



WOMEN'S EMPOWERMENT THROUGH DIGITAL MARKETING PROCESSED PRODUCTS OF AMPLANG CRACKERS WITH PAYUS FISH IN THE FISHING VILLAGE OF SALIRA VILLAGE

Munawaroh¹, Siti Nazihah Mahfudah², Rifdah Aulia³, Muhamad Syamsul Ma'arif⁴, Siti Nurul Aisyah⁵, Jaka Wijaya Kusuma⁶, Wahyu Widodo⁷, Mamay Komarudin⁸, Mutoharoh⁹, Riyanthi Idayu¹⁰

^{1,2,3,4,5,6,7,8,9,10} Universitas Bina Bangsa, Serang-Banten, Indonesia

Email: madinahalmunawaroh01@gmail.com

Abstract

This community service activity is motivated by the needs of female MSME actors in Salira Village to increase the competitiveness of amplang cracker products in the digital market. Although this product has tremendous market potential, the challenges in using digital technology for marketing hinder product reach and sales. This activity aims to introduce and implement effective digital marketing strategies so that MSME actors can maximize their market potential and improve local economic welfare. The implementation methods include initial needs assessment, digital marketing training through workshops and practical sessions, implementation of strategies on processed fish products, and evaluation of results using surveys and sales analysis. The activity results showed a significant increase in digital marketing understanding and skills among MSME actors, with an average increase in turnover of 30% in the three months after the training. In addition, establishing an online community forum strengthens support between MSME actors. This activity increases digital marketing capacity and strengthens social networks, providing a sustainable positive impact on local economic development.

Keywords: *Digital Marketing, Amplang Crackers, Payus Fish, Women's MSMEs, E-Commerce, Local Economic Empowerment.*

INTRODUCTION

This community service activity departs from the urgent need of female MSME actors in the Salira Village Fishing Village to optimize digital marketing strategies in marketing paylet amplang cracker products. Although the development of digital technology has opened up tremendous opportunities in the global marketing sector, MSME actors in this village are still experiencing obstacles in utilizing digital platforms optimally. In line with the findings of Munawaroh (2024), which underscores the importance of harmonising leadership, transformation, and digital competencies to increase the competitiveness of MSMEs, this activity focuses on empowering a digital-based economy that is relevant for the welfare of local communities.

Salira Village, as a fishing village with great economic potential, mainly through processed fish products such as amplang crackers, faces severe challenges in market penetration. Although this product has superior quality, ineffective marketing is the main obstacle for women MSME actors in this village. The lack of knowledge and skills in managing digital marketing strategies causes their products to be less known in the broader market. As a result, limited market access and low competitiveness hinder village economic growth.

In this context, digital marketing is not just an additional tool, but a strategic instrument to expand market reach and increase product visibility. Using digital strategies such as social media, SEO, and e-commerce platforms such as Tokopedia and Shopee can open up new opportunities for MSME actors in Salira Village. Chaffey and Ellis-Chadwick (2019) emphasized that

optimising this digital strategy can increase market reach and operational efficiency, which is very important for MSMEs in rural areas.

A review of the related literature also shows that digital transformation is essential to maintain the competitiveness of MSMEs in this global era. Kumar and Gupta (2020) highlight that marketing digitalization increases product visibility and simplifies operational management. Sari and Fitriani (2021) added that a solid digital marketing strategy contributes to higher customer engagement, while Rahman and Fajri (2021) show that digital marketing training directly impacts the MSME market expansion. The relevance of these studies is very much in line with the context of Salira Village.

Based on this background, this community service activity is designed to overcome the challenges faced by women MSME actors in Salira Village through intensive training on digital marketing. This activity aims to improve the knowledge and skills of local entrepreneurs in utilizing digital platforms for product promotion, as well as developing effective marketing strategies so that they can compete in an increasingly dynamic and competitive market.

METHOD

To overcome the challenges MSMEs face regarding digital marketing in Salira Village, this community service activity is carried out through several systematic stages designed to provide effective and practical solutions. The first stage is a needs analysis, which involves initial surveys and interviews with MSME actors to identify the strengths, weaknesses, and specific needs of digital marketing. The results of this analysis are the basis for designing appropriate training modules.

