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## DEVELOPMENT OF DIGITAL-BASED MARKETING STRATEGIES AND IMPLEMENTATION OF MSME LELE HUTAURUK E-MARKET PLACE WEBSITE

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### Abstract

The Covid-19 pandemic and a lack of knowledge regards to marketing strategies can hinder business growth. Therefore, it is necessary to create a marketing strategy by utilizing technological advances in developing a business to reach wider consumers and increase sales. The method used in Community Service (PkM) activity was starting from the preparation stage, that is surveying the field to conduct observations and interviews. Community Service (PkM) activity was conducted at the Catfish MSME, Lele Hutaauruk (LeHu) with aims to assist in creating digital-based marketing strategies by promoting businesses using advertisements. Advertisement in the form of images through WhatsApp and online sales with a website-based delivery order system. The results of the Community Service (PkM) activities at Lele Hutaauruk (LeHu) are E-marketplace website as an online store that sells Catfish, advertisement using images for promotion through social media, and material modules on marketing strategies. The implementation of the output has succeeded in increasing sales by 5%.

**Keywords:** *Marketing Strategy, E-marketplace, Website, MSME, Lele Hutaauruk*

### Introduction

The Covid-19 pandemic in Indonesia since the beginning of 2020 and a lack of understanding of marketing strategies have hindered businesses from growing. The pandemic has succeeded in complicating aspects of life and changing the order of life in Indonesia. One aspect that is affected is the economy, as a result, the Indonesian economic declines. What's more, many businesses were affected, one of which was Micro, Small to Medium Enterprises (MSMEs), even though Prianto (2018) said in his research that MSMEs have a big role in building the economy in

Indonesian. Due to the government's policies to overcome the pandemic, such as large-scale social restrictions (PSBB), it is difficult for MSMEs to cover a wide range, which makes it difficult for MSMEs to sell their products or services. However, in the event of a pandemic, the owners of small, medium, and micro enterprises did not immediately stop operating their businesses but made other efforts to survive by using modern technology. The role of technology in MSME activities plays an important role in developing business and sales through online systems. Globalization encourages people to do things faster and easier as if there are no limits. Technological advances in telecommunications make the relationship between humans has no boundaries. The internet is a place for many things, one of which is digital marketing for a business related to what they sell. Marketing is starting to shift to the digital world because it considered better and more efficient and allows potential consumers to get information and transact using the internet. E-marketing is a process of achieving business goals related to marketing using technology. In the research of Latianingsih *et al.*, (2021) according to Yacub Rudi (2020) that marketing in the digital world with the target of social media users is the right choice. Harijanto in Awali research (2020) said that e-marketing applications are the right thing to grow a business, these applications can attract more consumers. In a previous study by Alfiah and Damayanti (2020), an e-marketplace application for the sale of catfish harvests was proposed. The purpose of the community service (PkM) activities of the Catfish Small and Medium Enterprise Lele Hutaauruk (LeHu) located in Sagulung Jaya, Sagulung, Batam City is to assist in business development, and increase sales and demand by consumers by promoting through e-marketing such as WhatsApp and implementing E-market Place in the form of a website to make it easier for consumers to transact. So, Let the small and medium-sized catfish Lele Hutaauruk (LeHu) gain popularity in a wider range and gain more profits. What's more, it helps the owner in understanding the right marketing strategy for his business so that it can survive during the pandemic. MSME Catfish, Lele Hutaauruk (LeHu) is a micro business that sells catfish. The business was initiated in 2019 by the Hutaauruk Family, but during the pandemic, sales decreased. Sales at 2 times harvest before the pandemic, the owner was able to reap a sales turnover of up to 40.000.000 IDR. After the pandemic, the owner gets a sales turnover of around 9.000.000 IDR. In addition to the decrease in sales turnover that is felt due to the pandemic, there is a fairly strong competitor in the same sales area. The competitor's turnover in one week can reach 7.200.000 IDR by selling 400kg of catfish with a selling price of 18.000 IDR. Harvest at Lele Hutaauruk, which is done every 3 months, and only sells to sellers in the nearest market. Therefore, it is hoped that with digital marketing and implementation of an e-market place website by adding a delivery order sales system, it can increase catfish sales and reach wider consumers.

