Digital Marketing Optimization for Salted Anchovy MSMEs in Bandar Lampung City

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Abstract. Digital marketing has emerged as a potent tool for MSMEs, empowering them to enhance their competitiveness and expand their market reach. Advances in technology and widespread internet access have democratized digital marketing strategies, making them accessible to MSMEs of all sizes. This article centers on optimizing digital marketing for dried anchovy crafters within the Waluya fish processing and marketing group through a service-learning approach. The implementation of this approach encompasses the stages of investigation, preparation and planning, action, reflection, and demonstration. Digital marketing training was provided to facilitate the adoption of information and communication technology-based marketing applications, with the goal of bolstering consumer interest in their products. The training encompassed discussions and practical exercises centered on digital marketing, product photography, and copywriting. It is anticipated that participants will acquire a profound understanding of the pivotal role of digital marketing in elevating the quality of product marketing within the MSMEs industry.

Keywords: Digital marketing, MSMEs, service learning, dried anchovies, training, technology adoption, product photography, copywriting.

1 Introduction

Digital transformation has brought about significant changes in global society's activities and lifestyles. The ability to adapt to technology is crucial for improving well-being and addressing the challenges of the modern world. Digitalization has paved the way for instant communication through various platforms such as email, instant messaging, video calls, and social media. These platforms have given birth to vast and diverse online communities, facilitating the exchange of interests, ideas, and experiences. The internet has revolutionized business operations, enabling companies to reach a wider range of consumers. This era has seen various innovations, including the integration of strategy and digitalization in marketing. Digital marketing presents opportunities to reach a broader market. Its implementation is driven by changing consumer behavior as more and more people engage in online activities.
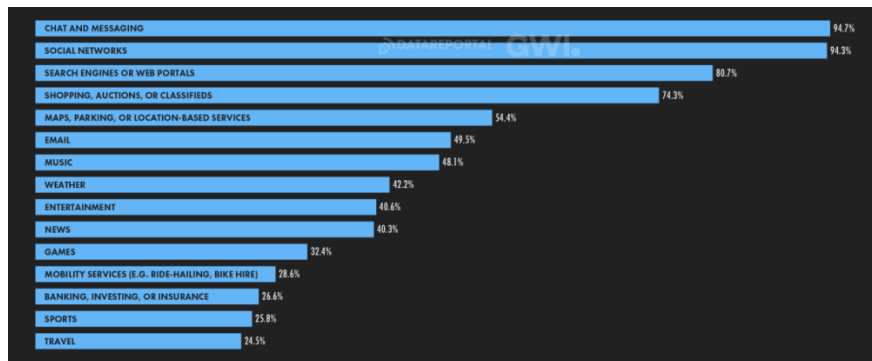
Fig. 1. Top Types Of Websites Visited and Apps Used [1]

The We Are Social report indicates that a majority of internet users in Indonesia utilize messaging apps (94.7%), social media (94.3%), search engines (80.7%), and online shopping (74.3%). In 2023, global internet users reached 5.35 billion, with countries like the Netherlands, Switzerland, and Norway boasting the highest internet adoption rates (99%) [1]. Although Indonesia has an internet adoption rate of 66.5%, higher than the global average (66.2%), this presents significant opportunities for businesses, especially Micro, Small, and Medium Enterprises (MSMEs), to expand their markets.

