

The Useful of Social Media for Fish Floss Marketing on Dusun Babat Pasuruan Middle Business

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Abstract

Purpose: The purpose of community service was to help the Fish Floss MSME how program promote the Fish Floss MSME product till this product becomes known by people and a prospective customer, starting, with promotion on social media where its social media created by this community service so it can grow trusted by prospective buyers who want to buy it product.

Methodology: This community service activity goes through three stages, namely interviews and discussions, training and mentoring, and evaluation of the development of fish floss MSMEs. This form of training teaches how to photograph fish floss products to attract buyers' interest and helps create a business account on Instagram social media. Then the form of assistance provided to fish floss MSME owners is to see the progress of development in implementing social media and help evaluate the use of Instagram media.

Results: Many people who will be prospective buyers know this fish floss is worth buying. Fish floss can be a complementary food for daily consumption because it contains many nutrients that humans need, and people know this fish floss has a nice taste. So not just a product, but really healthy and tasty. Through this community service program, the product is now reachable for many people to buy. Community service helps the Fish Floss MSME by making a social media promotion called Instagram.

Applications/Originality/Value: This increase in community service research can be seen from fish floss MSME owners who do not yet understand how to market their products through online stores. Fish floss MSMEs still market their products in the form of regular WhatsApp stories and through word of mouth. So fish floss MSMEs, which previously did not have an Instagram account, now have one. By having 23 followers and 15 posts on an Instagram business account.

Introduction Section

Floss meat is a processed food made from shredded meat, where the shredded meat is added to several spices and cooked by sautéing and frying (Wulandary, 2018). One of the animal proteins consumed by many people is fish. Besides being easy to get, its selling price is cheaper than that of meat. The owner of the fish floss MSME saw that it was very difficult for children in Dusun Babat, Pasuruan, to eat fish, where the animal protein in fish was important for the body, especially for children. However, fish are quick to rot. According to (Jayadi et al., 2016). bacteria and chemical changes are what cause the rottenness. Therefore, to stop the rottenness in fish, cured products need to maintain shelf life so they can last a long time. There are several ways to cure fish, like drying, salting, roasting, fermenting, smoking, and cooling. One of the processes used to process fish floss products by MSME owners is the drying process (Kirana et al., 2022).

This fish floss MSME has been established since 2017 and is still produced today (Heryanto et al., 1990). The fish floss MSME products are sold in four variants, namely catfish floss, mackerel tuna fish floss, tilapia fish floss, and tuna fish floss (Pratiwi et al., 2023). The four variants of fish floss have good health benefits, such as being effective in suppressing cholesterol, containing omega 3, being rich in protein, maximizing energy intake, and so on. The fish floss MSME is already certified halal with ID number 35110000320600422. MSME products are often chosen for community service programs because they support local economic development, create jobs, and improve communities. In addition, MSMEs tend to be more accessible to local communities, promote regional economic interests, and increase economic independence at the local level. Moreover, these MSMEs cannot yet utilize Instagram as an alternative marketing medium.

With today's media developments, many people have changed their businesses to online shops (Ismail, 2020). Because people in this era are more interested in buying a product online than offline, an online shop can also be made anywhere and anytime. However, not all business people know how to sell their products to online shops (Agustin & Febriana, 2023). Like the fish floss MSME owner in Dusun Babat, Pasuruan. The fish-floss MSME owner in Dusun Babat can only sell his products via regular WhatsApp stories and word of mouth. So customers who know the fish floss products are evenly still in the Pasuruan area. Therefore, community service can help provide training and assistance to MSME owners of fish floss in Dusun Babat, Pasuruan, so they can also sell their products in an online shop.

In selling fish floss products in an online shop, you need to focus on several things (Bahari et al., 2020), like editing product photos that will be posted on Instagram media, then making content for their media account, carrying out promotions, etc. (Alpiani et al., 2022).

So the fish floss product is not only known by the people around it but the fish floss product can also be known by the wider community.

Methodology

The community service began from June 2 until July 4, 2023. Start with observation and interviews. These community services use a training and guiding method. When the observation and interviewing are done, it is a step to begin getting the problem conclusion until it can be turned into a research and resource object.

Interviews are a data collection technique that uses verbal questions to research subjects. By asking several questions, the researcher can speak directly to the response (Qashidi, 2018)

After finding the problem conclusion, these community services are doing the training and guiding steps. In this training, the first thing to do is teach the fish floss MSME owner how to get a product customer. And second, community service will help create an Instagram social media account. After that, as a guiding step, the community service will follow and evaluate the fish floss MSME during the application of social media progress.

