



Application of Digital Marketing Technology as a Marketing Media for Diversified Food Products from Cihateup Ducks in Sukanagalih Village

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ABSTRACT

Sukanagalih Village has abundant natural resources, including being a center for growing Cihateup ducks in the form of meat and eggs as a source of animal protein for the community. Duck meat can be processed into meatballs because meatball products are very popular with local people. Duck eggs can be processed into smoked, salted egg products to increase selling value. These two food diversification products can be used as superior products in Sukanagalih Village. To market these products, digital marketing technology is needed to expand marketing reach not only on a local scale around the producer but can reach national and even international areas. This activity program aims to utilize digital marketing technology as a marketing medium for diversified food products from Cihateup ducks in Sukanagalih Village. This activity is one of the Kosabangsa programs between Tasikmalaya University of Struggle as the implementing team and IPB University as the accompanying team. This program starts from September to December 2023 in Sukanagalih Village, Tasikmalaya Regency. The method for implementing this activity consists of counseling, training, and assistance in using digital marketing technology to market duck meatballs and smoked salted egg products. The target partners for this activity are members of the Berdikari Village-Owned Enterprise (Bumdes) in Sukanagalih Village, with a total of 25 training participants consisting of the chairman and members of Bumdes Berdikari. The results of marketing activities using digital marketing technology are very beneficial for the community because they increase the reach of marketing areas for diversified food products from livestock. In addition, applying digital marketing technology can improve people's knowledge and skills in managing and carrying out better marketing management compared to conventional shops in Sukanagalih Village.

Keywords: Cihateup ducks, digital marketing, egg ducks, kosabangsa, meat ducks.

1. INTRODUCTION

The use of the internet and digital transaction platforms in various channels is growing massively. Some people use the internet and social media platforms worldwide, and smartphone and digital communication device applications have become part of their daily lives [1]. Based on data released by the Indonesian Internet Service Providers Association (APJII), the Indonesian internet population reached 215.63 million users between 2022 and 2023. However, this figure could be the reality of one user having two smartphone devices. So, even if averaged out, the number of internet users in Indonesia is still relatively large.

We use digital marketing media to accelerate the marketing penetration of diversified livestock products. It is easy to apply both organically and through paid advertisements [2]. Amplifying diversified livestock products becomes much easier to market without spending as much as advertising costs on other electronic media. Business or product owners only need to adjust their perspective when seeing a need or problem that customers are experiencing.

2.1 Local Business Optimization

In practice, if done with the proper stages, digital marketing will significantly impact a business entity's marketing performance. However, not all business entities have sufficient resources to finance their marketing operations. So, a solution approach is needed so the business entity can still carry out its mission. Local Business Optimization (LBO) is the practice of marketing local products at almost no cost. In this context, it is possible for business entities that prefer to minimize their marketing costs.

In practice, local business optimization requires more effort on keyword research and the process of creating content relevant to the keywords from the research results. The strength of this LBO is that it specifically targets a niche market that really needs the product they are looking for. Customers will search on search engines, either through Google or through YouTube. Customers often use Both search engine platforms to find products or solutions to their problems and needs. The selection and set-up process of the digital marketing platform will determine the process of forming a digital marketing ecosystem specifically for food products [3].

Figure 1 shows a certain amount of market demand for commodity salted egg products. In this context, so that digital marketing activities can have an impact and generate sales, what must be ensured is the quantitative data on the amount of market demand in the period of the last 1 year, the previous 6 months, or the last 30 days.

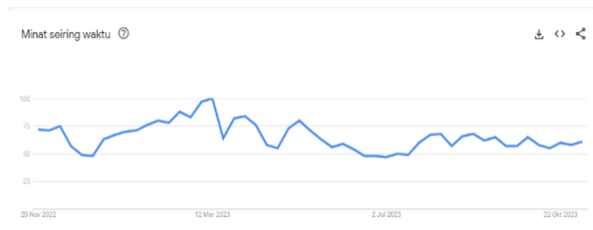


Figure 1 SEQ Figure * ARABIC 1 Salted Egg Demand

Data insights can be customized as needed.