MSMEs play a crucial role in the Indonesian economy as they absorb labor and drive the development of community businesses. Micro, small, and medium enterprises (MSMEs) have played a significant role in Indonesia's business sector throughout its economic growth, alongside other fiscal and monetary considerations [2]. Data from the Investment Coordinating Board (BKPM) shows that MSMEs contribute 61.79% to the GDP and absorb 97% of the workforce. Despite the vast potential of digital marketing, many MSMEs still face challenges in its implementation. Limited resources, lack of understanding, and limited access to technology are major obstacles. Data from the Ministry of Cooperatives and SMEs (Kemenkop UKM) shows that in 2023, out of 65.5 million MSMEs in Indonesia, 70.2% experienced difficulties in transforming to digital technology due to limited skills, digital literacy, and capital [3]. Additionally, the distribution of MSMEs in Indonesia is still concentrated on Java Island, as shown in Figure 2 below :
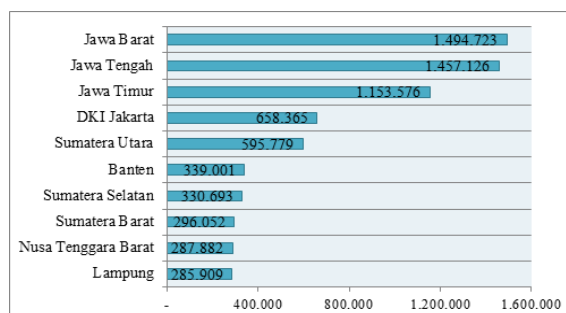

Fig. 2. Top 10 Provinces in Indonesia with the Most MSMEs, 2022 [4]

Based on Figure 2, the 2022 data on MSMEs in Lampung and the potential for digitalization shows that West Java has the highest number of MSMEs, followed by Central Java and East Java [4]. Lampung ranks 10th.

While internet usage for businesses varies across regions, the government is actively working to increase it. According to the Central Bureau of Statistics (2023), 61% of MSMEs in Lampung have adopted the internet, but 39% have not. Moreover, only 31.86% of Lampung's MSMEs have online stores or e-commerce platforms [5]. Therefore, there is a significant need for education and mentorship in digital marketing strategies. Digital marketing strategies are essential for MSMEs to innovate and stay competitive. Innovation empowers MSMEs to survive and even thrive in the global market [6]. Given the rapid pace of technological advancement, MSMEs are encouraged to keep up [7].

Lampung, with its fishery potential, has made salted fish a flagship commodity. However, marketing this product still faces challenges, including limited access to domestic and international markets. One example is the salted anchovy business on Pulau Pasaran. This industry has great potential for digital transformation, considering the larger market and product opportunities that can be gained through the internet. 'Digital transformation' refers to the application of digital technology to change a company's business model with the aim of creating new revenue opportunities and increasing value. This digital business model also allows companies to grow and expand rapidly, including expanding their operations to international markets [8]. The University of Lampung, through its community service programs, can play a role in guiding and directing salted fish artisans in Pulau Pasaran through training, technology access, and mentoring. The main obstacle for MSMEs that is the focus of this development is the limited skills and digital literacy. Conventional marketing, which is still widely used, makes it difficult for MSMEs to reach a wider market. The chosen community partner is Poklahsar "WALUYA," an MSME in Pulau Pasaran that has not yet optimally utilized social media and e-commerce. Although their salted anchovy products have reached markets outside Lampung, promotion still relies on intermediaries.

The Uses and Gratifications theory generally states that the benefits derived from a particular media source can vary based on the different goals individuals choose when consuming media [9]. This theory is used to determine the appropriate communication medium for Poklahsar Waluya to understand customer needs. It emphasizes the active role of consumers in selecting media that suits their needs. Social media, now widely used for information seeking and shopping, can help Poklahsar Waluya develop a business identity, strengthen social relationships, and interact with customers. Social media is utilized in various aspects of customer interaction, such as facilitating information search, interactivity, promotion, and increasing customer purchasing behaviour [10]. The community service team conducted a socialization on the development and digitalization of SME marketing, utilizing the internet and social media. The marketing strategy for SME products focuses on optimizing e-commerce and social media through engaging content. Social media also plays a significant role in promoting products, services, and the company's vision.

In Indonesia, many MSMEs prioritize product authenticity. Consequently, these products and services often lack the compelling qualities that attract consumers. Therefore, there is a need for training and guidance in product and service packaging to enhance their appeal. In other words, MSMEs face various structural challenges related to product quality, production

continuity, market access, and human resource quality in terms of finance and production management. Additionally, creative techniques are required for content creation in product packaging and branding [11]. This training is expected to stimulate creative ideas and the willingness to develop high-quality content for digital marketing, as well as increase brand awareness for MSMEs. Proficiency in information and communication technology is crucial for the workforce in today's industrial era. A service-learning (SL) approach is used in the implementation of training, encompassing investigation, preparation and planning, action, reflection, and demonstration stages. Digital marketing training is expected to facilitate the adoption of technology-based marketing, including discussions and practical exercises on digital marketing, product photography, and copywriting. Thus, Pokhlasar Waluya, a salted fish MSME, can develop its business and enhance brand awareness through effective digital marketing.

