

Digital Marketing Design Through Social Media For Abon Taminye Latuhalat Products In Tupa Hamlet Latuhalat Village, Ambon City

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Abstract. This research aims to carry out digital marketing of Abon Taminye Latuhalat through social media to help UKM Merdeka Bergiat Group increase their product marketing potential. Small and Medium Enterprises or abbreviated UKM is a type of business that plays an important role in increasing the economic growth of a country. One of the SMEs in the city of Ambon, especially in the village of Latuhalat, is a fish floss business with the name "Abon Taminye Latuhalat". However, the problem faced by SMEs is in marketing and promoting their products. This research begins with observing the marketing of Abon Taminye Latuhalat products, by designing digital marketing using social media. The method at this writing uses the waterfall model or often called the linear sequential model or classic life flow, which is modified so that it can be applied. The waterfall model provides a sequential or sequential software life-flow approach starting from analysis, design, implementation, and testing. Based on these results, it can be concluded that the use of social media can be an initial alternative for the Merdeka Bergiat Group to market and promote Abon Taminye Latuhalat products. Sales using social media can be done anytime and anywhere. Therefore, in marketing Abon Taminye Latuhalat products, you must provide clear information such as important information about the product, price, and attractive promotions, so that social media account users when they see the post can receive interesting visual information and be willing to buy or even further explore the account from the post.

Keywords: Digital Marketing, Design, And Social Media

INTRODUCTION

The development of information technology is increasingly rapid and affects almost all aspects of life. The presence of the internet seems to eliminate distance and time limits for obtaining information. Everyone can also communicate with other people in any country in the world. Achir (2020) said that the internet, which is an abbreviation for inter and networking, is a collection of computer networks and various types that communicate with each other using a communication standard.

Digital Marketing or digital marketing is something that is well known and developing widely nowadays. Sanjaya and Tarigan (in Aziz, 2020), digital marketing is marketing activities including branding that use various media. According to Achmad, et al. (2020), social media is an online media, where users can easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks, and wikis are the most common forms of social media used by people throughout the world.

The latest data from the Indonesian Internet Service Providers Association (APJII) says that in 2022 internet users in Indonesia will reach around 210 million users. Implementing a digital marketing strategy using social media networks must consider the profile of social media users, which corresponds to the target market segment and communicate with them based on this. As consumers of digital marketing, the profile of social media users is one of the main factors in initial planning of digital marketing strategies that must be understood.

The presence of social media such as Instagram, Facebook, Line, Twitter and TikTok has changed in function in its development, not only as a medium for communication and information exchange between individuals, but its use has been utilized as a promotional medium for business actors, both individual and corporate. Based on data from the Ministry of Cooperatives and SMEs, in the first quarter of 2021, the number of Small and Medium Enterprises in Indonesia reached 64.2 million. SMEs play an important role in increasing people's economic income, the difficulty of finding work requires people to be more creative in order to open up employment opportunities, this is what makes SMEs the people's choice to maintain income (Salamah, et al. 2019).

One of the SMEs in Ambon city, especially in Latuhalat village, is a fish floss business with the name "Abon Taminye Latuhalat". Taminye Latuhalat Abon is a fish floss product that is prepared with fish and taminye as the basic ingredients. Taminye itself is the waste left over from making cooking oil from coconuts. Taminye Latuhalat Abon products are produced in original, spicy and fried onion flavors with a net weight of 100 gr per package and are sold at a price of IDR 35,000. The following is a picture of the Abon Taminye Latuhalat product:



Source: Processed by researchers

Figure 1.1 Taminye Latuhalat Abon Products

In terms of price, it is a bit expensive for 100 grams, but this price determination is due to the limited availability of raw materials and the processing process which is quite long, especially for taminye ingredients. However, based on the uniqueness of the raw materials and in terms of taste, this Abon Taminye Latuhalat product should be able to compete in the market. Their target market is usually only the people around their house or neighbors, so innovation is needed to promote and expand marketing targets. To overcome this problem, the use of modern technology such as digital marketing via social media can be the best innovation for these SMEs. The following is the sales table for Abon Taminye Latuhalat:

