

Digital Marketing System for Fishery Industry Products (literature review)

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ABSTRACT

Conduct a literature study regarding digital marketing of fisheries industry products in Indonesia. The advantages gained when marketing fisheries product commodities online include being efficient in terms of time, costs and energy for carrying out promotions. The online system can be accessed by anyone, anytime and anywhere so it can be used as a very massive promotional event. Apart from that, entrepreneurs and consumers of fishery products can be closer even though they are very far away. Besides that, with the existence of an online marketing system, the credibility of the fisheries commodity business is considered more promising in the eyes of consumers. To carry out digital marketing, it is necessary to increase public knowledge of Information and Communication Technology (ICT).

KEYWORDS: education, digital marketing, fishery products, online marketing

INTRODUCTION

Along with the rapid progress of information technology, it has brought major changes in various areas of life. Many companies are aggressively carrying out promotions to attract and retain consumers by utilizing information technology, especially the internet, which continues to develop, including in creating websites and online-based product marketing. This should happen in order to achieve effectiveness and efficiency in business and marketing processes. To be able to compete with competitors, an appropriate and innovative marketing strategy is needed to improve the company's marketing and business processes.

One of the marketing strategies that is currently developing is through internet media, especially websites which are currently developing rapidly. Websites have become a medium for disseminating information that is fast, wide and easily accessible at a fairly affordable cost. Almost all small and large companies currently use websites for marketing or what is better known as internet marketing (e-marketing). Marketing communications carried out through online media are often called e-commerce, which is defined in various ways by experts. In general, e-commerce is a way of shopping or trading online that utilizes internet facilities where there are websites that provide "get and deliver" services.

METHOD

Conduct a literature study regarding digital marketing of fisheries industry products in Indonesia.

DISCUSSION

Business marketing via the internet (online) is one way to expand market reach. Through internet marketing, fishery product information can reach consumers in regional areas without having to go directly to the region. The website is a place to provide information about product information to potential buyers, so that consumers can find out the advantages and disadvantages of the product without having to come directly to place of business. Apart from that, the website is also a means for consumers who want to order products, as well as making product marketing easier by providing online payments or via bank transfer.

Fishery Product Specifications

Various types of fishery products with their respective specifications have advantages and disadvantages. Fishery products that can be marketed are divided into 2 types, namely dry products and wet products. Dry products are products that have a small water content and are usually packaged using vacuum packaging to maintain their shelf life. Meanwhile, wet products are usually fishery products that are still fresh and have only gone through a handling process. Examples of dry fishery products are salted fish, fried baby fish and fish floss. Examples of wet fishery products are frozen fillets, frozen shrimp and surimi.

Online Marketing System

Based on the specifications of the various products, several suitable online marketing systems can be classified. The classification is based on the nature of the product, as well as the target market to which it is intended. The following is a classification of online marketing systems based on product specifications.

Dried Fishery Products

Dry fishery products can generally be marketed online via various platforms such as social media (Facebook, Instagram, Twitter, etc.), via websites or via e-commerce or buying and selling sites. This is due to the long-lasting nature of the product and can be sent to customers via delivery services. Apart from that, dry types of fishery products cover a wide market segment because they are common foods that can be consumed by all ages. The following are examples of dry products marketed via the online system:

Wet Fishery Products

Wet fishery products such as frozen fillets and frozen shrimp are generally intermediate materials that will be further processed. The target market for wet products is usually the fish processing industry or restaurants. This product can be marketed online using the company website. An example is the fish freezing company PT. Intimas Surya. This company uses a website to support the marketing of their products. The types of products marketed include various kinds of fresh and frozen tuna, snapper, grouper and octopus. These products can be viewed online on the company's official website at address <http://www.intimassurya.com>.

Various advantages in using a website for PT. Intimas Surya, among other things, can provide up-to-date company information. Customers will also no longer have difficulty obtaining product information, activities and other information provided by PT. Intimas Surya. In terms of providing services, the e-marketing website of PT. Intimas Surya allows customers or potential customers to communicate directly with the company online, making it easier for customers to find out information about the company.

Advantages and disadvantages of the Fishery Commodity Online Marketing System

The advantages gained when marketing fisheries product commodities online include being efficient in terms of time, costs and energy for carrying out promotions. The online system can be accessed by anyone, anytime and anywhere so it can be used as a very massive promotional event. Apart from that, entrepreneurs and consumers of fishery products can be closer even though they are very far away. Besides

that, with the existence of an online marketing system, the credibility of the fisheries commodity business is considered more promising in the eyes of consumers.

Apart from the advantages, marketing of fishery products also has disadvantages. Among them are that only a few commodities can be sold, and some commodities are still difficult to market online. An example is fresh fish products. Sellers are currently still unable to market fresh products online, apart from the fact that fresh products spoil quickly and must be purchased directly to be processed, goods delivery services are currently unable to meet demand from entrepreneurs. Apart from that, the weakness lies in the information displayed on online marketing sites which is sometimes like buying a cat in a sack because it often happens that the product being sold does not match the image displayed on the online buying and selling site.