2 Literature Review

2.1. Micro, Small and Medium Entreprises (MSMEs)

SMEs are the backbone of the global economy, characterized by their size, agility, and innovative potential. Definitions of SMEs vary by country and region, often based on the number of employees, annual revenue, or assets [12]. Micro, Small, and Medium Enterprises (MSMEs) have long been the backbone of the Indonesian economy. Their contributions to economic growth, job creation, and innovation cannot be underestimated. MSMEs not only play a role in meeting the needs of the community but also serve as a driving force for development in various regions. However, MSMEs also face a number of challenges, such as limited access to financing, increasing competition, and rapid technological changes. This research aims to delve deeper into the role of MSMEs in the Indonesian economy, as well as the challenges and opportunities faced by MSMEs in the digital era.

2.2. Marketing

Marketing as "the science and art of exploring, creating and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services [13]. Marketing is a strategic endeavor designed to fulfill customer desires while delivering superior value. A robust customer relationship is paramount to success. The marketing mix, encompassing product, price, promotion, and place, is a crucial instrument for organizations to attain their market objectives. Through the effective management of these four variables, enterprises can optimize consumer response.

2.3. Digital Marketing

Digital marketing represents a new paradigm in the world of marketing that combines customization with mass reach. By leveraging various digital technologies, companies can target consumers more specifically, build stronger relationships, and ultimately increase business results. Common examples of digital marketing activities include search engine optimization, content marketing, social media marketing, and email marketing. The goal of these activities is to enhance brand visibility in the online world, attract consumers, and drive

conversions [14]. Digital marketing has opened up new horizons for the marketing world. By utilizing digital technology, businesses can now reach a larger audience and build deeper relationships with customers. This research will discuss the basic concepts, popular strategies, and the impact of digital marketing on modern MSMEs.

2.4. Product Photography

Promotion is invariably based on visuality complemented by contemporary social technology exploited in social media. It is commonly believed that the majority of society relies entirely on visual sensations, through which it largely satisfies the need for cognition as such. It is also carried over into customer behaviour in the area of purchase decisions, product evaluation in terms of attractiveness and quality, and the final decision [15]. Product photography is a specialized imaging technique designed to visually represent a product. Through product photography, we can convey a product's unique identity and establish a strong brand image. Lighting quality is paramount in producing compelling product images. Proper light adjustment, both in terms of quantity and quality, will result in detailed, sharp images free from over or under exposure. Factors such as light direction, characteristics of the light source, and shadow length and sharpness must also be carefully considered.

2.5. Copywriting

Copywriting is the process of searching and discovering optimal ways of communication, a professional copywriter is always looking for the right direction, it is important to use the volume of the text, the correct structure, tone, and words [16]. Crafting compelling captions is more than simply composing sentences to accompany images on social media. It is the art of constructing concise, impactful phrases that pique interest. Through practice and inspiration from various sources, we can hone our ability to write creative and effective captions. Copywriting, the persuasive writing technique, can serve as a guide to crafting captions that motivate readers to take specific actions, such as purchasing a product. The key is to have a deep understanding of the product and present information in a unique and engaging manner. By doing so, we can differentiate our product from competitors and build a strong engagement with the audience.
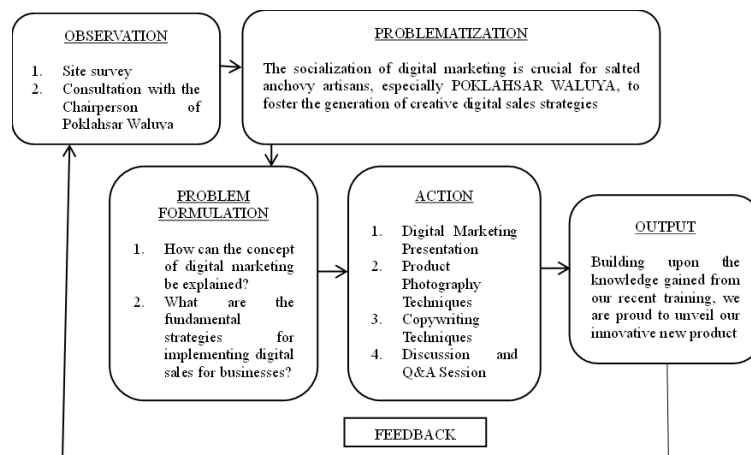