Table 1.1
Taminye Latuhalat Abon Sales in 2022

No.	Month	Amount
1	July	5 pcs
2	August	2 pcs
3	September	4 pcs
4	October	2 pcs
5	November	3 pcs
6	Decembe	8 pcs

Source: Primary Data

From the table above, it can be seen that the offline sales volume each month is inconsistent or changes. This is also because the business has only been running for almost two years and no online promotional media has been used, resulting in no increase in sales volume. Conventional marketing systems based on word of mouth are felt to be less effective in increasing sales. The development of information technology which is quite significant today is able to present information quickly and easily. So, as an effort to keep businesses afloat amidst very tight market competition, the use of information technology is a must, SMEs must compete to deliver their products so they can reach a wider market. The marketing process with a digital marketing system via social media is the right media to market these products in the current digital era, because with social media the marketing reach is wider.

This research aims to help Abon Taminye Latuhalat SMEs in designing marketing promotions using social media in the form of Facebook and TikTok. The reason for choosing these two media is because almost all adults aged 40 years and over use the social media Facebook because it is easy to understand, especially since Facebook is also equipped with a Marketplace feature that can be directly connected to suitable buyers without having to leave. costs to sell products. Meanwhile, TikTok itself is very well known among teenagers and

adults. Many people use it to create and distribute various videos with a short duration. TikTok also presents various interesting features, one of the superior features is a shopping feature called TikTok Shop. TikTok Shop allows users and creators to promote and sell their products via TikTok.

LITERATURE REVIEW

According to the Ministry of State for Cooperatives and Small and Medium Enterprises (Menekop and UKM), small businesses (UK) including micro businesses (UMI), are business entities that have a net worth of a maximum of IDR 200,000,000, excluding land and buildings where the business is located, and have Annual sales maximum IDR 1,000,000,000. Meanwhile, Medium Enterprises (UM) are business entities owned by Indonesian citizens who have net worth greater than IDR 200,000,000 to IDR 200,000,000. IDR 10,000,000,000, excluding land and buildings (Arisandi, 2018). Meanwhile, according to the Central Bureau of SME Statistics, based on quantity of work, small businesses are business entities that have a workforce of 5 to 19 people, while medium businesses are business entities that have a workforce of 20 to 99 people (Hamza and Agustien, 2019).

online by utilizing various means, for example social networks (Hadi and Zakiah, 2021). According to Agung (2021), digital marketing is all forms of product or service marketing activities carried out virtually by a business/company using digital media/the internet.

Regional Featured Products (PUD) are goods or services owned and controlled by a region, which have economic value and high competitiveness and absorb large amounts of labor, which are produced based on considerations of technical feasibility (raw materials and markets), community talent. and institutions (mastery of technology, human resource capabilities, infrastructure support, and local socio-cultural conditions) that develop in certain locations to create high growth and sustainable development that benefits all parties in the region in order to increase new job opportunities, increase and decrease poverty significantly (Solikhatusun, 2021).

Social media is a digital platform that makes it easier for users to socialize with each other, whether interacting or sharing content in the form of notes, images and videos. All content that is shared will be open to the public in real time. Social media is a sexual tool that allows people to interact with each other without being limited by space and time (Nurussofiah, et al. 2022).

Social media content is information and entertainment presented on a social networking media platform such as YouTube, Instagram, Facebook and so on which is created by a person or individual, a company and an organization. Placement on social networking media platforms allows for more direct interaction with users, so that in realizing the full effect of social media content must also be carefully oriented towards the target group (Huang, 2020).

Jimmi Mohtar (Digital Marketing Consultant) in the session on Strategy for Managing Social Media Content delivered at the 2020 Indonesian MSME Digital Training stated five stages in social media content management, namely; (1) Determining Pillar Content, (2) Scheduling, (3) Production, (4) Posting, and (5) Analysis.

RESEARCH METHOD(S)

This research was conducted by researchers at the UKM Merdeka Bergiat Group in Tupa Hamlet, Latuhalat Village, Ambon City. This research was conducted by researchers at the UKM Merdeka Bergiat Group in Tupa Hamlet, Latuhalat Village, Ambon City. The source of data for this writing was obtained from the UKM Merdeka Bergiat Group in Latuhalat village, in the form of Abon Taminye Latuhalat products, sales data, and the results of interviews conducted.