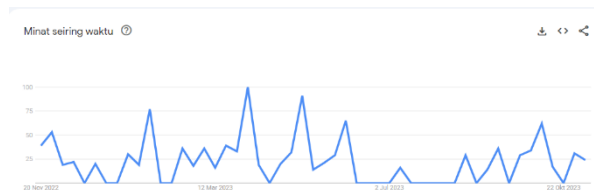


Figure 2. Smoked Salted Egg

Figure 2 shows quantitative data on the amount of market demand for smoked salted egg product commodities. The trend looks at a very extreme level of fluctuation compared to ordinary salted egg products. However, at a specific moment, the demand for smoked salted eggs several times the trend reaches the optimum point.

In the context of this study, the application of local business optimization is by making the keywords researched on the Google Keyword Planner tool an account name for all content marketing platforms. For example, for the diversified livestock products of Smoked Salted Eggs. The account name used is "Smoked Salted Eggs," which is used on the TikTok account. The result of applying this method is that the account we have created will appear on the first page even though it does not have followers. However, to maximize account performance, filling in the content first by including a description containing keywords and offering content is recommended. It can be seen in Figure 3 below.

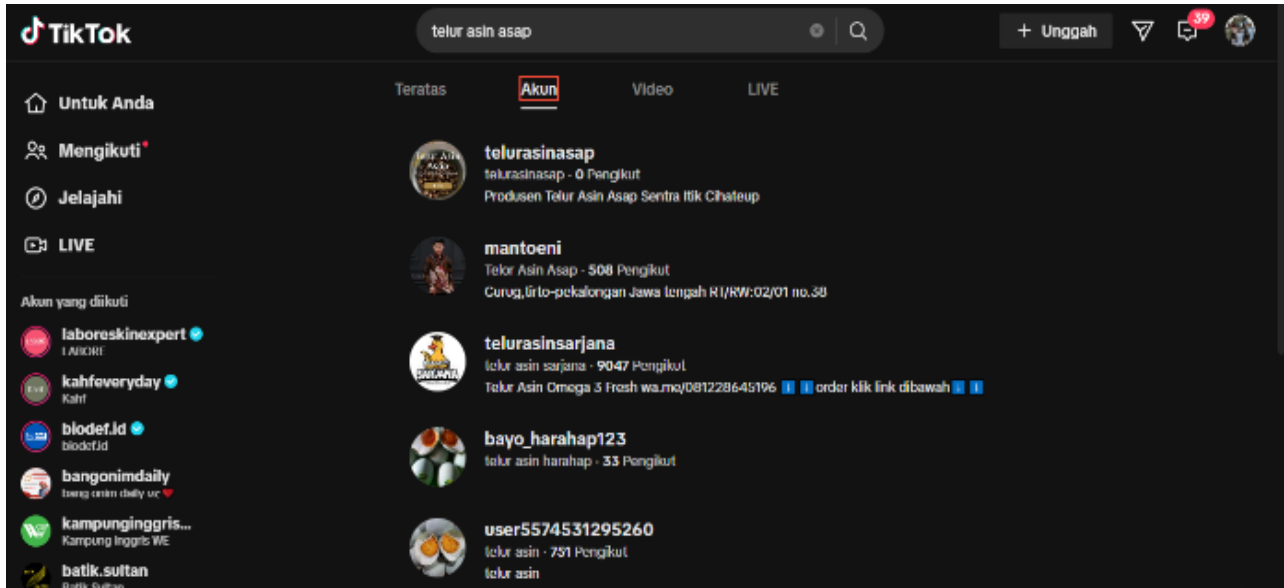


Figure 3 Tiktok Account

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2. LITERATURE REVIEW

In this study's context, the digital marketing approach is as simple as possible. Therefore, we only use a framework or anatomy in digital marketing built by only 2 forces that, when focused on, will have a significant impact. It is based on repeated experience and experimentation. This digital marketing anatomy consists of Content Marketing and E-commerce.

2.1 Content Marketing

The biggest digital platforms we know of are at least 2: Google and YouTube. Both platforms basically provide content in the form of text, images, sound, and video. So, if internet users want information quickly, they will use these platforms. So, along with the increasing dependence of the public on these two platforms, it was developed so that the platform was able to facilitate the broadest possible public to write their best content on the Google and YouTube platforms. This opportunity is utilized by business people, especially those from limited business entities, to amplify offers to targeted markets. These two platforms are commonly known as search engines.

