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COMMUNITY SERVICE | REPORT

Branding, Packaging, and Digital Marketing Strategies for Processed Fish Business in Pedamaran Village

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Abstract: Pedamaran 6 Village is one of the villages at Pedamaran District in Ogan Komering Ilir (OKI) South Sumatera Province which has wide lakes and rivers and produces abundant fish resources. The fishes that live in fresh water such as Tawes Fish (*Barbonymus Gonionotus*), Sepat Fish (*Trichopodus trichopterus*), and others are very much found in the area. The community in Pedamaran 6 village utilizes these natural resources as the majority of the business fields there. This includes Mrs. Dede Oktarina, who sells “Kemplant” as the majority of her business. Despite having potential resources, sales of Mrs. Dede's processed fish products tend to stagnate. she has not been able to market their cultivated fish and processed fish to urban areas. Their inability to disseminate this business is based on the distance between Pedamaran village and the city which is quite far ± 100 km and takes about 2 hours 49 minutes to get to the destination. In addition, they lack of awareness of the importance of Branding, Packaging, and Digital Marketing which is indispensable in the sales process in order to thrive in the digital era as it is now. The packaging that Mrs. Dede uses still uses plastic and makeshift materials. This causes the processed products to not last long and do not attract market share. The solution we offer is to introduce a sales strategy through Branding, Packaging and Digital Marketing which is expected to be able to increase the quality of sales and profits from Ms. Dede's processed fish products. The output of this program is the creation of a good logo of product and to create a website.

Keywords: Branding, Packaging, Digital Marketing, Pedamaran 6 Village

1. INTRODUCTION

Ogan Komering Ilir (OKI) Regency is a regency in South Sumatra which has an area of 19,023.47 km² with a population density of 46 people/km². This area is drained by many rivers and abundant fish wealth. OKI Regency consists of 12 sub-districts, covering 272 villages and 11 sub-districts including Pedamaran District. In this Pedamaran Village, precisely Pedamaran 6 Village which we studied has a wide river and produces abundant fish resources. Fish that live in fresh water such as Tawes Fish (*Barbonymus Gonionotus*), Sepat Fish (*Trichopodus trichopterus*), and others are very much found in the area. The residents of Pedamaran 6 Village also used to use these fish resources as their source of income. When we saw the situation in Pedamaran 6 Village, it turns out that the people only cultivate fish into processed Kemplant which is their main job. For salted fish and Salai fish (smoked fish), they only sell those that are taken from other areas, not their original fish cultivation which is then processed. At first, our partner was Mrs. Raswatini. However, by the time we went to Pedamaran 6 Village in January 2022, Mrs. Raswatini had already moved to her hometown in Lampung. Therefore, we have to find a new partner again. After we conducted interviews and surveys, we got a new partner, namely Mrs. Dede Oktarina, who is a housewife who works side-by-side as a trader of processed fish products, namely kemplant. Before it was processed, Mrs. Dede Oktarina and her husband took their own fish by fishing or direct fishing.



The problem with processed fish faced by Mrs. Dede Oktarina is that sales tend to stagnate. He has not been able to market cultivated fish and processed fish made to urban areas. The inability to disseminate this business is based on the distance between Pedamaran village and the city center which is quite far ± 100 km and takes about 2 hours 49 minutes to get to the destination. In addition, there is a lack of awareness of the importance of Branding, Packaging, and Digital Marketing which are indispensable in the sales process in order to thrive in the digital era as it is today. The packaging that Mrs. Dede Oktarina uses still uses plastic and makeshift materials. This causes the processed products to not last long and do not attract market share, so they cannot compete with competitors who are superior in terms of branding, Packaging and Product Management. The problem is no less important is the lack of insight into Digital Marketing. Mrs. Dede Oktarina does not yet know how to market products through Social Media. So that the selling products are not yet known to the general public. Even though the kemplang he sells is very distinctive and delicious. The solution offered to our partner, Mrs. Dede Oktarina, is to introduce the use of a Vacuum Sealer as a food vacuum to make it last longer. Attractive packaging and branding strategies for packaging processed fish and introducing product marketing strategies through digital marketing. With the introduction of good and attractive Branding and Packaging strategies coupled with product marketing through Digital Marketing, it is hoped that it can boost the economy of Mrs. Dede Oktarina. In addition, the problem faced by Mrs. Dede Oktarina is the financial management of her sales which is still very simple because there is no special record of bookkeeping. Regarding the products that Mrs. Dede Oktarina sells, her finances are combined, this makes her finances very unstructured. Without bookkeeping made, the income and profits that have been generated are not known, this makes it difficult to develop a business and cannot afford to buy useful equipment to assist production activities. They can't even make loans to increase business capital because they don't know in detail the financial potential of the business. The next problem faced was regarding consumer demand, because Mrs. Dede Oktarina only sold her products to the area of Pedamaran 6 Village, so the scope of her marketing was very narrow, because most of the buyers were neighbors of Mrs. Dede Oktarina herself who was near her house and the tourists who visited the village.