Data collection techniques are the methods used to collect data and other information in writing about the problem that is the object of writing. The data collection techniques used in this writing are the interview method, observation method and literature study.

1. Observation

Observation is a data collection technique by making direct observations in the field.

2. Interview

This is a data collection technique by conducting direct interviews with SMEs in the Merdeka Bergiat Group.

3. Literature Study

Literature study is a method of collecting data obtained from books, journals, previous research and other literature related to writing material. In this writing, the literature study obtained is used as a basis for learning about digital marketing design through social media.

For data analysis in this writing, the author uses the waterfall system development model. The waterfall model is often called the linear sequential model or classic life flow model. The waterfall model provides a sequential or ordered software life flow approach

starting from analysis, design, implementation, testing, maintenance. (Rossa A. S and M. Saladin, 2018).

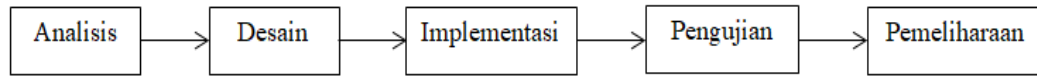


Figure 3.4 Illustration of the Waterfall Model

FINDINGS AND DUSCUSSION

Since 2021, which is the start of the Abon Taminye Latuhalat business, until 2022, sales of Abon Taminye Latuhalat products can be said to be quite good. This increase in sales was due to the influence of promotions carried out by the Chairman of the Merdeka Bergiat Group who is also the leader of a section of the political party in the city of Ambon. However, since the end of 2022 until now sales of Abon Taminye Latuhalat products have begun to experience a decline, due to the Chairman and Secretary being busy with election matters. Another factor that also caused the decline is that they still market their products conventionally and do not have social media to market their products online. This is the reason that not many people know that in Latuhalat Village there are typical Ambon products with new innovations. Thus, the need for digital media as a new marketing tool is urgently needed.

To help overcome this problem, the author helped design digital marketing through social media to market the Abon Taminye Latuhalat product online. It is hoped that with social media, the Merdeka Bergiat Group can increase its sales efforts for Abon Taminye Latuhalat, as well as promote their products so that their product marketing reach is much wider.

The following are the stages for designing digital marketing via social media:

Table 4.1

Pillar Content Formulation

Informatif Content	Product knowledge - Abon Taminye Latuhalat	Description of shredded skipjack tuna with a mixture of taminye (oil dung) typical of Latuhalat village.
	How to content	How to content Nutritional value information
Emotional Content	Promotional Content	Emotional Content Promotional Content Creation of promotional content in the form of videos
		Free shipping promotion
Interactive Content	Questions and Answers (QnA)	Interactive Content Questions and Answers (QnA) Questions/Statements regarding Abon Taminye Latuhalat products

Source: Processed Data

Table 4.3

Implementation of Pillar Content in the Editorial Plan

Content Pillar	Sub Pillar	Bulan							
		I				II			
		1	2	3	4	1	2	3	4
Informatif Content	Product knowledge - Abon Taminye Latuhalat								
	How to content								
Emotional Content	Promotional Content								
Interactive Content	Questions and Answers (QnA)								

Source: Processed Data

1. Stages of image design in the Canva application:

- a) Enter the Canva application
- b) Choose a special template for food product promotion
- c) Design an attractive template to attract buying interest from consumers.
- d) Pay attention to the size and type of letters, colors and elements used, also add product photos, prices and brief descriptions of the product so that the audience is interested in the information presented in the image/poster
- e) Save the finished design by selecting 'Save As Image' in JPG form.



Source: Canva Production (Images are designed)

Figure 4.2 Content Design Using the Canva Application

- a) Enter the CapCut application
- b) Select the Edit menu, then select add New Project.
- c) Select several raw video content that have been previously created according to the sequence from start to end of the video.
- d) Edit the video as attractively as possible using the available tools (audio, text, effects, etc.).
- e) Next, select Export in the top right corner and set the appropriate resolution to save the finished video/

At this stage, to implement the image and video design results that have been previously created, the design results will be posted on social media TikTok (Seller Center), Facebook (Marketplace), and the online shop Shopee.