Apart from search engine platforms, other platforms can be used to amplify a product/service offering content, namely social media platforms. Interestingly, social media has been used by billions of people around the world and is the fastest-growing user [5]. Social media platforms that we often use, including Facebook, Instagram, and TikTok.

Social media has at least two fundamental domains. First, social media is part of the digital ecosystem in building networks; second, social media is also a technology used to amplify the existence of a business entity, whether small or large. Social media platforms are increasingly developing according to the needs of their users or even the innovative solutions offered by their inventors. Starting only in the form of short message services using credit, now, through social media, people can have conversations freely without worrying about the costs incurred [5].

The effectiveness and efficiency of social media to amplify marketing content must, of course, pay attention to the characteristics of each platform and the characteristics of a business entity [6]. It must also be measured how much impact it has on marketing objectives so that scaling up can be done if the impact is positive and pivoting if the impact is negative on marketing performance. The marketing goal for a business entity is usually to build awareness and a loyal customer base [1].

2.2 E-Commerce

In his research, Rust mentions three forces in marketing, one of which is the technology trend [7]. The rapid development of technology has shifted how the market mechanism takes place; from the initial transaction or economic activities that could only be done traditionally, almost all transactions and even economic activities are digitized.

Interestingly, let us read the data presented by Statista Market Insight. It is stated that e-commerce users in Indonesia will reach 178.94 million people in 2022, and it is predicted that the number of e-commerce users will reach 196.47 million by the end of 2023. So it becomes strategic if brand owners start developing e-commerce in various channels, including 1) Marketplace, 2) Social Commerce, 3) Direct to Customers, and 4) Livestream Commerce. Brand owners must be adaptive and flexible in meeting customer requests and behavior.

E-commerce is part of the digital economy ecosystem that has become a strategic program in almost every region [8]. E-commerce is also the most affected platform in the evolutionary process of digital platforms [9]. As with content marketing platforms, e-commerce has different characteristics depending on the business model. Brand owners who amplify their marketing content on a marketplace aim to expand their channels to generate revenue. This is because the characteristics of selling products/services in that place are relatively fierce competition and unhealthy price competition. It does not necessarily apply to all brand owners. For those who have decisive authority over a brand, the purpose of opening an e-commerce channel through the marketplace channel is to facilitate customers who want to take advantage of discount offers and free shipping from the marketplace.

Another e-commerce channel is the most popular these days. However, in Indonesia, the government has just enacted a regulation prohibiting merging two platforms at once in e-commerce practices. The e-commerce channel is a live-stream commerce platform, an interactive multimedia digital platform based on internet applications that bring together marketers and buyers in real-time [10]. Livestream commerce is a new social commerce platform. Unfortunately, incorporating livestream commerce that directly facilitates transactions like other e-commerce marketplaces is not permitted in Indonesia.

3. METHOD

In this study, we used the experimental interface stimuli method. We design and develop a website design that is integrated with various WordPress-based plugins. The interface is made according to the user's preference: to have a website that looks clean, responsive, and easy to purchase. Therefore, we chose to develop a website without CSS code or animation. The website is designed to appear statically.

Designing and developing a clean website means that the website is made with a theme with few insubstantial features. When the website link is opened, users want to go directly to or be directed to the homepage display. Moreover, the homepage view is brief enough to display the solution offer of the product; the rest is the clarity of the call to action button in making a purchase. On the website we developed, we provide shopping features directly, and people can also choose to order via WhatsApp. The process and stages can be seen in the following image.

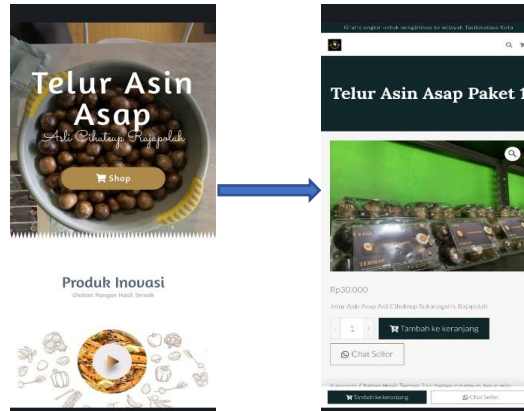


Figure 4. Product

Customer expectations as users also want a responsive website display; the display remains precise when accessed on various devices, both on smartphones, tablets, and desktops.

