

Effectivity of E-Commerce Marketing on Fisheries Sector Companies

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Abstract— The extraordinary development of information technology, as well as the convergence that accompanies it, has created a digital revolution in e-commerce-based marketing communications activities. E-commerce is a buying and selling mechanism using the internet as a means of transactions where buyers and sellers meet in cyberspace. This research aims to find out 1) what are the forms of marketing communication activities and 2) the differences in marketing communication activities of each e-commerce company in the fisheries sector. This research uses a descriptive qualitative approach. The subjects in this research are e-commerce companies in the fisheries sector, namely Ikan Segar Indonesia, Indofishery.id, Nalayan.id, and Aruna.id. The data source used is secondary data, sourced from Facebook, Instagram, Website, and YouTube for 3 months, from June to August 2020. The results of the analysis show that e-commerce-based fishery companies carry out fisheries communication activities in the form of advertising, sales promotions, public relations, and publicity, as well as direct sales. Each e-commerce-based fishing company has differences in carrying out marketing communication activities. The Ikan Segar Indonesia Company has further optimized its marketing communication activities in advertising by 187 activities. The Aruna.id company further optimized its marketing communications activities in public relations and publicity by 143 activities. The Indofishery Company further optimizes marketing communication activities in direct sales. Nalayan.id, like Aruna.id, optimize marketing communication activities in public relations and publicity, although not as much as Aruna.id, namely only 45 activities.

Keywords— Communication; E-Commerce; Fisheries; Marketing.

I. INTRODUCTION

Industry 4.0 is a technological development that is applied to human life which is increasingly digital. Industry 4.0 performance contains information conveyed through cyber-physical systems. This information contains control, communication with users, and algorithm computing. Cyber-physical systems include the Internet, the Internet of Things, satellite networks, mobile networks, wireless networks, and embedded systems. According to BPS data, in 2022 as many as 66.48% of Indonesia's population will access the internet every day. This percentage has increased compared to the previous year, namely in 2021 which was only 62.10%. The high use of the internet reflects a climate of information openness and public acceptance of technological developments and changes toward an information society. Furthermore, Indonesian society's internet penetration is ranked eighth in Southeast Asia. It is recorded that domestic internet penetration reached 76.3% as of July 2022[1].

The high use of the internet is also inseparable from the ease of accessing information and communication via smartphones and computers. As many as 93.9% of people choose to use a smartphone as a device to access the Internet every day, 68.9% of people use a computer device, and 85.2% of people choose to use a tablet as a device to access the Internet every day [2]. Internet media, such as websites, blogs, Instagram, Facebook, and others that are published or broadcast in cyberspace, can be read and viewed on the internet. Judging from the type of content accessed via the internet, communication via messages is the first reason 24.7% of people use the internet, while the second choice is 19.1% of people using social media. Furthermore, the internet content (social media) that is most frequently visited, namely 50.7%, is Facebook, Instagram at 17.8%, and 15.1% of YouTube visitors [3].

The extraordinary development of information technology, as well as the convergence that accompanies it, has created a digital revolution in e-commerce-based marketing communications activities. E-commerce is a buying and selling mechanism using the internet as a means of transactions where buyers and sellers meet in cyberspace. E-commerce is also defined as a way of shopping online by utilizing internet facilities such as websites that provide get and deliver services [4]. E-commerce refers to all forms of commercial transactions involving organizations and individuals that are based on the processing and transmission of digitized data, including text, sound, and images [5]. Interactive and effective channels that support online commerce are websites, blogs, search marketing, email marketing, mobile marketing, social media channels, and many interactive channels and online activities that support [6].

There are several reasons why more and more people shop and do business online [7], first, around 80% of respondents stated that online shopping times are more flexible, second, as many as 79% of respondents said it was easy for them to compare prices so they could save more, third, 78% of respondents said they could compare prices. compare products, then finally 75% of respondents look for cheap goods. E-commerce activities cannot be separated from marketing communications activities. Marketing communication is a marketing activity aimed at disseminating information, influencing, persuading and reminding the target market about the company and its products, so that they are ready to accept, buy and be loyal to the products offered [8].

The main forms of marketing communications are personal selling, advertising, sales promotion, sponsorship marketing, publicity, and point-of-purchase communication [9].

The rise of e-commerce and the use of online media has also penetrated the fishery product market [10]. If viewed from a product perspective, the characteristics of fishery products are relatively high risk due to price fluctuations, product availability, and their perishable nature. These characteristics result in low interest in purchasing fishery products online. The data explains that the products most in demand to buy online are fashion and accessories at 37.6%, followed by cellphones and gadgets at 12.2%, electronics at 7.9%, sports equipment at 7.3%, textiles and apparel at 6.9%, bags, and shoes at 5.8%. %, and household goods which include agricultural sector products are only 5.7% [1]. The low consumer buying interest in agricultural sector products when compared to other products does not make marketers reluctant to develop e-commerce in the agricultural sector. Marketing that develops e-commerce in the fisheries sector includes PT. Ikan Segar Indonesia, Inofishery.id, Nalayan.id and Aruna.id.

Fishing e-commerce companies use online media as a marketing communication tool. One of the goals is to cut distribution channels in the fisheries sector, especially fresh fish and processed products which generally have long distribution channels and be able to provide organic agricultural products at affordable prices. The uniqueness and advantage of e-commerce companies are that they do not have offline stores, so their marketing activities are carried out online, marketing communication activities are needed to retain customers and maintain business using social media such as Facebook, Instagram, and YouTube.

