

## Creation of an E-Commerce Website as a Media for Promoting Fish Skin Processing SME Products in the Malabero Village Fishermen Group, Bengkulu City

Febzi Fiona<sup>a)</sup>, Effed Darta Hadi, Rina Suthia Hayu

Management Study Program, Faculty of Economics and Business, University of Bengkulu, Bengkulu, Indonesia

Corresponding author: febzifiona04@gmail.com

---

### ABSTRACT

The portrait of fishermen's life is often found in several coastal areas, where fishermen who borrow capital from middlemen, in addition to having to pay principal loans and interest, are also not allowed to sell their fish catches to the fish auction site (TPI), but must go to the middlemen at meager prices. Meanwhile, the middlemen sell it to the TPI at a very profitable market price. The fate of traditional fishermen in the hands of middlemen is of course complicated and hinders the fishermen's desire to control and develop their business and improve their welfare. To break the chain of problems of traditional fishermen, in the Malabero sub-district, Bengkulu City, the Malabero Fishermen's Group was formed with the hope of improving the welfare of its members. One of the efforts that have been made is to process fish skin into other more useful products. For example, fish crackers, souvenirs, and others. And this business has not been welcomed by consumers. One of the reasons is due to the lack of promotion from the producers. Producers, in this case, members of the fishing group, still market their products manually. By displaying their products and leaving them in stalls around their area. The development of information technology has now deeply penetrated all levels of society in Indonesia. Almost everyone uses cellphones, and smartphones and even actively uses the internet. The proliferation of smartphone users in this case the internet is certainly one of the opportunities for marketing products. Online sales such as Shopee, tokopedia, and Lazada show that public interest in online trading is very large. From the partner's problem, an e-commerce website development training was held as a medium for promoting the production of the Malabero Fishermen Group.

---

### ARTICLE INFO

#### **Article History:**

*Submitted/Received 21 Aug 2024*

*First Revised 9 Sep 2024*

*Accepted 10 Sep 2024*

*First Available online 21 Oct 2024*

*Publication Date 21 Oct 2024*

---

#### **Keyword:**

*Website*

*E-commerce*

*Promotion*

*Technology Development*

## INTRODUCTION

Poverty is a structural challenge faced by traditional fishermen in Indonesia. Their living conditions are overshadowed by constant economic uncertainty. At one time, they may earn a significant income, but at other times, they may earn no income at all (Fesanrey, 2022). This uncertainty is exacerbated by overfishing water conditions, degradation of coastal ecosystems, and development policies that are less favorable to fishermen (Hamdani & Wulandari, 2013).

In addition, the limited fishing facilities and the low quality of human resources also aggravate the situation. The lack of fishing gear owned by fishermen leads to low productivity, which ultimately has an impact on their income and welfare (Fujiani & Prayogo, 2022). This downturn is deepened by the stigma from banking institutions and entrepreneurs who view traditional fishermen as a group that is less worthy of access to capital. Difficulties in obtaining capital forced many fishermen to turn to middlemen, which ultimately tied them into a chain of detrimental marketing monopolies (Handayani et al., 2020).

This phenomenon can be found in various coastal areas, where fishermen who borrow capital from middlemen not only have to pay the principal and interest of the loan but are also required to sell their catch at a low price to the middleman, not to the fish auction place (TPI). The middleman then sells the fish to TPI at a much more favorable market price, which further suppresses the welfare of traditional fishermen and limits their opportunities to develop their businesses (Barat, 2019).

To overcome this problem, in Malabero District, Bengkulu City, the Malabero Fishermen Group was formed to improve the welfare of its members. One of the efforts made is to utilize fish skin to be processed into value-added products such as fish crackers and souvenirs. However, the marketing of this product still faces obstacles, one of which is the lack of promotion. Until now, these products have only been marketed manually by depositing goods at local stalls.

Policies that support producers and processors in utilizing technological advances to improve industrial performance encourage industrial innovation. In the Industry 4.0 era, the rapid flow of information is a challenge for all parties, especially in the industrial sector (Wibisono & Pambudi, 2021). The Industrial Revolution 4.0 offers a path toward achieving sustainable development goals by improving the efficiency of production processes and product quality in various industries, including manufacturing, education, services, and government. Even small entrepreneurs, such as MSMEs, must keep pace with the advancements brought about by Industry 4.0 (Kader et al., 2018).