Customers as users provide many suggestions and input so that the website is developed more sophisticated but also makes it easier and more straightforward when users make purchases. Including the integration of a digital payment gateway. So that after making a purchase and payment, the user does not have to be busy again with payment confirmation. However, it must be automated. Because of this, the website we develop must meet the rules of conversions, users are facilitated in purchasing, and we will be much more profitable from the sales results. The results of applying the experimental method in the conversion website development can be seen in the following figure.

Order ID	Customer Name	Time Ago	Status	Total Amount (Rp)
#138	Tasya Ramelia	5 hours ago	Pesanan Selesai	Rp18.000
#137	Munawar Hassan	5 hours ago	Pesanan Selesai	Rp138.000
#136	Hozza Fikmah Rizuan	5 hours ago	Pesanan Selesai	Rp12.000
#135	Sifa watiati	5 hours ago	Pesanan Selesai	Rp18.000
#134	Adiga Tri Madana	5 hours ago	Pesanan Selesai	Rp42.000
#133	Ramadhani Dwi Novita	5 hours ago	Pesanan Selesai	Rp42.000
#132	Andi	8 hours ago	Pesanan Selesai	Rp64.000
#131	Andi K	17 hours ago	Pesanan Selesai	Rp38.000
#127	Rika	19 hours ago	Pesanan Selesai	Rp42.000

Figure 5. Result

4. RESULT & DISCUSSION

The process of implementing effective digital marketing will generate significant sales. It starts with good and correct keyword research because these keywords will later strengthen marketing content performance on search engines and social media.

Therefore, in this context, the number of followers is unimportant, but how many leads enter and make purchases will be necessary. The strength of digital marketing with this Local Business Optimization (LBO) approach is the focus on targeting specific target markets to meet customer needs and problems.

As an experiment conducted in this study method, we put keyword research that directly targets what keywords are most used by customers in searches on search engine platforms and social media platforms. The perspective of a customer who is in need or will buy a product/service consciously opens a search engine or social media platform by typing the product name first. For example, in this study, when a customer needs or wants to buy smoked salted eggs,

he will open Google Maps or TikTok to find out the closest seller if needed. He will look for the most competitive seller and the best offer if he is willing to wait for a delivery time of more than one day.

When creating a TikTok social media account, we use the account name "Smoked Salted Eggs." It is intended that when customers or buyers are in need and want to buy smoked, salted eggs, our account and even content will appear on the first page so that it will increase visibility and prospect data that will enter our database. Likewise, applies to the website or owned commerce we developed earlier. Every published product post always contains specific keywords for the product "Smoked Salted Eggs." Reinforced with product description content, the keywords are rewritten to dominate search engines later.

In practice, the fastest way to dominate the search page in our experiment is on the YouTube platform. However, the content that must be prepared is a short video. In less than 30 minutes, if people apply each targeted keyword well, it can dominate the first page of YouTube. The application on the website is a little more complex if people want to dominate search engine pages. However, it will still significantly impact the level of visibility and the amount of traffic and customer contact database we can get.

What if limited capital resources constrain a business that wants e-commerce as a website? The solution is that the business entity can utilize free platforms such as Blogger and WordPress. Optimization can still be done even though it does not use a paid domain. The business entity can use the domain according to the keywords as the result of the research conducted earlier, but the end is the name of the platform where we use it. For example, a domain that uses a blogger's free platform "is telurasinasap.blogspot.com." there is an insertion of the word "blogspot," which explains to users or customers that every content published is in the blogger's data center. Nevertheless, we have the financial ability to pay domain and hosting fees. In that case, our website domain can be pretty straightforward, as in the e-commerce website currently being developed, "cihateupfarm.com," which reads more simply and is easy for customers to remember.

To strengthen the existence of local businesses being run, we suggest that each business entity add the name of the city or region that is the target market. For example, if the target market is the Jakarta area. People can write the targeted keywords from the research results added to the name of the city of Jakarta to become "Supplier of Smoked Salted Eggs in Jakarta." This method will make it easier for customers and buyers who will buy online. We can match many alternative keywords with the name of our target market city. The keywords that have been compiled can be used as the title of the product name in each post and included in the description content as well.

5. AUTHORS' CONTRIBUTIONS

All authors contributed to carrying out research activities, collecting data, analyzing data and writing this manuscripts.

6. ACKNOWLEDGMENTS

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