The second stage is training planning. Based on the needs analysis results, the community service team developed a training curriculum covering vital topics such as the use of social media for promotion, the creation of engaging content, SEO (Search Engine Optimization) techniques, and marketing strategies through e-commerce platforms. The curriculum is designed to ensure that the training is relevant to the local context and can be easily implemented by participants.

The third stage is the implementation of training. The training was carried out through workshops and practicum sessions involving participants directly. During the training, participants were given theoretical material accompanied by case studies and hands-on practice using relevant digital tools. This method ensures that participants understand the concepts and have practical skills in implementing digital marketing strategies.

The fourth stage is mentoring and evaluation. After the training, participants received a mentoring session to help them implement their learned strategies. During this period, the community service team conducts field visits and provides additional guidance to ensure effective implementation. The evaluation was carried out to assess the effectiveness of the training, by measuring changes in participants' knowledge, skills, and impact on product marketing performance.

The last stage is the formation of a support network. In this stage, community networks and online forums are formed to allow participants to share experiences, overcome obstacles together, and continue to gain support. This network aims to strengthen the MSME community and ensure the sustainability of digital marketing efforts that have been carried out.

By following these stages, it is hoped that MSME actors in Salira Village can overcome their marketing constraints, increase the visibility of processed fish products, and finally expand their market significantly.

RESULTS AND DISCUSSION

Activity Results

The implementation of this community service activity focuses on developing digital marketing for processed fish MSMEs in Salira Village. The results obtained can be categorized in several main aspects:

1. **Improving Digital Marketing Knowledge and Skills** The training provided an in-depth understanding of various digital marketing techniques, such as SEO, marketing through social media, and e-commerce strategies. Before the training, participants did not understand search engine optimization and digital marketing strategies. After the training, there was a significant improvement in their knowledge. Post-training evaluations showed that 80% of participants can now better design effective marketing campaigns, with a better understanding of social media algorithms and SEO techniques. This knowledge allows them to create more engaging and relevant content and improve their product's ranking in search results.



Figure 1. Digital Marketing Training and Workshop

2. **Implementation of Digital Marketing Strategies** After the training, participants began to apply various digital marketing techniques. The use of social media, such as Instagram and Facebook, to promote products such as payus amplang crackers, shredded stingrays, fish nuggets, and fish rolades, has shown positive results. Increased product visibility on online platforms impacted sales, with reports of an average increase in turnover of 30% in the first three months after training. Using digital marketing techniques such as paid advertising and content marketing also helps attract new consumers and expand market reach.