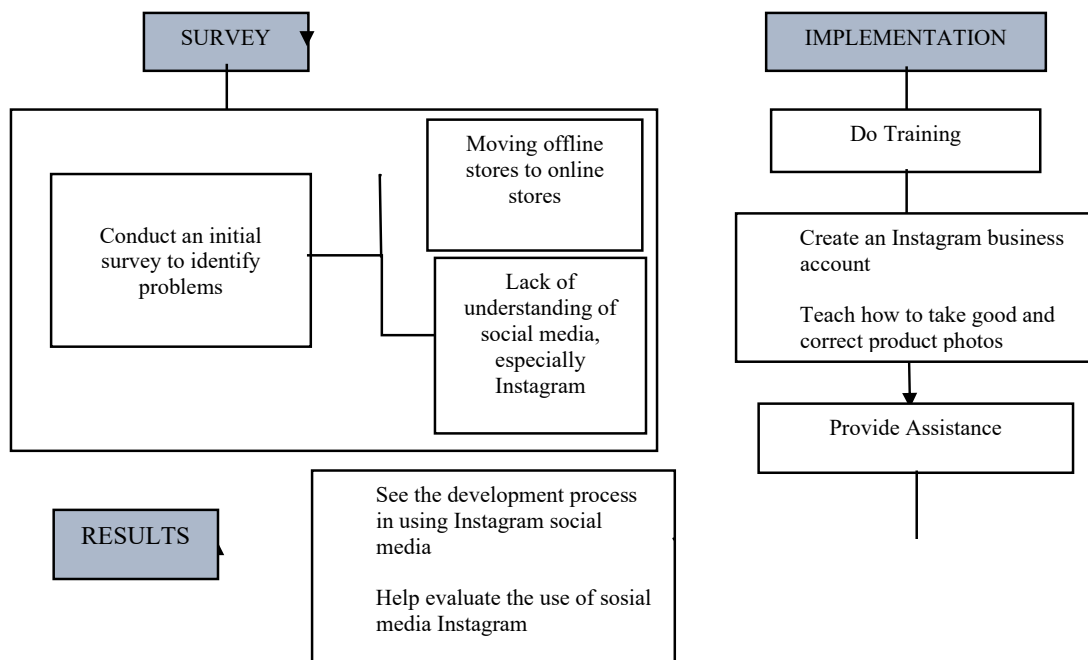


Figure 1. Methods of community service activities at fish floss

Result and Discussion

Implementation of community service activities for MSME owners of fish floss in Dusun Babat, Pasuruan. This activity will be carried out from June to July 2023. The owners of Fish Floss MSME are the recipients of this community service activity through observation, interviews, training, and mentoring

During the provision and assistance, fish floss MSME owners can gradually understand social media on Instagram. In terms of followers, at the start of the FishFloss business account, there was an increase from initially 4 followers plus 3 posts; now it has 23 followers plus 15 posts.

In the context of activities to optimize the use of social media as a promotional medium and as a medium for the existence of “Abon Que” fish floss MSME in accordance with the stages arranged in the research method carried out, including:

Observation and Interview



Figure 2. Interview documentation

On June 20, 2023, the community service team visited the MSME production site for fish floss to collect existing data. From the results of observations and interviews that have been conducted, the community service team obtained information that promotions carried out by shredded fish MSME owners were only through regular WhatsApp stories and word of mouth. So that customers who order fish floss are only those closest to them.



Figure 3. Customers ordering through a regular WhatsApp story

The upload of the fish floss product on the WhatsApp story has attracted interest from customers to buy the fish floss product. It's just that those who see the upload are the people closest to them.

