



## Utilization of Social Media on Income of Fishery Products Distribution Businesses In Cilacap Regency During the Covid-19 Pandemic

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### ABSTRACT

Product marketing during the Covid-19 pandemic has changed. During this pandemic, marketing fishery products through social media is a solution and innovative step towards increasing income. This purposes of this study were to determine the type of social media used and the effect of the use of social media on the income of fishery product distribution business actors in Cilacap Regency. This study used purposive random sampling data collection techniques at Fish Auction Places (Tempat Pelelangan Ikan-TPI) Lengkong and Menganti Kisik Cilacap Regency with a sample of 30 respondents with 15 respondents each TPI. The analytical method used in this research is descriptive, SWOT analysis and scoring system. The results revealed that WhatsApps was the most widely used social media and was considered the most effective by respondents in marketing fishery products both at TPI Lengkong (60%) and TPI Menganti Kisik (66.7%). The study indicated that fishery product distribution business actors in Cilacap Regency consider that social media has an effect on increasing income at TPI Lengkong (46.7%) while at TPI Menganti Kisik (53.3%). This study recommends that stakeholders take an active role in opening up market share for fishery products, so that wider export opportunities for traditional fishery products could penetrate international market.

**Keywords:** Social Media, Distribution of Fishery Products, Cilacap, Covid-19 Pandemic

### ABSTRAK

Pemasaran produk di masa pandemi Covid-19 berubah. Pemasaran produk perikanan melalui media sosial menjadi solusi dan langkah inovatif menuju peningkatan pendapatan. Tujuan penelitian ini adalah untuk mengetahui jenis media sosial yang digunakan dan pengaruh penggunaan media sosial terhadap pendapatan pelaku usaha distribusi hasil perikanan di Kabupaten Cilacap. Penelitian ini menggunakan teknik pengambilan data purposive random sampling di Tempat Pelelangan Ikan (TPI) Lengkong dan Menganti Kisik Kabupaten Cilacap dengan jumlah sampel 30 responden dengan masing-masing TPI 15 responden. Metode analisis yang digunakan dalam penelitian ini adalah deskriptif, analisis SWOT dan sistem skoring. Hasil penelitian mengungkapkan bahwa WhatsApp merupakan media sosial yang paling banyak digunakan dan dianggap paling efektif oleh responden dalam memasarkan produk perikanan baik di TPI Lengkong (60%) maupun TPI Menganti Kisik (66,7%). Hasil penelitian menunjukkan bahwa pelaku usaha distribusi hasil perikanan di Kabupaten Cilacap menganggap media sosial berpengaruh terhadap peningkatan pendapatan di TPI Lengkong (46,7%) sedangkan di TPI Menganti Kisik (53,3%). Kajian ini merekomendasikan agar pemangku kepentingan berperan aktif dalam membuka pangsa pasar produk perikanan, sehingga peluang ekspor produk perikanan tradisional yang lebih luas dapat menembus pasar internasional.

**Kata kunci:** Media Sosial, Distribusi Hasil Perikanan, Cilacap, Pandemi Covid-19

## 1. Introduction

During the COVID-19 pandemic, business people are increasingly competitive. The limited direct sales person to person makes business actors try to find the right and fast strategy in marketing their products. The business environment that continues to move dynamically and is full of uncertainty during the COVID-19 pandemic demands fast and appropriate marketing strategies. The right marketing strategy is an important key for a business in increasing and maintaining its sales. Therefore, marketing must pay attention to the various opportunities that exist, so that the business can survive and even increase the value of sales during the COVID-19 pandemic.

Economic growth and activity in Indonesia are strongly influenced by technological developments. Currently, consumers want something that is effective and efficient in meeting their lifestyle needs. The rapidly growing features in smartphones increase the number of internet users with the use of social media as a means of transacting also increasing.

The level of competition that must be faced by business actors is also increasing with the development of technology and science. This has resulted in the wider field of trade and the number of business actors engaged in the same trading business. The use of promotion is an important element in marketing between traders and consumers. Social media is chosen by the community to disseminate information quickly, virally, and spread to large numbers of internet users.