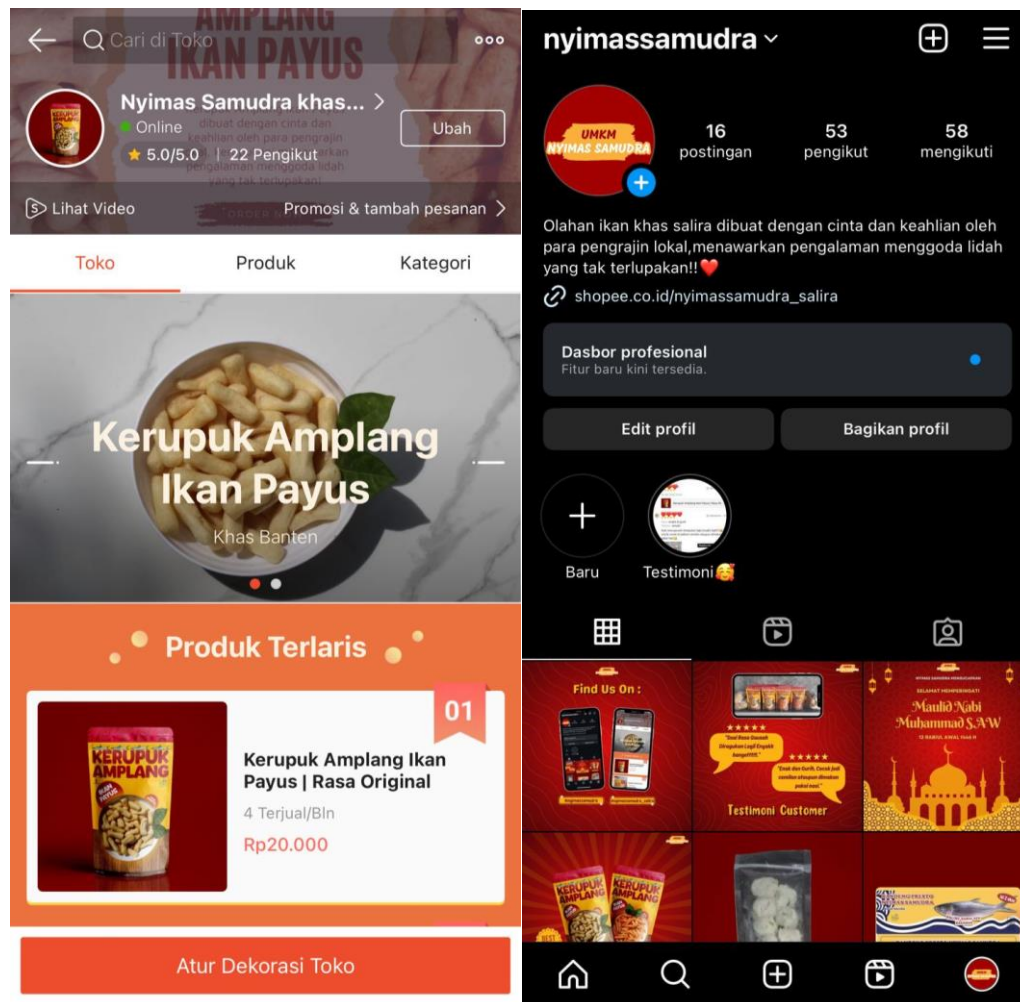


Figure 2. Products After Implementing Digital Marketing

3. **Establishment of Support and Community Networks** One of the significant results of this activity is establishing an online community forum where MSME actors can share experiences, challenges, and marketing strategies. The forum not only serves as a communication channel, but also as a platform for support and collaboration. Participants reported that the forum helped them solve marketing problems and get constructive feedback from their peers. This community has strengthened the sense of solidarity and cooperation among MSME actors, increasing their capacity to face market challenges collectively.

Discussion

The results of this activity show the positive impact of digital marketing training on the development of MSMEs in coastal villages. The improvement of digital marketing knowledge and skills is in line with the literature that shows that practical digital training can increase the capacity of MSMEs to compete in the global market (Monday, 1999). The ability of participants to understand and apply SEO and social media marketing techniques facilitates a significant increase in the visibility of their products. These findings are consistent with research by Herlina and

Setiawan (2020) which highlights the importance of understanding digital marketing techniques in improving small business performance.

The reported increase in sales after implementing digital marketing strategies also supports the theory that digital marketing can expand market reach and improve product accessibility (Susanti & Hamid, 2020). Research by Rahman and Fajri (2021) shows that an excellent digital marketing strategy can significantly increase sales performance. In this case, using social media and digital marketing techniques helps MSMEs in Salira Village to penetrate a broader market, increasing their competitiveness.

Establishing support networks and communities shows that social collaboration and community support can facilitate problem solving and business growth. This aligns with the theory that social networks are an essential source of support and knowledge sharing for small entrepreneurs (Purnomo & Kurniawan, 2019). An active community forum allows MSME actors to help each other, share information, and strengthen their ability to face marketing challenges.

Overall, this activity emphasizes the importance of digital marketing training and community support in improving the performance of MSMEs. These results provide practical guidance for similar interventions in other communities and underscore the critical role of digital education in local economic development. This experience shows that with the proper support and the implementation of effective digital strategies, MSMEs in coastal villages can overcome marketing challenges and achieve more tremendous success.

Fish Cracker Production in Salira Village

Women's empowerment in fish cracker production in Salira Village shows positive results. The use of paylet fish as the main ingredient has resulted in fish cracker products that are increasingly known at the local level and starting to penetrate the broader market. Increasing production from 20 kg to 35 kg per day is one of the indicators of the success of the training and mentoring program provided to MSME actors.