1. Stages of posting on TikTok (Seller Center)

- a) Enter the Seller Center application
- b) Select Add Product Enter product information such as; Product Image, Product Name, Product Description, Product Category and Attributes.
- c) In the Product Attributes Section specifically for the sale of Food Products, the Certification Type and Registration Number from SPP-IRT are required to be included. Next, select the type of variation, unit price, stock and package weight.
- d) Make sure every required field is filled in then select 'Publish Product'.
- e) Products that have been issued will enter the 'Under Check' status. If it passes the check, the product will immediately enter 'Active' status.

2. Stages of posting on Facebook (Marketplace)

- a) Log in to the Facebook application on the Merdeka Bergiat account profile that was created previously.
- b) On the home page, select the Marketplace icon/logo in the top right corner.
- c) After entering the Marketplace, select the Profile icon, and select Sell Items.
- d) Enter all data for the product to be sold on the Marketplace. Once all the requested data has been confirmed to be complete, the next step is to select 'Publish' the offer.
- e) The next step after the bid is published is that the bid will be reviewed first. After the review process is complete, the offer will be directly published on the Marketplace.\

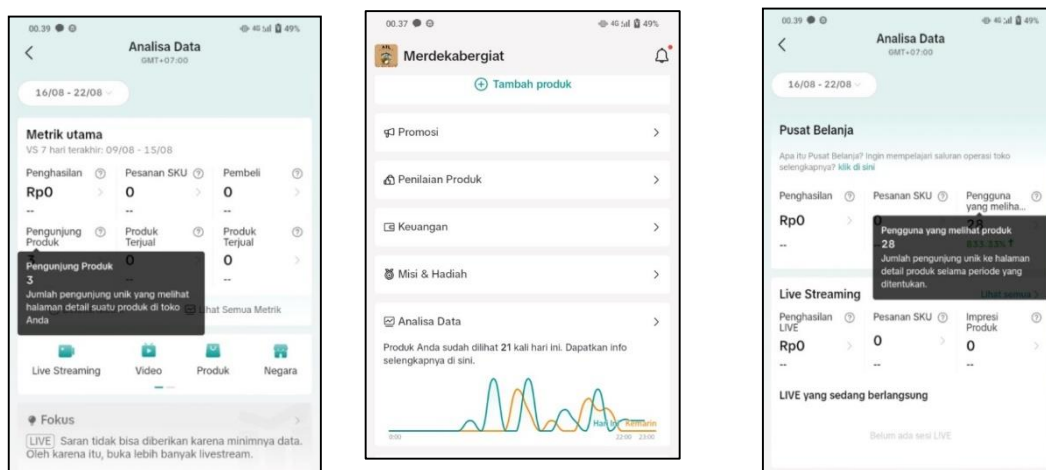
3. Stages of posting on Shopee

- Enter the Shopee application, select the Me icon in the bottom right corner, then select My Shop in the top left corner.
- Select Products and select Add New Product.
- Enter the product image, product name, product description, and all information that must be filled in before the product is published. Once all the information is complete, select Show.
- The product then enters inspection status first. If it passes the inspection, the product will immediately enter Live/Active status.

Analysis

1. TikTok Analytics

The following is an analysis of the TikTok Shop which has been shown for the last 7 days since the Abon Taminye Latuhalat product was posted on the Seller Center application:



Source: Screenshot of Seller Center Analysis Data (2023)

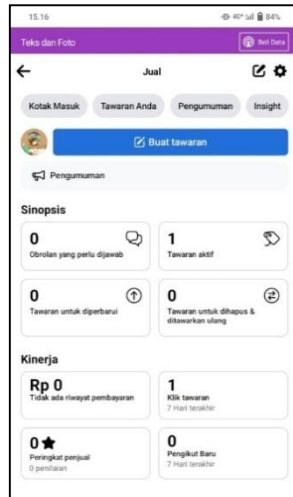
Figure 4.3 TikTok Shop Analysis (Seller Center)

Last 7 Day Period

From the TikTok Shop analysis data on the Seller Center application, it can be seen that no income has been earned, this happens because no products have been sold during that period. However, looking at the analysis data, there were already 3 visitors who viewed the product detail page in the store and there were 28 users who viewed the product during that period.