Marketing fishery products that are commonly done by traders is to sell them directly where buyers and sellers meet directly in the market, because generally fishery products such as fish need careful handling so that the quality is maintained. One of the weaknesses of fish as a source of animal protein is that this commodity cannot last long. This commodity is quickly damaged so that it requires further processing. Therefore, the marketing of fishery products is different from other products because fish spoil quickly. Research on the use of social media to increase the income of fishery product distribution business actors is still rarely done. This study aims to determine the type of social media used by fishery product distribution actors and the effect of social media use on the income of fishery product distribution business actors at fish auction (Tempat Pelelangan Ikan – TPI) in Cilacap Regency during the Covid-19 pandemic.

Improper management and marketing strategies of fishery products will result in substantial losses for the fishery product distribution business due to damage and decay. Based on previous background, the following problems can be formulated:

1. What types of social media are considered effective in increasing the income of fishery product distribution actors in Cilacap Regency?
2. How does the use of social media affect the income of fishery product distribution business actors during the Covid-19 pandemic?



**Figure 1.** Utilization of Social Media in purchasing products in Indonesia (Source: Kemp, January 2020).

Based on the background and problem formulation that has been described, the research is limited to the effect of using social media on the income of fishery product distribution business actors in Cilacap Regency during the Covid 19 pandemic.

**2. Material and Method**

**2.1. Population and Research Sample**

The population in this study is business actors in the distribution of fishery products at fish auctions Lengkong and Menganti Kisik in Cilacap Regency. The sample of was chosen purposively, with a sample of 30 respondents with 15 respondents each TPI.

**2.2. Data Collection**

The data collection of this research was carried out at TPI Lengkong and TPI Menganti Kisik Cilacap Regency. Respondents in this study are business actors in the distribution of fishery products. The data collection instrument used a questionnaire designed for the purposes of this study.

**2.3. Data Analysis Method**

The analytical method used in this research is descriptive, SWOT analysis and scoring system. Giving a score to see the level of influence of the use of social media on increasing the income of fishery product distribution business actors in Cilacap Regency.

- Score 1 = no effect
- Score 2 = less influential
- Score 3 = quite influential

- Score 4 = influential
- Score 5 = very influential

**3. Result and Discussion**

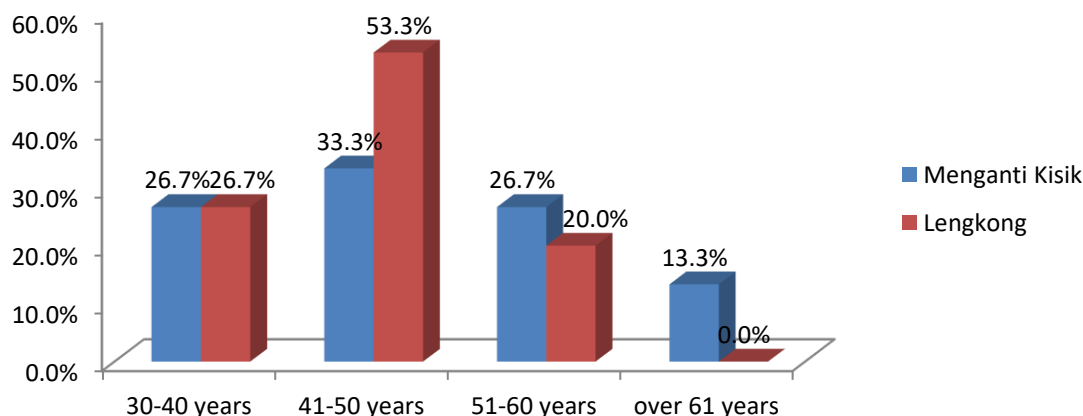
**3.1. Utilization of Social Media in Indonesia**

Based on data obtained from a survey conducted by *datareportal.com* in January 2020, Indonesia ranked first (80%) followed by Thailand (69%) and the Philippines (67%) in the use of social media in purchasing products. The survey also found that on average Indonesia spends 3 hours 26 minutes using social media. As in Figure 1.