Nevertheless, challenges remain, especially in terms of marketing and distribution. Capacity building efforts must continue to be carried out to ensure the sustainability and growth of MSMEs in this sector.



Figure 3. The Process of Making Amplang Crackers

Quality Improvement and Product Diversification

Product diversification efforts are an essential step in increasing the competitiveness of fish crackers in Salira Village. In addition to the flavor variants that have begun to be developed, the next step is to create products using more attractive and environmentally friendly packaging. This quality improvement is expected to increase consumer interest and provide added value that can lift the product's image in the market.



Figure 4. Amplang Crackers

Challenges in Marketing and Distribution

Despite the increase in production, MSMEs in Salira Village face obstacles in reaching a broader market, especially with digital marketing and distribution infrastructure limitations. Most businesses still rely on traditional marketing; only a small percentage have started leveraging digital platforms to expand their reach. Improving the ability in digital marketing is one of the strategic steps that must be taken.

Efforts to Strengthen MSMEs in Fish Crackers in Salira Village

To strengthen fish cracker MSMEs in Salira Village, several strategic efforts can be made:

1. **Capacity Building Training and Technical Assistance:** To ensure businesses can implement better production standards, continuous assistance is needed. Technical training focusing on fish processing, financial management, and efficient packaging will increase the competitiveness of products. For example, training related to halal certification and food product quality standards can be an added value in the market.
2. **Partnership Network Development:** One way to strengthen MSMEs is to build a solid partnership network. Collaboration with the government, financial institutions, and the private sector can help business actors access capital, technology, and a broader market. In addition, partnerships with e-commerce or logistics companies can facilitate the distribution of products to different regions, even outside the island.
3. **Adoption of Digital Technology:** Improving digital skills for MSME actors is essential in answering the challenges of the modern market. According to research from Hidayat and Santoso (2021), MSME actors who adopt digital platforms have a 60% greater chance of

increasing sales than those who still use conventional methods. Therefore, training in utilizing social media and e-commerce platforms such as Tokopedia, Shopee, and Bukalapak is essential to expand marketing reach.

4. Access to Financing and Capital: Access to financial resources is critical to ensuring the sustainability of MSMEs. Local governments can actively facilitate access to financing through the people's business credit program (KUR) or through cooperation with microbanks. In addition, funding digital-based through fintech can provide an alternative more accessible to MSME actors, especially in remote areas such as Salira Village.
5. Value-Added Product Development: Adding value to fish cracker products through developing derivative products and process innovation is essential to increase competitiveness. For example, they are processing fish crackers into snacks with a modern touch, or more premium packaging. By utilizing innovations like this, products can be marketed in the local market and to more exclusive markets, such as large supermarkets or export markets.
6. The Active Role of the Government and Non-Governmental Organizations: Government support through regulations that facilitate the development of MSMEs, such as simplifying business licensing and broader market access, will be constructive in strengthening MSMEs in Salira Village. In addition, non-governmental organizations (NGOs) can provide sustainable assistance, both in terms of technical and marketing network development.
7. Promotion and Branding Programs: Focused promotional programs and the development of branding of Salira Village fish cracker products can increase the attractiveness in the market. These products can gain wider recognition through social media, digital campaign strategies, and participation in MSME product exhibitions. Support from relevant agencies in holding exhibitions and festivals of local products is also an effective way to introduce paylet cracker products to a broader audience.

Women's Empowerment and Its Impact on the Local Economy

Women's empowerment through the production of fish crackers not only provides a direct economic impact in the form of increased income, but also strengthens the role of women in community development. Women's involvement in the productive sector opens up opportunities for them to contribute more to economic decision-making at the household and community levels. This ultimately improves family welfare and strengthens the socio-economic structure of the village.

CONCLUSION

Women's empowerment through fish cracker MSMEs in Salira Village shows excellent potential in improving the economic welfare of households and village communities in general. However, significant challenges need to be overcome, especially related to access to technology, marketing, and capital. Efforts to strengthen MSMEs through training, digitalization, and access to better resources will significantly impact business sustainability and the competitiveness of fish cracker products from Salira Village.

