increase in various basic needs, encouraging every business actor to utilize multiple available resources.

4 Conclusion

The results obtained show a good impact for fishers and MSMEs. By maximizing ICT use, it has a broader reach of customers without being limited by time and place. They can use ICT to find the latest information in marketing, using the internet, in marketing techniques using social media. There are findings that the social media used by SMEs in communicating or running their business is using Whatsapp and Facebook with an index of 3.5 and 3.4, while the lowest index for social media used is Twitter with an index of 1.4. The survey results show that the sub-district with the most actors and the highest income is Sekupang District.

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