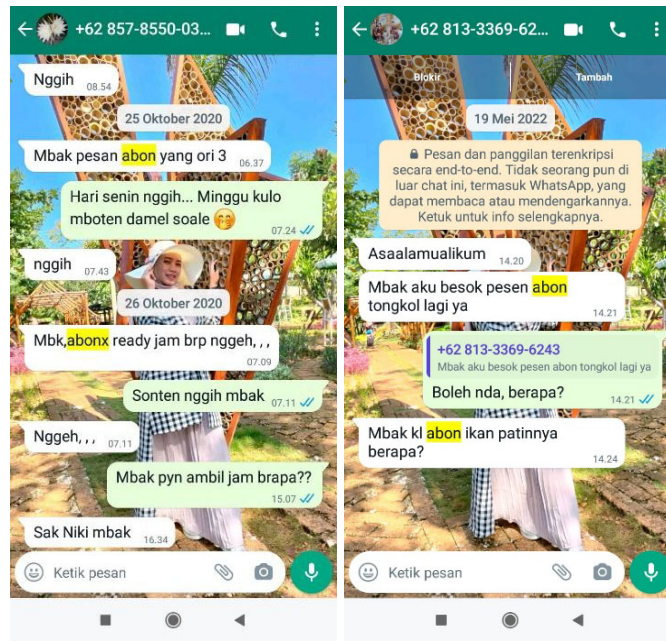


Figure 4. Word-of-mouth promotions result

In the second picture, it can be seen that the customer gets information about fish floss from customers who have subscribed for a long time. Therefore, the community service team provides training and assistance to MSME owners of shredded fish.

Training Stage

On June 26, 2023, we created an Instagram account for FishFloss MSME. Previously, the owner of the fish floss MSME did not have a business account on Instagram social media. After the account creation has been completed, the community service team introduces the features of the business account to the fish floss MSME owners. Like the insight feature, which provides information about followers and popular content (Damayanti et al., 2023). Then there is the Instagram shopping feature, which makes it easier for customers to buy products directly from Instagram. There is an ad tools feature, and Instagram provides several forms of advertising that can be used by businesses to create and manage ads on the platform (Rohmansyah & As'ad, 2022). Then there is the Instagram Stories feature, which is used to market or promote products by sharing photos and videos that will disappear after 24 hours. With the live broadcast feature, businesses can broadcast videos directly to their followers, so there is such a thing as a reciprocal relationship with their consumers (Soekendar & Pratiwi, 2023).



Figure 5. Screenshots of Instagram accounts

The logo on the Instagram account shows a fish wearing a chef's hat, which means that the fish floss is homemade or often called homemade. According to (Jerman et al., 2015), the background color of the logo is an orange color because the orange color represents enthusiasm, joy, happiness, and satisfaction. Orange is also often used as an alternative for providing energy to food and bringing freshness to those who consume it (Khairina et al., 2019). Next, help fill out the catalog on your Instagram account to make it easier for potential buyers to order fish floss products. After creating an account, introducing the features in it, and helping to fill out a catalog on an Instagram account, then conducting training on photos of fish floss products (Kurniawan et al., 2022).



Figure 6. Product images

The image above shows a photo of the fish floss product and packaging design that MSME owners use to advertise their goods on Instagram. In the photo, we took an angle from the front with a few examples of the contents of the fish floss. For the photo, we focused on the product in the package (Cicilia et al., 2017). With a little, we give a combination of chilies and celery leaves as a sweetener from the photo. After this stage is complete, the community service team carries out the mentoring stage.

Assistant Stage

During the mentoring process, which is carried out for several days a week, the MSME owner of FishFloss understands the main features of Instagram. So that the owner of the fish floss MSME has an increased understanding of using the Instagram application from day to day (Machfiroh et al., 2023). During the mentoring process, the owner of the fish floss MSME can take pictures properly and correctly.



Figure 7. 15 Abon Que account posts

In the picture above, it can be seen that the initial post on the Abon Que account contained 15 posts. Which contains an explanation of what fish are sold in fish floss as well as an explanation of the benefits of fish floss (Suryani et al., 2021). In our Instagram posts, we also include the philosophy of the fish logo that we made so that Abon Que followers know what the philosophy means. In the post, we make it as interesting as possible so that followers are tempted to try it, and we also provide a few motivational words that make the readers happy and motivated (Wulandary et al., 2018).



Figure 8. Followers of the Abon Que account.

In Figure 8, followers on the Abon Que account are experiencing very rapid growth, namely 23 followers. As evidenced in Figure 4, there are still 4 followers on the Abon Que account, as well as posts that have been uploaded, many of which were originally only 3 posts. Now there are 15 posts. In the information statement, we have also started giving access to buyers or customers to be able to contact the owner of Abon Que, and we have also added a Google Maps link to be able to understand the address of the homemade Abon Que.

Conclusion

Community service activities for fish floss MSME include training and mentoring. Such as the activity of taking product photos and creating a business account on Instagram, so that this community service produces good results. Because it has reached the set target, both in terms of increasing followers and the number of posts that have been uploaded. In that account, there were 23 followers and 15 posts at the beginning of the account creation. The outcomes of product photos and designs have an impact on the income that Fish Floss MSME earns through Instagram. In the future, we hope that after carrying out this activity, Fish Floss MSME can continue what the community service team has done, starting from taking product photos to Instagram designs. They can continue to develop with the times and be able to compete with other MSMEs.

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