Fig. 3. Design Framework

3 Research Method

This community service project involved a digital marketing training program for the Small and Medium Enterprises (SMEs) of salted fish producers in the Fish Processing and Marketing Group (POKLAHSAR) "WALUYA", located in Pulau Pasaran, Kota Karang Village, Teluk Betung Timur District, Bandar Lampung. The training was conducted at the processing plant and attended by six participants, including the chairperson and active members. The Service Learning (SL) methodology was employed to address the issues and enhance the program's effectiveness.

he SL method involved direct visits to the SMEs, enabling the practical application of knowledge and skills. Training participants received comprehensive guidance on digital marketing, product photography, and copywriting. SL emphasized a practical approach based on the concept of Experiential Learning. Students applied their classroom knowledge to assist the community in addressing their problems, thereby realizing the university's role in community service.

The Service Learning method consists of five stages:

1. Investigation Stage: Identification of the needs of Poklahsar Waluya through observation, surveys, interviews, and documentation.

2. Preparation and Planning Stage: Development of Poklahsar's vision, scheduling of activities, and task distribution.

3. Action Stage: Training on creating social media captions, digital marketing content, and product photography.

4. Reflection Stage: Participants shared their experiences, knowledge, and skills.

5. Demonstration Stage: Presentation and practice of the learning outcomes from the training.

4 Discussion

The community service team, comprised of Master of Management students from the University of Lampung, adopted a service-learning approach. By immersing themselves directly in the field to apply their knowledge from the Digital Marketing Management course, learning went beyond the theoretical realm. This valuable experience provided a deep understanding of the challenges and opportunities in digital marketing, fostering empathy and social responsibility. The community service partner, an MSME in the salted fish industry from the fish processing and marketing group (Poklahsar Waluya), collaborated to evaluate the program's achievements, learnings, and impact. Moreover, they explored potential for further development to enhance the program's effectiveness and sustainability.

The service-learning stages conducted by the community service team are as follows:

a. Investigation Stage

The investigation stage began with direct observation of the salted anchovy processing factory, including observing the production process from start to finish. The research team also introduced themselves to the artisans and discussed with the head of Poklahsar Waluya, Mr. Hendrik Sutiono, regarding the potential and challenges faced by the group. Based on observations and interviews, it was identified that Poklahsar Waluya still relies on conventional marketing and sales methods through middlemen, resulting in less than optimal profits and limited market reach. This is due to a lack of ability to utilize digital marketing and conduct online promotions. Further communication with Mr. Hendrik will be conducted via WhatsApp to discuss the next steps.

Fig. 4. Investigation Stage

b.   Preparation and Planning Stage

At this stage, the community service team formulated a plan to develop Poklahsar's vision, created an activity schedule, and determined the division of tasks. The results of the previous investigation were analyzed to comprehensively identify problems. Subsequently, the community service team reported the findings to the course lecturer through a discussion to obtain further input and guidance. Based on the discussion, several points of material and training to be provided were formulated, namely:

Table 1. Digital Marketing Materials

Material	Content
Digital Marketing	Marketing Strategies
	Internet Marketing
	Search Engine Optimization (SMO)
	Social Media Marketing (SMM)
Product Photography	Photography Techniques
	Set and Prop Styling
	Lightning
	Basic Editing
Copy Writing Social Media Caption Writing	Online Business Trends
	Importance of Copywriting
	Promotional Phrases
	The Power of Captions

c.   Action Stage

The action phase involved the implementation of solutions to the previously identified problems. The training was conducted on December 10, 2023, at the Poklahsar Waluya salted anchovy processing plant in Pulau Pasaran, Bandar Lampung. Six active members of Poklahsar attended the training, which covered three main topics: digital marketing, product photography, and copywriting for creating social media captions to increase sales.