## Methods

In this community service (PkM) activity, qualitative research methods are used. This method is used in order to generate descriptive data. The data collection technology in the activity, that is, to support the research in this activity through interviews and observations. The observation of the activity aims to understand the status of the partners, while the interview aims to discover information such as obstacles and problems related to the business continuity operated by the partners. Data obtained through observations, interviews, and literature research are collected and qualitatively analyzed. The determination of the locality for the implementation of PkM activities is carried out at the Lele Hutauruk MSMEs, which is located in Sagulung Jaya, Sagulung, Batam City, starting on September 8, 2021, until November 30, 2021.

## Result and Discussion

The process of implementing the output was carried out at 6:00 pm, November 12, 2021 at Sagulung, Batam City to explain strategic marketing materials and implementation of promotions using advertisements in the form of images on social media such as WhatsApp. 3 participants and 1 host participated in this event. The next implementation of the output will take place at 6:00 pm on November 18, 2021, through the zoom meeting because they cannot hold the meeting in person. The second zoom meeting explained the implementation E-Market Place, namely the Lele Hutauruk website. LeHu learned about the operation and monitoring of the website. A total of 3 people participated in the Zoom meeting, namely 1 partner and 2 presenters. The outputs achieved from community service (PkM) activities at MSME Lele Hutauruk are E-Market Place website, advertisements in the form of images, and marketing strategy materials in the form of softcopy (pdf) and hardcopy to support the understanding of business owners in understanding marketing strategies. Marketing strategy materials are brief materials related to explanations of consumer and market identification, target market selection, SWOT analysis and digital marketing.

1. E-Market Place in the form of a Website
  - a) Main Menu

In the main menu of the website, there are: Homepage, About LeHu, Buying Catfish, Contact Us and Answers to Frequently Asked Questions (FAQ). The main menu display explains about the MSME Catfish, Lele Hutauruk starting from what is offered, the vision and mission, testimonials, LeHu's address or location, contact numbers, and FAQs that contain questions or become helps pages and explain more in detail about LeHu. On the Buy Us page, which is a display for placing an order, the buyer must have an account by registering first using the buyer's email and then

logging in using the registered email. The following is the display picture of the main menu of LeHu website, which can be accessed through the following link:

<https://lelehuaturuk.web.id/>

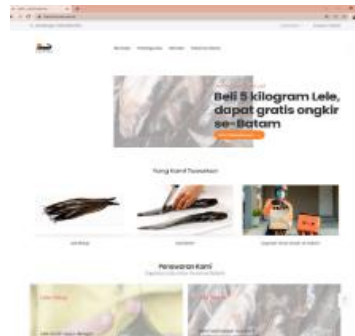


Figure 1 Display of the Homepage on the Website, Source: Author (2021)



Figure 2 Display of About LeHu on the Website, Source: Author (2021)

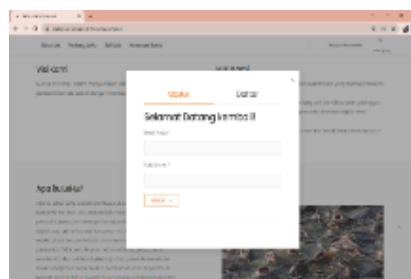


Figure 3 Display of Buy Catfish on the Website, Source: Author (2021)

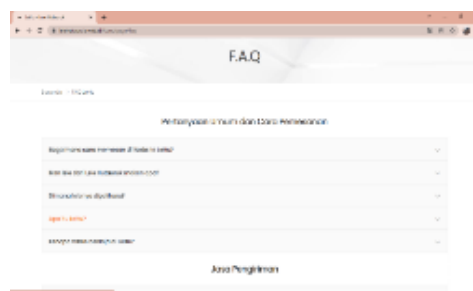


Figure 4 Display of FAQ (Frequently Asked Question) on the Website, Source: Author (2021)



Figure 5 Display of Contact Us on the Website, Source: Author (2021)

#### b) Order Menu

From the buyer's side of the menu, there are products on offer, for orders buyer can continue by pressing the product or simply adding products to the cart. If buyers click to buy a product will be directed to the next page to view more detailed orders, such as order quantity. Buyers can view the order history through the created user account by pressing the user name located in the upper right corner. The following is a menu display from the buyer's side on the website:

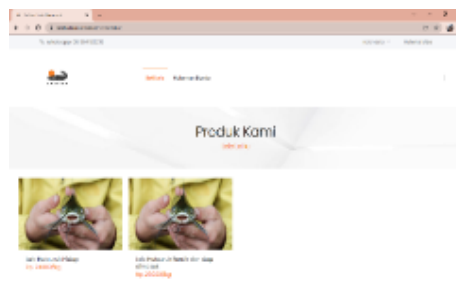


Figure 6 Display of Buy Catfish for Order on the Website, Source: Author (2021)



Figure 7 Display of Buyer Account on the Website, Source: Author (2021)

#### c) Admin Menu

The admin page is a useful page for managing and monitoring the sustainability of the Lele Hutaauruk website. The admin page has a dashboard and three other sections, namely the LeHu profile, the account manager consists of a user account containing account info for buyers who have registered on the website and website and features consisting of orders containing or website info by

consumers, a menu containing products offered, banner, feedback and manage. The following is some views on the admin page:

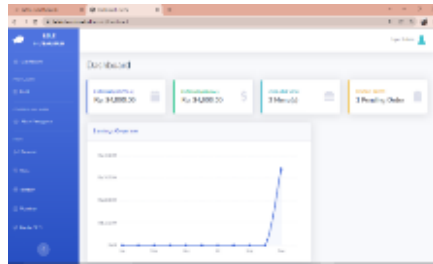


Figure 8 Dashboard Display on the Admin Page, Source: Author (2021)



Figure 9 Display Orders on the Admin Page, Source: Author (2021)

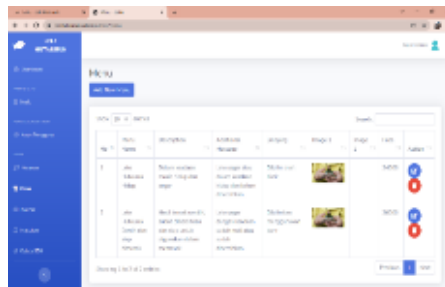


Figure 10 Display Menu on the Admin Page, Source: Author (2021)

## 2. Advertising in the form of Images

Create advertisements in the form of images through social media such as WhatsApp as form of digital-based promotion. Digital marketing can reach more consumers and has many advantages compared to offline marketing. Attractive advertisements attract consumers to buy products that are on sale, coupled with promotional activities provided. The following is an image of the ad that will be used for product promotion:



Figure 11 Advertisement, Source: Author (2021)

### 3. Marketing Strategy Material

Output in the form of softcopy (pdf) and hardcopy in the form of marketing strategy materials to support business owners to understand marketing strategies. Marketing strategy material are brief materials related to explanations of consumers and market identification, target market selection, SWOT analysis, and digital marketing. The following is an image of the start page of the marketing strategy material:



Figure 12 Initial Pages of Material, Source: Author (2021)

The main focus of community service (PkM) at MSME Lele Hutaauruk is to attract more customers and increase sales, which have decreased due to the pandemic situation. The realization of the target is to be able to attract a wider range of consumers through the Lele Hutaauruk E-Market Place website and advertisements to promote their business on social media. The advantage of the Lele Hutaauruk e-market place website is that it makes it easy for consumers to buy products available at Lele Hutaauruk, without having to go to traditional markets and have them delivered to the destination address. Prospective consumers can also visit the website to find out about MSME Lele Hutaauruk and explore the website by simply searching for “Lele Hutaauruk” on the Google search engine. The website also provides the location of Lele Hutaauruk of the nearest potential customers. The weakness of this website is that if the hosting and domain are not extended by the due date, the website will be suspended and cannot be accessed by users and admins.

### Conclusions

After the entire implementation program is completed, it can be concluded that the achievement of the target of activities in the field has reached 80%. Partners can identify markets and consumers better and be more alert to business threats and take advantage of the opportunities, Partners are also able to implement marketing

strategies in the continuity of their business. What's more, partners can operate the Lele Hutaaruk website properly and manage it properly. As a result, the conditions were implemented to increase sales, and the sales of catfish increased by about 5-7kg. Promotions using advertisements in the form of images on WhatsApp attract consumers. The benefit of community service (PkM) activities at MSME Lele Hutaaruk is that it has maximized the sales of catfish and is well-known in a wider range. What's more, it is easier for consumers to shop and find information about their business. The proposal for the next PkM activities is to help MSME Lele Hutaaruk develop their business, such as implementing a product differentiation strategy and converting the product into processed food ingredients made from catfish. So that it can increase the sales of the products offered on the Lele Hutaaruk website.

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