2. Facebook Analytics

The following is an analysis from Facebook that was shown during the last 7 days since the Abon Taminye Latuhalat product was posted on the Marketplace feature:



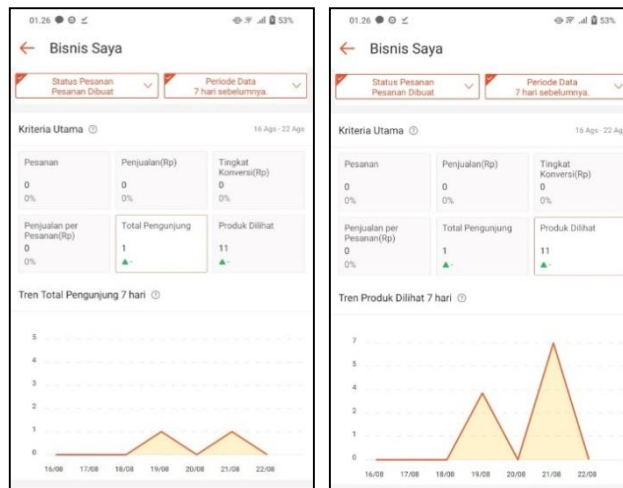
Source: Screenshot of Facebook Marketplace Analysis Data (2023)

**Figure 4.4 Facebook Marketplace Analysis
Last 7 Day Period**

Judging from the Facebook analysis data, it can be seen that no sales have been made because there is no chat and payment history related to the posted offer. During the 7 day period this offer was also only seen by 1 Facebook user and there were no new followers during this period.

3. Shopee Analytics

The following is an analysis from Shopee that has been shown for the last 7 days since posting the Abon Taminye Latuhalat product:



Source: Screenshot of Shopee Analysis Data (2023)

**Figure 4.5 Shopee Analysis
Last 7 Day Period**

From the results of the analysis above, it can be seen that because this account is still new, there have been no orders or sales transactions made. However, from this data, the products that Shopee users have seen are 11 times with 1 visitor visiting the ATL_1121 online shop.

Practical Implications

1. Digital marketing design for Abon Taminye Latuhalat products, apart from being able to promote products online, can also reach consumers not only around the Ambon city area but throughout all regions in Indonesia and even abroad.
2. Attractive image and video designs are also very influential, because they can make consumers interested in buying products, especially if they are accompanied by attractive promotions.
3. The previously created Business Identification Number (NIB) and SPP-IRT are also very necessary to help members of the Merdeka Bergiat group. Apart from obtaining an official business permit from the government and being legally recognized, to post food products on social media you must also have a business permit number such as SPP-IRT or BPOM so that the product can be approved by social media to be posted

CONCLUSION AND RECOMMENDATION

The use of social media can be an initial alternative for the Merdeka Bergiat Group to market and promote Abon Taminye Latuhalat products. Because by using social media you can know the traffic from using social media, how many people will visit the business owner's account page, and can increase sales. Sales using social media can be done anytime and anywhere. Therefore, in marketing Abon Taminye Latuhalat products, you must provide clear information such as important information about the product, price, and attractive promotions, so that social media account users when they see the post can receive interesting visual information and be willing to buy. or explore further the account from the post.

The Merdeka Bergiat group is expected to be able to use the social media that has been created and be able to follow the stages in posting Abon Taminye Latuhalat products so that they comply with the terms and conditions set by social media and e-commerce.

The Merdeka Bergiat Group is expected to pay attention to label and packaging design, apart from attracting consumers' attention, label and packaging design can also provide more detailed information such as information on nutritional value, SPP-IRT permits, as well as the composition of the product to increase buyers' confidence in the product. Abon Taminye Latuhalat.

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