The training was opened by Surya Baskara Saputra, a community service delegate, who explained the goals and objectives of the activity. The chairman of Poklahsar Waluya, Mr. Hendrik Sutono, delivered a welcome speech, explaining the general condition of the plant to provide context for the subsequent discussion. An open discussion on the training material helped identify the marketing challenges faced by MSMEs and explore potential solutions.

The first topic was an introduction to digital marketing, covering marketing strategies, internet marketing, search engine optimization (SEO), and social media marketing (SMM). Participants learned to utilize various digital tools to market products online. The concepts of SEO and SMM were introduced to build product brands, from identity to consumer trust. This training was very beneficial for participants, who had previously only used social media to introduce products without a mature strategy. Understanding digital marketing is expected to encourage more strategic use of social media, expand market networks, and increase sales.

The next topic focused on product photography techniques, including image capture, set and property arrangement, lighting, and basic editing. Participants practiced directly using the provided equipment, after receiving an explanation of photography techniques and smartphone settings. As a result, participants showed examples of good and bad product photos and analyzed their strengths and weaknesses.

The final topic was the practice of creating captions on social media, especially Instagram and WhatsApp. Participants learned to create attractive and effective promotional sentences, and understood online business trends and the importance of copywriting.

This training aimed to improve participants' ability to market products online, create engaging content, and understand consumer needs. Thus, it is expected that the Poklahsar Waluya MSME can develop its business through optimal utilization of digital technology.

Fig. 5. Action Stage

d.   Reflection Stage

At this stage, training participants were given the opportunity to share their experiences, knowledge, and skills acquired during the digital marketing, product photography, and copywriting training. This activity was conducted through a discussion where participants connected the training materials to the challenges they were currently facing and how they would apply this knowledge to their businesses. Subsequently, each participant was given the opportunity to present their learning outcomes, such as the concept of captions they would create, product photos, and their marketing strategies. The resource person and other participants provided constructive feedback for further improvement. This reflection stage is crucial to ensure that training participants truly understand and can apply the material that has been delivered. In addition, this stage also provides an opportunity for the resource person to obtain valuable feedback for improving future training. The community service team also conducted an evaluation to measure participants' understanding through a question-and-answer session related to the material that had been delivered. The initial assessment (pre-test) through interviews indicated that participants did not yet understand how to create effective product designs and marketing content for salted anchovies. However, after the presentation and training, the final assessment (post-test) showed a significant improvement. With participants actively discussing and demonstrating a better understanding through comprehensive reflection, it is hoped that the digital marketing, product photography, and copywriting training can provide optimal benefits for the Poklahsar Waluya MSMEs in developing their businesses through the utilization of digital technology.