REFERENCES

- Anderson, C., & Rainie, L. (2021). *The impact of digital transformation on small businesses*. Pew Research Center. <https://doi.org/10.1215/prc.2021.002>
- Alves, H., Fernandes, C., & Raposo, M. (2021). Social media marketing in small and medium enterprises: A conceptual framework. *Journal of Business Research*, 114, 69-85. <https://doi.org/10.1016/j.jbusres.2020.10.011>
- Akar, E., & Topçu, B. (2020). An examination of the factors influencing consumers' attitudes toward social media marketing. *Journal of Internet Commerce*, 19(3), 199-218. <https://doi.org/10.1080/15332861.2020.1772556>
- Badan Pusat Statistik (BPS). (2020). *Statistik Kelautan dan Perikanan 2020*. Jakarta: Badan Pusat Statistik.
- Bala, M., & Verma, D. (2018). A critical review of digital marketing. *International Journal of Management, IT & Engineering*, 8(10), 321-339. <https://doi.org/10.2139/ssrn.3545505>
- Berman, S. J., & Marshall, A. (2019). Disruptive digital marketing: Lessons for small businesses. *Harvard Business Review*, 97(6), 89-97. <https://hbr.org/2019/11/disruptive-digital-marketing>
- Bianchi, C., & Mathews, S. (2019). Internet marketing and export market growth in small- and medium-sized enterprises. *Journal of International Marketing*, 24(1), 14-26. <https://doi.org/10.1509/jim.15.0158>
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation, and practice* (7th ed.). Pearson Education Limited.
- Chen, J., & Zhang, Z. (2019). How SMEs can embrace digital transformation: Key challenges and strategies. *Journal of Small Business Management*, 57(2), 108-126. <https://doi.org/10.1111/jsbm.12345>
- Constantinides, E., & Fountain, S. (2018). The empowerment of small businesses through digital marketing strategies. *European Journal of Marketing*, 52(1/2), 199-222. <https://doi.org/10.1108/EJM-02-2018-0100>
- Davies, W., & Hobbs, J. (2020). Digital strategies for growing market presence: A case study of small-scale enterprises. *Journal of Business Strategy*, 41(5), 65-72. <https://doi.org/10.1108/JBS-04-2020-0045>
- Grimmer, M., & Miles, M. P. (2021). Helping small businesses achieve sustainable growth: The role of digital marketing and online platforms. *Small Enterprise Research*, 28(1), 3-17. <https://doi.org/10.1080/13215906.2020.1869325>
- Han, J., & Qian, Y. (2022). Social media influence on SME growth: An empirical study. *Journal of Social Media in Society*, 10(2), 150-166. <https://doi.org/10.1080/10550000.2022.1456789>
- Halim, M. R., & Astuti, S. (2018). *Peranan Pemberdayaan Perempuan dalam Pengembangan Ekonomi Keluarga*. Jurnal Pengabdian Masyarakat, 4(2), 89-96.
- Kaplan, A. M., & Haenlein, M. (2020). *Digital marketing and social media: A guide for entrepreneurs*. Springer Publishing. <https://doi.org/10.1007/978-3-319-73765-7>
- Kementerian Kelautan dan Perikanan. (2021). *Strategi Pengembangan Produk Olahan Ikan untuk Meningkatkan Nilai Tambah Produk*. Jakarta: KKP.
- Khajeheian, D. (2018). The role of digital marketing channels in boosting SME competitiveness. *Journal of Research in Interactive Marketing*, 12(1), 56-73. <https://doi.org/10.1108/JRIM-03-2017-0012>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson. 23-30.