The entrepreneurship community is characterized by stable economic performance throughout all societal spheres. This stability stems from their ability to handle their personal economic affairs. In other words, they don't just work as employees; rather, they are workers who can create opportunities for themselves and other people (Awali, 2020). Utilizing digital and internet technology in electronic business transactions (e-business) can be used as a communication tool, company management tool, and collaboration tool with business partners. (Teknologi & Vol, 2015) The use of this technology is very effective in electronic commerce and buying and selling activities, therefore e-commerce may be applied to business operations and growth (Sulaksono, 2020). Eight crucial components in e-commerce must exist for the trading system to function well. These components include the location for sales, purchases, and exchanges, the payment system, and the shipping department.

(Pratama et al., 2021) Advances in information technology in Indonesia, including the increasing use of smartphones and the internet, provide new opportunities for fishermen to expand their markets through online commerce platforms such as Shopee, Tokopedia, and Lazada. Secure payment systems, such as Shopee Pay, further increase public trust in online transactions (Srinivasan et al., 2002). Therefore, as part of the implementation of community service in the Tri Dharma of Higher Education, the introduction of an online sales system to the Malabero Fishermen Group is expected to contribute to increasing the competitiveness and welfare of fishermen, both in Malabero and other coastal areas.

## METHOD

### Realization of Problem Solving

The stages of solutions in this service activity include several important steps. First, e-commerce material enrichment is carried out using the \*training by example\* approach, where the service team will demonstrate the process of creating a website. Participants will be invited directly to access the site and fill in the necessary data practically. Second, product data management training is carried out that will be commercialized through a website that has been created. Based on these stages, the targets and expected activity outputs are as follows:

1. The training participants, in this case, the Malabero Fishermen Group of Bengkulu City, can manage sales data independently.
2. Participants can conduct transactions directly between producers and consumers without intermediaries.

The implementation of this activity was carried out by lecturers from the Department of Management, Faculty of Economics and Business (FEB), University of Bengkulu, who have experience in website development as well as mastery of theory and practice related to online marketing and e-business.

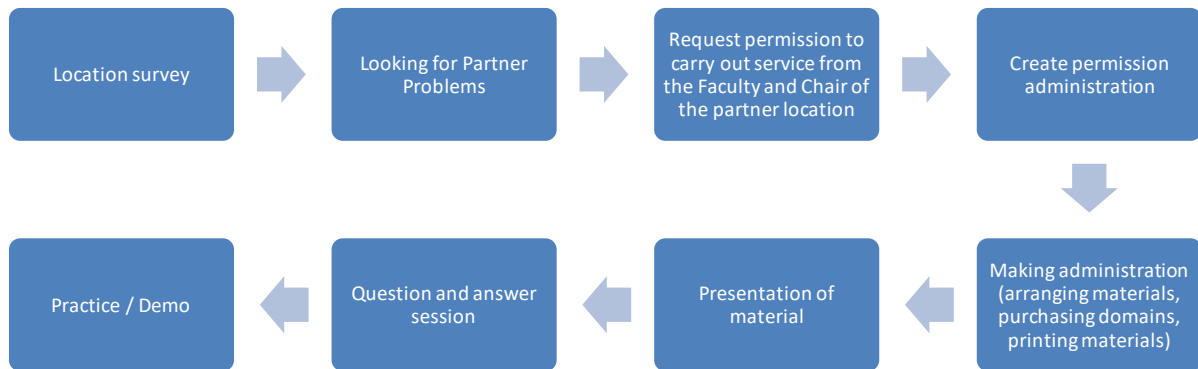


FIGURE 1. Flow chart

### Activity Preparation

The initial steps that have been taken in this service program before the implementation of the activity include several preparations. First, the team compiled coaching materials that included how to use the e-commerce system. Second, the purchase of a website domain is carried out for one year. Third, the training material is prepared by referring to websites that have gone online. Fourth, coaching materials are printed and then distributed to the training participants.