Fig. 6. Reflection Stage

e. Demonstration Stage

The demonstration stage marked the culmination of the training, where participants directly applied the skills they had learned in digital marketing, product photography, and copywriting. As a result, participants were able to independently utilize social media, particularly Instagram, for business purposes. They successfully created engaging digital content, such as text, video, and graphic designs, while keeping up with the latest trends. Moreover, they gained new inspiration for product packaging design and the development of derivative products from anchovies or other seafood. Further guidance was provided through practical examples to enhance product appeal and hands-on practice of creating content on social media, including the creation of Instagram accounts. Participants demonstrated high enthusiasm and quickly grasped the material as the platform was already familiar in their daily lives.
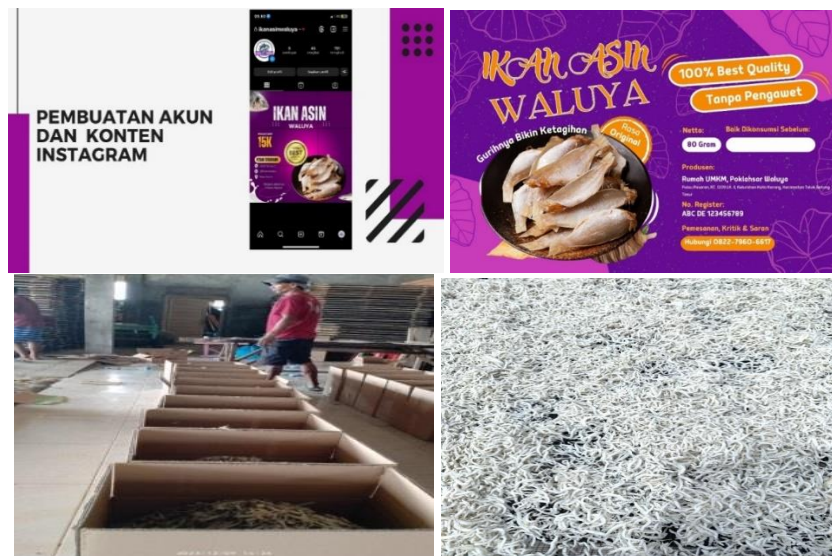

Fig. 7. Demonstration Stage

The objective of this stage was to ensure that participants could practically apply the learned skills, provide an opportunity for participants to receive feedback and evaluation from resource persons and other participants, boost participants' confidence in using digital

marketing to develop their businesses, and open opportunities for further mentoring and collaboration between the community service team and the Poklahsar Waluya MSMEs. Through the effective implementation of the demonstration stage, it is hoped that this training can have a significant impact on the Poklahsar Waluya MSMEs in enhancing their digital marketing capabilities and achieving sustainable business success. Figure 3,4,5,6 and 7 depicts the activities of digital marketing, product photography, and copywriting for creating social media captions conducted by the community service team for the salted anchovy artisans of Poklahsar Waluya, Pulau Pasaran, and is documented in the video https://youtu.be/6jo_3ex1aag?si=qsrYDUc56Yo65yEk

5 Conclusion

This socialization activity is part of a community service program in Pulau Pasaran. Its objective is to increase community income through the utilization of the internet, particularly social media, and to encourage diversification of processed anchovy products and other seafood. Overall, the training and mentoring sessions ran smoothly with active participation from group members. The utilization of digital content in this activity is based on the Uses and Gratification Theory (UGT), which measures the level of user satisfaction with a particular medium. This theory posits that individuals actively select media that they perceive as beneficial to meet their needs. The application of UGT is expected to help Poklahsar Waluya market processed anchovy products not only through middlemen but also independently to a wider market, both domestically and internationally.

Digital marketing, product photography, and copywriting training have provided significant benefits to Poklahsar Waluya MSMEs. The training has successfully increased participants' understanding of digital marketing, especially the utilization of social media and e-commerce to expand market reach. Participants also acquired practical skills in creating engaging digital content, including copywriting and product photography.

Evaluation of the activity shows an increase in participants' understanding and confidence in implementing digital marketing strategies. They are able to create creative content, manage social media accounts, and understand consumer needs. Based on the results of this activity, several recommendations have been made :

1. The government should continue to provide ongoing mentoring to Poklahsar Waluya MSMEs so that they can continue to develop their digital marketing skills and optimize the utilization of technology in their businesses.

2. All business actors, both leaders and artisans, should be encouraged to not only focus on marketing but also to continue innovating in product and packaging development, in order to enhance market competitiveness. Collaboration with the government, educational institutions, and other relevant parties can help MSMEs gain access to broader resources, training, and mentoring. In addition to social media and e-commerce, MSMEs should also be encouraged to utilize other technologies, such as websites, mobile applications, and data analytics, to improve marketing effectiveness and business operations.

3. Community service activities like this should conduct periodic evaluations of training programs and their impact on MSMEs. This can help identify areas for improvement and ensure the sustainability of the program.

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