Figure 1: Packaging of Kemplang Pedamaran Group of Fish.



Figure 2: Conditions for drying Kemplang Pedamaran

Partner Problems

After the team directly reviewed, observed and interviewed business owners, there were several other problems that Mrs. Dede Oktarina felt as a service partner business, namely:

1. Marketing strategy. Regarding the Sales Strategy, Mrs. Dede Oktarina's business encountered problems, because she did not carry out a strategy in sales, so that the product sales carried out by Mrs. Dede Oktarina were very simple and the sales she did tended to watch and the scope was very narrow, this made her business not experience development. In the efforts of Mrs. Dede Oktarina, for the products she marketed there were problems in the marketing department, because the scope of the consumer area was only limited to neighbors and a few tourists who visited Pedamaran 6 Village. In addition, regarding the promotional activities carried out by Mrs. Dede Oktarina only by word of mouth. There are no sales using online media so there are still few consumers.
2. Finance. In the financial sector, the business carried out by Mrs. Dede Oktarina is still very simple, it is like the business flows without proper management, namely regarding bookkeeping. There is no record of business activities regarding the sales transactions of the products he sells, namely kemplang, so it is not known how much income and profit generated for the products he sells. Furthermore, they cannot take financing assistance for production because they are hindered by the ability to generate profits.
3. Production Field. For the Production section of Mrs. Dede Oktarina's business, the process still uses manual equipment, namely using a net or fishing rod. And for tools in the manufacture of their products still use traditional tools, so the time required to manufacture the products takes a long time and is less effective.

Solutions Offered

The selection of this partner is a form of productive community service object for fish processing businesses that need to be developed in terms of Branding, Packaging, and Digital Marketing. It is hoped that with the name and knowledge possessed by the community service team, they will be able to provide solutions and as a step in solving business problems faced. Some of the solutions offered by the Service team are as follows:

1. Assist in Marketing Strategy. The form of the solution offered is by conducting socialization in the form of marketing strategies. The Marketing Strategy that we socialize is by doing Branding, Packaging, and Digital Marketing.
2. Counseling in the form of financial applications. The goal is to facilitate transactions with consumers can be recorded properly so that it can be seen the amount of income earned, costs incurred so as to get operating profit.
3. Help Production. In the field of production, namely the use of Vacuum Sealer as a food vacuum tool to make it last longer and look more attractive.

2. METHOD

The approach method used is carried out in several stages as follows:

Location Survey

The Location Survey was conducted online which aims to determine the condition of Pedamaran 6 Village and the distance from the city to Pedamaran Village. Then we looked for information through family or relatives who knew the area of Pedamaran Village and searched for information through the internet. In this process we got a partner, namely Mrs. Dede Oktarina. She is a housewife who works side-by-side as a trader of processed fish products, namely salai fish, salted fish and kemplang in Pedamaran 6.

Socialization and Education

The socialization will be carried out online first so that Mrs. Dede in Pedamaran 6 Village understands the basics of Branding, Packaging, and Digital Marketing. After that, the second stage of

socialization and education will be carried out in Pedamaran 6 Village, Ogan Komering Ilir (OKI) Regency where the partner is the Pedamaran Fish group. The goal is for partners to understand more about the technicalities, starting from how to package food, operate the Vacuum Sealer, market products, operate accounts on the website, handle potential buyers on social media, and send goods.

Completeness of Tools and Materials

Tools and materials are selected based on need and quality so that they can support activities properly and in accordance with the plan for allocating funds.

Implementation and Monitoring

Implementation and Monitoring After the tools and materials have been collected, the next activity is to implement what has been socialized to partners while continuing to monitor the partner's process in running their MSMEs so that they can ensure activities go according to plan and can monitor the progress of partners in selling their products.

Evaluation

The evaluation was carried out after all the Branding, Packaging and Digital marketing strategies had been carried out by a group of fish traders in Pedamaran Village. The assessment indicator in the evaluation process is the extent to which the effectiveness of the packaging strategy, the use of logos and digital marketing on the sales of partner fish products. If the results obtained are not in line with expectations, a review of the strategy (Branding, Packaging and Digital marketing) will be carried out, if an error or error is found in the activity process, it will be corrected and restarted.