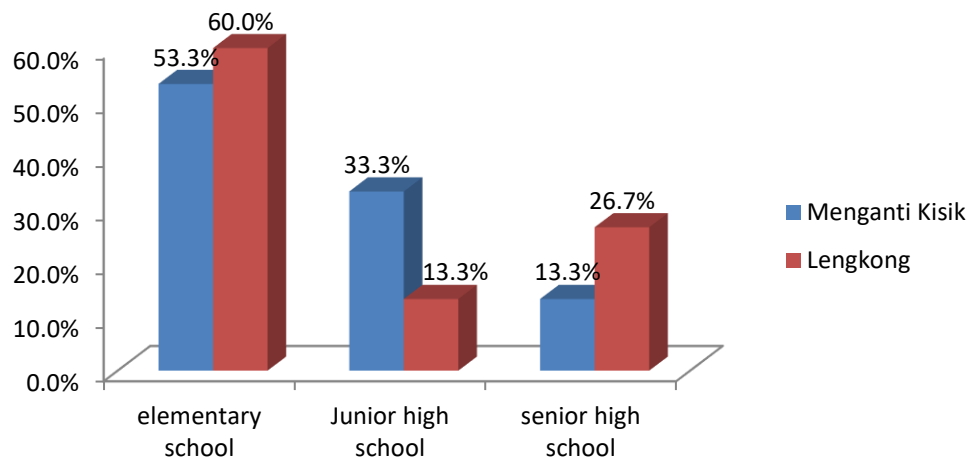
**3.2. Characteristics of Social Media Users of Fishery Products Distribution Businesses in Cilacap Regency**

The result showed the age of the respondents ranged from the age of 30-60 years and over, with the age range of 41-50 years using social media the most in daily activities both at TPI Lengkong (53.3%) and TPI Menganti Kisik (33.3%), while in TPI Lengkong with respondents aged over 60 years do not using social media as shown in Figure 2.

Based on the results of interviews with respondents that the age of 30-50 years is an economically established age so that at that age they have been able to buy communication tools (*smartphones*) that install social media applications on their devices. While those aged 50 years and over, the use of social media at that age began to be limited, due to eye health factors. In addition, some activities carried out at that age do not require social media including worship.



**Figure 2.** Age Characteristics of Social Media Users of Fisheries Product Distribution Business Actors in Cilacap Regency (Source: Processed Primary Data)

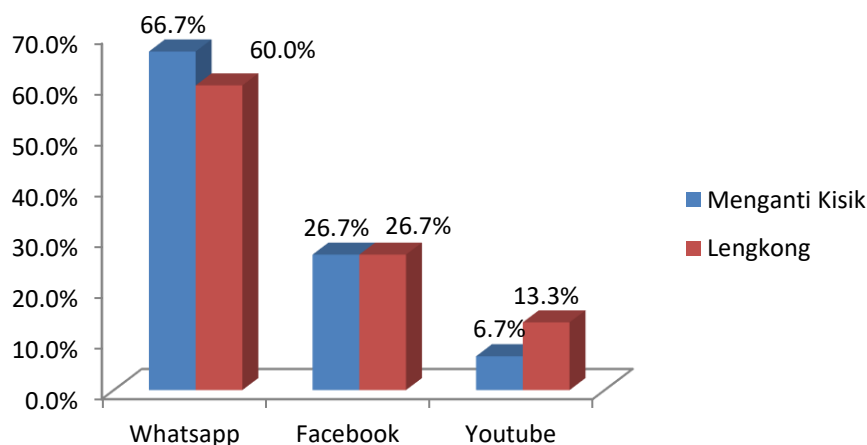


**Figure 3.** Educational Characteristics of Social Media Users for Fishery Products Distribution Business Actors in Cilacap District (Source: Processed Primary Data).

The results also showed that elementary school education level is the highest education of respondents who use social media in daily activities both at TPI Lengkong (60%) and TPI Menganti Kisik (53.3%). Based on the results of interviews with respondents that even though they only received elementary school education, respondents were able to use communication tools (*smartphones*) that contained social media applications because they adapted to technological developments. The respondent's difficulty in using communication tools (*smartphones*) was overcome by studying with his children and with fellow business actors in the distribution of fishery products. Respondents

thought that the difficulty of using a communication tool (*smartphone*) was only at the beginning of use, but if they were used to it, the respondent was able to use it well. (Figure 3).