Advantages and disadvantages of Online Marketing Systems

The existence of marketing via internet marketing, apart from making it easier for business people to market their products. The advantages of an internet marketing system include the following:

- Marketing via the internet is not limited by time, unlike other offline businesses. Consumers can access business marketing services via the internet 24 hours non-stop. Because the internet has an automatic system that can respond quickly to orders or requests from consumers. So that product requests from consumers can be served anytime and anywhere as long as there is an internet network
- Marketing via the internet also reaches a wider market. Through internet business, product information can be conveyed to all regions in the archipelago, even reaching foreign markets
- By wearing marketing strategy through Internet. Can improve the company's image in the eyes of consumers, thereby providing more value for the business to face existing business competition
- Reduce marketing costs, because marketing via the internet is more targeted and the costs are relatively lower compared to offline marketing costs which cost more to make brochures, banners, banners, neon boxes, etc.
- Make it easier for business actors to establish relationships with consumers. Because through the internet interactive communication can be established between consumers and business people, for example through email marketing, suggestion boxes or comment rooms, as well as discussion forums between consumers. So if communication is well maintained, consumer loyalty to the business can also increase.

Apart from having the advantages mentioned above, online marketing also has disadvantages, including:

1. Unable cash and carry.

Goods purchased through online stores usually do not immediately reach the customer's hands because they have to wait several hours or several days depending on the location of the online store due to the delivery process. Buyers also tend to feel anxious if they carry out the payment process first and are also sometimes charged with shipping costs.

2. Information about products only consists of text and images.

Online stores usually only post text (explanations) and images or sometimes also animations. This is also a drawback of online stores because in conventional stores we can pay attention to details rather than the products being sold in detail.

3. Only reaches people who know the internet.
4. For some people, internet costs are expensive.
5. The readability level is only 50%, the rest is ignored.

Do you want to start a business in the fishing industry but don't know the right market yet? Or have you started a fishing business and want to increase sales?. To answer that question, you need to understand the right marketing strategy. Marketing fishery products is a way to expand the business market by marketing fishery products/services to customers who are in line with business targets.

As an important sector that makes a big contribution to food needs and the global economy, businesses in the fishing industry also need to pay attention to the right niche market.

Therefore, marketing fishery products is the main key in increasing sales, expanding markets and increasing profits, and of course by reaching the right target customers. So, how do you carry out a marketing strategy for fishery products with the right target niche?

Here are 5 marketing strategies for fishery products to help increase your business sales.

The first step in marketing fishery products is identifying the right target market. You need to determine the market segment that has the most potential to buy your products or use your business services. For fresh fishery products, you can market them directly to restaurants, supermarkets or local supermarkets. Meanwhile, other fisheries and aquaculture products such as fish and shrimp feed, fish medicine, and cultivation containers can be done digitally.

Currently, there are several digital marketing services to assist in marketing fishery products. This method is of course also done by paying attention to the appropriate target customer, starting from choosing a platform that is easy to use to delivering information that is interesting and easy to understand.

Additionally, understanding the preferences and needs of your target market is also very important for developing the right marketing strategy.

The first step:

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2. Improving Product Quality and Safety

In the fishing business, product quality and safety are very important. Make sure your product meets applicable food safety standards and ensure quality is maintained from every manufacturing process, packaging, to delivery. Providing standardized quality products will certainly help build a strong brand image and increase customer trust.

3. Diversifying Products

In marketing fishery products, it is important to have a variety of products that are attractive to customers. For example, in marketing aquaculture or aquaculture products, you can diversify feeds such as, freshwater fish food, sea water fish food, ornamental fish food until shrimp feed. Additionally, providing product variety will help reach customers with different preferences and expand your market

4. Building Partnerships and Distribution Networks

To expand marketing of fishery products, it is important to build partnerships and a strong distribution network. Start collaborating with relevant local distributors to market your products. Building the partnership itself should be done with the right fishing partner. You can start by participating in several fishing events such as fisheries seminar or fisheries exhibition. In this fisheries event you will meet very diverse fisheries industry stakeholders, from researchers, academics, institutions and organizations, entrepreneurs, to government. Apart from that, take advantage of online platforms such as fisheries market place or social media can also help you reach potential customers in various locations.

5. Improve Branding and Promotion

Branding A strong and effective promotional strategy is the key to marketing fishery products. Create an attractive and easily recognizable logo and product packaging. This is very good for your business brand image and will increase potential customers' confidence in their decision making when buying fishery products. Apart from that, use appropriate promotional strategies such as advertising in print or online media, social media marketing, and email marketing to reach a wider range of customers. It can be seen that there are many platform choices that can be used to market fishery products. Of course, the more platforms that are optimized, the wider the customer reach you will get.

CONCLUSION

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