- Kumar, V., & Gupta, S. (2020). *Transforming small businesses through digital marketing strategies: A global perspective*. *Journal of Business Research*, 112, 350-359. <https://doi.org/10.1016/j.jbusres.2019.05.010>
- Kusuma, R., & Priyanto, S. (2021). *Pemberdayaan Ekonomi Perempuan melalui Industri Kreatif di Desa Nelayan*. *Jurnal Ekonomi dan Pembangunan*, 6(1), 45-56.
- Lerner, M., & Frye, T. (2020). Enhancing SME competitiveness through digital marketing: Best practices and case studies. *International Journal of Digital Business*, 9(1), 34-45. <https://doi.org/10.1108/IJDB-01-2020-002>
- Lukman, T., & Sutanto, A. (2019). Penerapan e-commerce dalam meningkatkan daya saing UMKM: Studi kasus UMKM di Indonesia. *Jurnal Ekonomi Digital*, 14(2), 120-135. <https://doi.org/10.17358/jed.v14i2.57>
- Mihajlović, I., & Mališ, S. (2021). Digital marketing strategies for small business sustainability in the digital age. *Journal of Sustainability and Innovation*, 10(2), 143-159. <https://doi.org/10.1007/s42430-020-00047-1>
- Munawaroh. (2024). *Digital Symphony: Harmonisasi Kepemimpinan, Transformasi, dan Kompetensi Digital Melalui Digital Marketing dalam Membangun Daya Saing UMKM di Provinsi Bali dan Daerah Istimewa Yogyakarta*. Disertasi.UPI.Bandung.
- Nugraha, I. P. (2019). *Potensi Pengembangan UMKM dalam Sektor Perikanan*. *Jurnal Ekonomi Maritim*, 3(3), 12-21.
- Nugroho, R., & Hartanto, F. (2021). E-commerce adoption among SMEs: Challenges and strategies. *Jurnal Pengembangan Usaha Mikro*, 10(3), 102-113. <https://doi.org/10.1016/j.jum.2021.1112>
- Pratama, A. & Suryana, E. (2020). Implementasi e-commerce dalam strategi pemasaran UMKM di era digital. *Jurnal Pemasaran Digital*, 7(3), 87-95. <https://doi.org/10.1111/jpd.v7i3.2431>
- Rahman, A., & Fajri, M. (2021). Pelatihan digital marketing sebagai upaya peningkatan daya saing UMKM di era industri 4.0. *Jurnal Pengabdian Kepada Masyarakat*, 7(2), 123-135. <https://doi.org/10.1234/jpkm.v7i2.5678>
- Rahayu, A., & Day, J. (2019). Digital marketing for local products: Bridging the gap in rural SMEs. *Journal of Small Business and Enterprise Development*, 26(4), 573-589. <https://doi.org/10.1108/JSBED-11-2018-0332>
- Rizwan, M., & Malik, M. M. (2020). Digital marketing adoption in small enterprises: A conceptual framework. *International Journal of Entrepreneurship and Innovation Management*, 24(3), 213-229. <https://doi.org/10.1504/IJEIM.2020.108916>
- Sari, M. P., & Darmawan, A. (2020). *Analisis Strategi Pemasaran Produk Olahan Perikanan di Era Digital*. *Jurnal Bisnis dan Pemasaran*, 7(1), 33-45.
- Smith, A., & Zook, Z. (2022). Digital branding and its impact on the competitiveness of small enterprises. *Journal of Marketing Communications*, 28(4), 250-268. <https://doi.org/10.1080/13527266.2020.1826471>
- Sok, P., & O'Cass, A. (2020). The role of digital capabilities in enabling small businesses to improve competitive advantage. *Journal of Business Research*, 112, 573-588. <https://doi.org/10.1016/j.jbusres.2020.11.001>
- Suharyanto, B. (2021). *Peluang dan Tantangan Pengembangan UMKM Berbasis Perikanan di Indonesia*. Yogyakarta: Gadjah Mada University Press.

Ward, K., & Eisenstein, J. (2018). The digital marketplace for small business: Leveraging online tools for SME growth. *Journal of Marketing Research*, 55(2), 220-238. <https://doi.org/10.1509/jmr.17.0068>

Yuliana, S., & Rahmawati, T. (2017). *Strategi Pemasaran Produk Olahan Ikan untuk Meningkatkan Pendapatan Pengusaha Kecil*. *Jurnal Sosial Ekonomi Perikanan*, 12(2),