Final Report Making

The final report is made after all activities have been carried out properly according to the plan so that the results obtained are accurate and can be explained in detail.

3. RESULTS AND DISCUSSION

The Kerdosma team (Lecturer and Student Cooperation) has identified the problems that exist with partners, namely for the lack of insight into Digital Marketing, they do not know how to market products through Social Media. So that the processed typical food, namely kemplang, is only enjoyed by the people around Pedamaran, not yet known by the wider community who are outside the Pedamaran area. In addition, the processing of native fish from the Pedamaran area is only processing kemplang. For the processing of salai fish (smoked fish) and salted fish, none of them are native to the Pedamaran area.

Assist In Marketing Strategy

In carrying out a marketing strategy, there are several things that we help partners with in order to develop and expand in the market, not only in the Pedamaran 6 area, but also to be able to compete in the marketing world. At first, our partner was Mrs. Raswatini. However, because Mrs. Raswatini had moved to her hometown in Lampung, we had to find a new partner again. After we conducted interviews and surveys, we got a new partner, namely Mrs. Dede Oktarina. The service is carried out in January 2022. To help Mrs. Dede Oktarina's business products develop, namely an expansion in marketing, by preparing several strategies that must be done, so that the kemplang packaging products sold by partners can be widely distributed. Because when interviewed, Mrs. Dede Oktarina revealed that for the scope of sales, only people who live around the Pedamaran 6 area. Therefore, the solution we provide for Mrs. Dede Oktarina is to assist in the Marketing Strategy. Namely by helping to do Branding, Packaging, and Digital Marketing on Mrs. Dede Oktarina's business. Regarding Branding for partner businesses, Mrs. Dede Oktarina still needs a name that has distinctive, unique, and different characteristics. So that the branding can be attached and remembered by consumers. For branding itself, there are several elements that we help partners to improve the appearance of their kemplang packaging. The elements of Branding consist of:

1. Brand Name. Name is the first thing that must be met if we are going to do a branding. Because, without a name, the product will not have an identity that will make it easier for the public to recognize it. For our partner, Mrs. Dede Oktarina, in packaging the kemplang products, they are sold in a very plain appearance, because they do not yet have a brand name. Therefore, we carried out socialization to Mrs. Dede Oktarina regarding the explanation of the importance of brand names for her kemplang business. We gave an example to Mrs. Dede Oktarina for a brand name that would become a hallmark for her kemplang business. Namely making a brand name "Ikanku", which is taken from the basic ingredients for making the kemplang and added "ku" as a characteristic form of the brand name. Thus, the brand name "Ikanku" was formed.
2. Logo. In making the logo, we provide partners with two images that they can use as the hallmark of their kemplang products. We provide education to Mrs. Dede Oktarina about logos, from explaining the importance of a logo for a product, to explaining some good and easy-to-use applications to design a logo. In addition, we provide examples of logos that we design ourselves to enhance the appearance of the product. Here's a look at the logo that we added as one of the supporters of a Branding:



Figure 3: Kemplang logo

3. Visual Display. For this visual display, we explained to Mrs. Dede Oktarina to provide a display that can attract the attention of consumers. That can be applied to a product design, packaging design, uniform design, and so on. Like using a visual display with bright or elegant colors that will add to the image of a product. For the visual display itself, we gave an example to Mrs. Dede Oktarina by combining several colors that are in harmony with one another, so that when viewed it will attract attention. The following is a visual display that we have created:



Figure 4: Visual Display Packaging

4. Words (slogans, taglines, jingles, acronyms). In a branding, we need a clever slogan, to leave a deep impression for consumers. namely using words that have a cheerful and positive element, easy to remember, and different from other product brands. Here are the slogans that we created as an attraction to consumers:

“Once Bit You Will Be Bought”

Regarding packaging, in the current era of globalization, packaging has a very important role because it will always be related to the packaged commodity and at the same time it is a selling point and product image. Packaging is a silent salesman. Because, with a good, attractive, and contemporary form of packaging, it will become an attraction for consumers. The product is a combination of content and packaging. Many people say that packaging is just garbage and adds to the burden of selling costs. However, this is not the case, standard packaging can lift the image of a product, provide added value in sales, and can protect the product properly. Packaging must be able to meet consumer expectations. The packaging form of Ibu Dede Oktarina's products is very simple, just plain packaging which is usually sold in the market and is very thin. To be sold in the Pedamaran 6 village community, it might still be acceptable with such a packaging appearance. However, if it will be sold outside the city, for such packaging it is very unsafe. Therefore, we provide education and an overview of Packaging to Mrs. Dede Oktarina, to provide attractive and safe packaging. Because with a good form of packaging, if it is sold in the marketplace, it will become an attraction for buyers. Here are some examples of the packaging display:



Figure 6: Packaging

Regarding the scope of marketing for Mrs. Dede Oktarina's business, it is still around the Pedamaran 6 area. Therefore, we provide education about marketing through Digital Marketing. Due to the current digital situation, online promotion is very necessary, so that the products of Mrs. Dede Oktarina can be known and recognized by the wider community, not only in the Pedamaran area, but also by the entire Indonesian community. For the use of Digital Marketing, we created a website to market Mrs. Dede Oktarina's products. We taught him how to build a website, operate it, upload products, and so on by explaining in detail to Mrs. Dede Oktarina so that she could use the website properly and smoothly.

Assisting in Counseling in the Form of Financial Applications

The recording of financial statements regarding the sale of Mrs. Dede Oktarina's business was not recorded properly. So, it is not known with certainty about the financial statements each month and the percentage of profits or losses that occur. In fact, in today's digital era, which provides easy access, it is very unfortunate if it is not used effectively and efficiently. Therefore, we provide counseling on financial applications based on android mobile phones that can be done by Mrs. Dede Oktarina, in order to make it easier for her to do bookkeeping for her business. However, after we conducted socialization and provided training to Mrs. Dede Oktarina regarding the use of the financial application. Mrs. Dede Oktarina still doesn't really understand about financial records through an application on a cellphone. Instead, he prefers to record his sales finances manually, namely through bookkeeping and manual calculations. According to him, the note takers in the book are much easier to learn, because they are only written and calculated manually. Meanwhile, to use the financial application, there are many features that must be used, making him confused.

Help Production

Regarding the production results from partners, Mrs. Dede Oktarina revealed that they only sell kemplang, for the processing of salai fish (smoked fish) and salted fish that are native to the area, there is no such thing. Mrs. Dede Oktarina revealed, for partners who sell salai fish and salted fish, they are obtained from outside areas, not native to the Pedamaran 6 area. Because the fish that is mostly produced in this area is riyuh fish, where the fish can only be used for processing kemplang. For the processing of salted fish and smoked fish (smoked fish) has not been done. In addition, in terms of use to help close the packaging, only use ordinary plastic straps that are tied. So, we gave education to Mrs. Dede Oktarina to use the Vacuum Sealer, which is used as a plastic adhesive. Thus, the appearance of the packaging is neater, stickier, and faster. The following are the tools that we provide to Ms. Dede Oktarina's partners, so that they can assist in the packaging process:



Figure 6: Equipment Provided to Partners



Figure 7: Packaging Manufacturing Process

4. CONCLUSION

KERDOSMA proposing team ((Cooperation between Lecturers and Students) has provided socialization about technical food packaging, operating the Vacuum Sealer, marketing products, operating accounts on websites, handling potential buyers on social media, and sending goods. The team of proposals provided two descriptions to partners that they could use as characteristics of their kemplang products and also provided education to Mrs. Dede Oktarina about logos, namely from explaining the importance of a logo for a product, to explaining some good and easy-to-use applications for designing logos. In addition, we provide examples of logos that we design ourselves to enhance the appearance of the product. The packaging form of Ibu Dede Oktarina's products is very simple, just plain packaging which is usually sold in the market and is very thin. Thus, the proposing team provided education and an overview of Packaging to Mrs. Dede Oktarina, in order to provide attractive and safe packaging. With good packaging,

The proposer team also provides education about marketing through Digital Marketing. Due to the current digital situation, online promotion is very necessary, so that the products of Mrs. Dede Oktarina can be known and recognized by the wider community, not only in the Pedamaran area, but also by the entire Indonesian community. To utilize Digital Marketing, the team created a website to market Mrs. Dede Oktarina's products. Starting from teaching about how to create a website, operate it, upload products, and so on by explaining in detail to Mrs. Dede Oktarina so that she can use the website properly and smoothly. Besides that, the proposer team provides counseling on android-based financial applications that can be done by Mrs. Dede Oktarina, in order to make it easier for her to do bookkeeping for her business. Next, provide training on the use of these financial applications. By using this financial application, it is intended that transactions with consumers can be recorded properly so that it can be seen the amount of income obtained, the costs incurred to get an operating profit.

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