In the next stage, around June 2024, the implementation team will coordinate with the chairman of the Malabero Fishermen Group in Bengkulu City who acts as a liaison between the team and SMEs, to determine the time and place of the training. Preparations and field observations were carried out at the end of July. The training participants were selected from among the sons and daughters of the Malabero Fishermen Group business owners who manage fish skins. This selection is based on the potential possessed by the younger generation, who are more familiar with technology compared to the older generation who are generally still unfamiliar with the use of the internet. In addition, the sons and daughters of these entrepreneurs are expected to become the successors of their parents' businesses in the future.

This community service activity involves technical cooperation between the Faculty of Economics and Business, University of Bengkulu, especially the Management Study Program, and its implementation team,

and the Fishermen Group in Malabero Village, Bengkulu City. The Faculty of Economics and Business UNIB through the Community Service Institute is supported by qualified and professional human resources in their fields, as well as adequate facilities and infrastructure to organize training. Some of the important aspects that support this activity include buildings available for theoretical training, human resources in the form of professional and experienced lecturers, and complete training supporting facilities and facilities.

On the other hand, the Fishermen Group in Malabero Village, Bengkulu City, has significant potential, especially in the form of a strong will and ability to participate in coaching and training programs. Based on the critical points owned by each party, this collaboration is expected to create a strategic and positive synergy between higher education institutions and fostered partners, to provide optimal benefits for both parties.

## RESULTS AND DISCUSSION

This service activity was attended by 20 participants consisting of members of the Malabero Fishermen Group in Bengkulu City. In the first session, the service team provided literacy material that highlighted the importance of using e-commerce in the modern business world. Participants were invited to understand the role of websites as a promotional tool that is increasingly crucial in today's digital era. This material emphasizes that by utilizing the website, business actors can expand their market reach, increase product visibility, and compete with other business actors more effectively. The session also created an interactive atmosphere through discussions and Q&A sessions, where participants could ask questions and discuss the challenges they face in adopting e-commerce technology. This interaction allowed the participants to better understand the concepts conveyed and realize the great potential that can be achieved through the online platform.

In the second session, the activity continued with practical training focused on creating a website and filling in product data directly by the participants. With guidance from the service team, the participants were invited to create a basic website that will be used as a platform for promoting and selling their products. This training is designed so that participants not only understand the theory but also be able to implement the knowledge in real life. This session was followed by the third session, which provided enrichment of the material that had been delivered previously. In this session, participants were given real-life case examples of online sales to help them identify effective sales strategies and improve their understanding of the use of e-commerce in their daily activities. The use of this case study provides participants with a concrete picture of how digital technologies can be integrated into their businesses so that they can be better prepared to face the challenges in the ever-evolving digital market. Documentation of the activity is shown in Figures 1 and 2.



FIGURE 2. Activity Atmosphere in Room 1&2

In Figure 2, the process of delivering literacy materials can be seen discussing the importance of using e-commerce as a means of promoting modern marketing for fish skin processing groups in Malabero Village, Bengkulu City. In this session, the service team explained how e-commerce can help local businesses increase the visibility and competitiveness of their products. The material presented includes online promotion strategies through websites, which is one of the effective tools to reach a wider market in today's digital era.

Meanwhile, in Figure 2, the atmosphere of the training activities in room 2 seems active, where participants are present by preparing their laptops and internet connections. Participants seemed enthusiastic about participating in the training process, as seen from their interaction with the material displayed through the LCD projector in room 1. They not only listened to the presentation from the teaching team but also directly conducted experiments on their laptops, applying the steps that have been explained regarding the creation and management of the website as an online promotion platform. The enthusiasm of the participants showed active participation in the training, which was a positive indication of the acceptance of the material and the success of the training methods used.

Evaluation of activities is carried out on an ongoing basis during the implementation process and at the end of the service program. This evaluation includes two main aspects: the achievement of service goals and the quality of the implementation of activities. Process evaluation focuses on participant engagement, their understanding of the material, and the effectiveness of the methods used in the training. The evaluation was carried out through a question-and-answer session with participants and direct observation of their participation and performance during the activity. This approach allows the service team to identify potential obstacles faced by participants and improve training methods if needed, to ensure that the service goals can be optimally achieved.