The results revealed that *WhatsApp* is the most widely used social media and is considered the most effective by respondents in increasing the income of fishery product distribution business actors both at TPI Lengkong (60%) and TPI Menganti Kisik (66.7%). as shown in Figure 4. The results of interviews with respondents showed that respondents consider *WhatsApp* to have advantages, including social media that is connected to the contact number on the



**Figure 4.** Effective social media in increasing the income of Fishery Products Distribution Business Actors in Cilacap Regency (Source: Processed Primary Data).



**Figure 5.** Ranking of social media Active User Usage in the World (Source: Kemp, 2020).

cellphone so that when marketing fishery products through *Whatsapps*, respondents can make direct phone calls and even make video calls when compared to *Facebook* as well as *YouTube*.

In addition, respondents consider it easy to create *WhatsApp's Groups* (WAGs) when compared to other social media. According to respondents, *Facebook* is considered uncomfortable in making phone calls or video calls provided through *Facebook messenger*, while *YouTube* cannot make phone calls or video calls. Other social media such as *Instagram*, *Line*, *Telegram* is still not familiar to each respondent. Respondents considered those social media such as *YouTube*, *Telegram* difficult to use and not user friendly.

The results of this study are also in accordance with the data from a survey conducted by *datareportal.com* in January 2020 which placed *WhatsApp* which was ranked the highest in the world as the most widely used social media (Figure 5).

### 3.3. The Effect of Social Media Utilization on the Income of Fishery Products Distribution Business Actors in Cilacap Regency

The results of the study indicated that fishery product distribution business actors in Cilacap Regency consider that social media has an effect on increasing income at TPI Lengkong (46.7%) while at TPI Menganti Kisik (53.3%). The results of the scoring of the respondents showed the results as stated in table 1.

**Table 1.** Scoring of the respondents

| Score | Number of Respondents at TPI Menganti Kisik | Percentage of Respondents TPI Menganti Kisik | Number of Respondents TPI Lengkong | Percentage of Respondents TPI Lengkong |
|-------|---|--|------------------------------------|--|
| 1     | -   | 0.0%   | 1                                  | 6.7%                                   |
| 2     | 1   | 6.7%   | 1                                  | 6.7%                                   |
| 3     | 4   | 26.7%  | 3                                  | 20.0%                                  |
| 4     | 8   | 53.3%  | 7                                  | 46.7%                                  |
| 5     | 2   | 13.3%  | 3                                  | 20.0%                                  |

Note :

Score 1 = no effect ; Score 2 = less influential; Score 3 = quite influential  
Score 4 = influential ; Score 5 = very influential

The results showed that the use of social media, especially *WhatsApp* through *WhatsApp's Groups* (WAGs) was able to increase the income of business actors. Business actors only need to forward one message containing information about fishery products sold to several customer contact numbers and through *WhatsApp's Groups* (WAGs). According to respondents, this is very practical and fast when compared to having to advertise through *Facebook* or *YouTube*. Although the results of the study showed that social media has an effect on increasing the income of fishery product distribution business actors, the level of influence is less than 60%. This is due to the fact that fishery product distribution actors still think that direct selling of fishery products at fish auctions place is more profitable than marketing through social media.

According to Zarella in Salvatore (2005), collaborative information distribution is the hallmark of social media with the term "*wisdom of crowd*". This means that social media can be used to convey information with the participation of its users. Another benefit of social media in marketing is that social media can reduce costs and have a big impact or the term "*low budget, more effect*".