In addition to process evaluation, outcome evaluation is also an important focus in assessing the achievement of training objectives. The service team used an evaluation instrument in the form of observation of changes in participants' knowledge and skills in implementing e-commerce through the website they had created during the training. This evaluation is not only limited to measuring technical success but also on how participants can integrate the new knowledge into their daily practices as fishermen or SMEs. This training activity requires an allocation of five months, starting from the signing of the employment contract, which covers all stages from planning to the implementation of the final evaluation.

## **CONCLUSIONS AND RECOMENDATION**

### **CONCLUSIONS**

From the service activities carried out, several conclusions were obtained as follows:

- The training on the use of e-commerce websites in the product sales process was very interesting for participants This was shown by the enthusiasm of the participants in participating in the training
- Sales materials still need to be improved. This is shown by the standard of the material input by the trainees.

### **RECOMENDATION**

Further understanding of e-commerce media needs to be carried out continuously so that the material received can be implemented and can increase sales and promotions of each product owned by the Malabero Village Fishermen Group, Bengkulu City.

## REFERENCE

- Awali, H. (2020). Urgensi Pemanfaatan E-Marketing Pada Keberlangsungan Umkm Di Kota Pekalongan Di Tengah Dampak Covid-19. *BALANCA: Jurnal Ekonomi Dan Bisnis Islam*, 2(1), 1–14. <https://doi.org/10.35905/balanca.v2i1.1342>
- Barat, K. L. (2019). *Kegiatan Penanaman Mangrove Sebagai Salah Satu Upaya Pelestarian Ekosistem Pesisir Di Dusun*. 6.
- Fesanrey, W. (2022). *Peer Reviewed.Pdf*. 15(2), 571–577.
- Fujiani, M., & Prayogo. (2022). Faktor Penyebab Kemiskinan Pada Nelayan Pesisir Pantai: Kajian Psikolinguistik. *Translation and Linguistics (Transling)*, 02(02), 75–78.
- Hamdani, P. H., & Wulandari, R. K. (2013). The Factor Of Poverty Causes Traditional Fisherman. *SRA-Social And Politic*, 1, 1–8.
- Handayani, S. F., Sukabumi, U. M., Jual, H., & Promosi, B. (2020). Pemanfaatan Media Sosial Instagram Dalam Pemasaran Sayuran Oleh Sayurkita.Mlg Saat Masa Pandemi Covid 19. *Jurnal Indonesia Sains*, 1(September), 132–141. <http://jiss.publikasiindonesia.id/>
- Kader, M. A., Mulyatini, N., & Setianingsih, W. (2018). Model Pemasaran Digital Marketing FB\_Ads dan Email Marketing Dalam Meningkatkan Volume Penjualan. *Jurnal Ilmu Manajemen*, 5(2), 299–305.
- Pratama, B. M., Sunardi, H. I., Indreani, S., Puspitasari, D., Septa, P., Hosana, R. N., Akmalunnisaa, S., & Tjiang, R. C. (2021). Strategi Promosi Pariwisata Pada Kawasan Wisata Mangrove Pendopo Teritip, Kelurahan Teritip, Kecamatan Balikpapan Utara. *Mitra Mahajana: Jurnal Pengabdian Masyarakat*, 3(1), 12–17. <https://doi.org/10.37478/mahajana.v3i1.1303>
- Srinivasan, S. S., Anderson, R., & Ponnnavolu, K. (2002). Customer loyalty in e-commerce: an exploration of its antecedents and consequences. *Journal of Retailing*, 78(1), 41–50. [https://doi.org/10.1016/S0022-4359\(01\)00065-3](https://doi.org/10.1016/S0022-4359(01)00065-3)
- Sulaksono, J. (2020). Peranan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (Umkm) Desa Tales Kabupaten Kediri. *Generation Journal*, 4(1), 41–47. <https://doi.org/10.29407/gj.v4i1.13906>
- Teknologi, J., & Vol, K. (2015). *Tanaman Sayuran Berbasis Website*. 4(2).
- Wibisono, S., & Pambudi, A. L. (2021). *Analysis of Business Model Transformation in MSMEs To Survive During the Covid-19 Pandemic*. 170(ICoGOIA), 2020–2022.