The results of this study strengthen the research that has been carried out by Neti (2021) that (2011) social media plays an important role in marketing which including:

1. Social media can provide identity about the products offered.
2. Serving as marketing research in an effort to find information about consumer needs.
3. Social media can be used as a communication link between marketers and

|   |  |
|---|--|
| <p style="text-align: center;"><b>Strengths</b></p> <ol style="list-style-type: none"> <li>a. Can update product prices faster</li> <li>b. Negotiations without offline meeting</li> <li>c. Faster marketing of products</li> <li>d. More efficient because it costs less</li> <li>e. Broader market opportunities.</li> <li>f. Can be seen not only from customers, even the whole world can see the products being traded (traded products can be seen from consumers/enthusiasts from all over the world)</li> </ol>   | <p style="text-align: center;"><b>Weaknesses</b></p> <ol style="list-style-type: none"> <li>a. Quality images/photos/videos via social media are not necessarily the same as the original state,</li> <li>b. Image/photo/video editing can be done directly.</li> <li>c. Buyers cannot see the goods sold by the seller directly.</li> <li>d. The rise of fraud in various ways carried out on social media.</li> <li>e. Information about the lack of detail from pictures/photos/videos through social media and is very dependent on the person who posted it.</li> </ol>   |
| <p style="text-align: center;"><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>a. Can attract new buyers who are interested in product postings on social media.</li> <li>b. The level of sales of fishery products through online promotion through the social world so that it can increase along with the number of viewers who see fishery products,</li> <li>c. It is easier for consumers to get information from marketed products in an easier way, considering that nowadays almost everyone uses social media in their daily life.</li> <li>d. In addition to selling us in accordance with market demand. Can be in the form of file in large quantities or in small quantities</li> </ol> | <p style="text-align: center;"><b>Threats</b></p> <ol style="list-style-type: none"> <li>a. it will increase the number of competitors and lower profits.</li> <li>b. Taking samples of pictures/photos/videos by others for personal use.</li> <li>c. Items purchased/sent to buyers do not match those posted on social media.</li> <li>d. The cost of shipping expensive fish catches will burden the buyer.</li> <li>e. Taking over of clients/customers by business competitors.</li> <li>f. Many competitors also use social media so that the profits are very thin.</li> <li>g. Social media accounts are hacked by irresponsible parties</li> </ol> |

**Figure 6.** Results of SWOT Analysis of Social Media Utilization in Increasing Income of Fishery Products Distribution Business Actors in Cilacap Regency (Source: Processed Primary Data)



consumers, it aims to maintain relationships with consumers.

4. Social media brings companies closer to consumers. Consumers can reduce the time that may be used only to see the product directly, social media serves to display the product every time.
5. Social media is aimed at building customer engagement.

### **3.4. SWOT Analysis of Social Media Utilization on the Income of Fishery Products Distribution Business Actors in Cilacap Regency**

The results of the SWOT analysis show that social media is less attractive to fishery product distribution actors because it has weaknesses including the quality of images, photos or videos sent via social media that are not necessarily the same as the original. This condition is exacerbated by the rampant fraud that occurs on social media, thus haunting its users.

Another weakness is that buyers do not see the products being sold directly, plus the information provided is not detailed and there are many emerging business competitors on social media and marketing through social media is considered less profitable than direct marketing (Figure 6).

The results of the SWOT analysis showed that fishery product distribution business actors who use social media have the opportunity to increase their income through the sale of fishery products through online promotion through the social world so that it can increase along with the number of viewers who see fishery products, attracting new buyers who are interested in posting products on social media. as well as diversifying products according to market demand, in the form of filets in small or large quantities.

## **4. Conclusions and Recommendations**

### **4.1. Conclusions**

Based on the results and discussion, the following conclusions can be drawn: WhatsApp social media is the most widely used social media and is considered the most effective by respondents in marketing fishery products both at TPI Lengkong (60%) and TPI Menganti Kisik

(66.7%). Business actors in the distribution of fishery products in Cilacap Regency consider that social media has an effect on increasing income at TPI Lengkong (46.7%) while at TPI Menganti Kisik (53.3%).

### **4.2. Recommendations**

From the research results, the following suggestions are given: As a suggestion, the use of social media in increasing the income of fishery product distribution business actors in Cilacap Regency should be done wisely so that fraud committed in various ways through social media can be minimized. This study recommends that stakeholders take an active role in opening up market share for fishery products, so that export opportunities for traditional fishery products are wide open and domestic fishery products can penetrate international market shares.

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