In this era of technological progress, it influences all sectors, including the media and also the fishing industry, thus that we can gain opportunities and improve the welfare of farmers and fishermen. With digital technology, e-commerce-based fish farmers can market their products directly to consumers without going through a long supply chain so that transaction costs become easier. In this way, the accumulated margins that previously occurred can be reduced and enjoyed by fish farmers in the form of better selling prices, while consumers get cheaper prices. Therefore, production activities and product characteristics will influence marketing communications activities, so it is necessary to develop marketing communications activities.

Marketing communication activities carried out by companies are very diverse [11], such as gifts or giveaways, direct mailers/direct marketing, seminars, film screenings, advertising, and public relations. Research related to marketing communications activities has been carried out and shows that marketing communication activities and the platforms or techniques used are determined based on the capabilities/strengths and skills possessed by the company [12]. Therefore, in this study, researchers want to know the marketing communication activities carried out by fisheries e-commerce companies in communicating fishery products online to maintain their existence in e-commerce-based marketing.

This research aims to determine the effectiveness of marketing communications carried out by e-commerce companies in the fisheries sector, as well as to find out the differences in marketing communication activities carried out by each e-commerce company.

II. RESEARCH METHODS

The approach used is a qualitative approach using comparative qualitative methods. Comparative research is known as research that aims to compare the similarities and differences of a variable with two or more other variables [13]. Comparison of similarities and differences can be found in objects, people, work procedures, ideas, and criticism of a group. This research describes a problem in a marketing communications activity event through secondary data sources.

2.1 Time of Research

The research was carried out by observing Instagram, Facebook, YouTube, and Website platforms as locations for marketing communication activities used by e-commerce companies in the fisheries sector. The research was conducted in June-August 2020.

2.2 Data Collection Methods

The data collection method used is observing secondary data on Facebook, Instagram, Websites and YouTube. Secondary data will provide information about the research subject. Secondary data in question is data collected by conducting an assessment of a second source [13]. The documents that will be used as sources of information or data in this research are documents obtained through the subject and documentation carried out by the researcher himself. In essence, the documentation method is a method used to trace historical data.

2.3 Data Analysis Technique

The data analysis used in the research is descriptive qualitative, namely by examining the comparative effectiveness of e-commerce marketing in several companies in the fisheries sector in Indonesia.

III. RESULT AND DISCUSSION

This research chose four e-commerce companies in the fisheries sector as research subjects, namely Ikan Segar Indonesia, IndoFishery.id, Nalaya.id, and Aruna.id. These four companies have mastery of data and information. Secondary data was extracted using the method of observing Facebook, Instagram, YouTube, and website accounts belonging to the four companies from June to August 2020. The data obtained was in the form of company profiles and marketing communication mix activities carried out by the four companies, and the data was presented in the form of descriptions, tables, and diagrams.

3.1 Marketing Communication Activities of Ikan Segar Indonesia E-Commerce Fishery Companies

Ikan Segar Indonesia uses Facebook, Instagram, Website, and YouTube accounts to carry out marketing communication

activities in the form of advertising, sales promotions, and establishing relationships with the public and publicity. Advertising is the most frequently carried out marketing communications activity, namely 79%. This is much more compared to other marketing communications activities which are only carried out at around 10%. Even so, the number of content published is only one difference compared to the content of marketing communication activities in the form of public relations and publicity, namely six contents and seven contents. Marketing communication activities in the form of sales promotions are still carried out in the form of discounts, cashback, and discounts, while marketing communication activities in the form of direct marketing are no longer carried out by Ikan Segar Indonesia e-commerce companies.



Figure 1. Percentage of Marketing Communication Activities in Ikan Segar Indonesia in June-August 2020

IndoFishery.id

Most marketing communication mix activities in the form of direct marketing were carried out by IndoFishery.id, namely 39% within three months, even though only one content was published, namely fish products. Even so, marketing communication activities in the form of advertising and sales promotions respectively are priorities for implementation, namely 37% and 24% with a total of no more than five pieces of content on Facebook, Instagram, YouTube, and website platforms.

TABLE 1. IndoFishery.id Marketing Communication Mix

Advertising	Sales Promotion	Public Relations and Publicity	Direct Marketing
1. Scallop seafood facts	1. Discounts	[1] Pancasila Day	Fish products
2. Invitation to buy fish	2. Free fish promo with minimum speed	[2] Pepes fish recipe	
3. Information of address and telephone number	3. Discount promotion	[3] Independence Day of Indonesia	
Information related to IndoFishery.id	4. Free shipping		

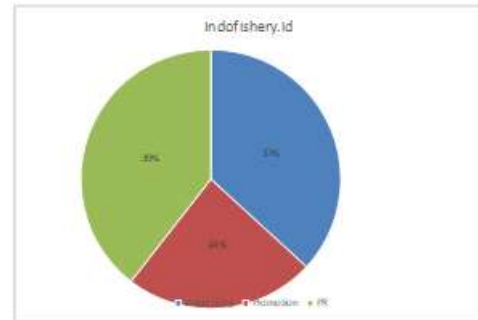


Figure 2. Percentage of IndoFishery.id Company Marketing Communication Activities for June – August 2020

Nalayan.id

The marketing communications mix activity with the most content is in the form of public relations and publicity, amounting to nine pieces of content, but the percentage of publications carried out is only 34%. Direct marketing and sales promotions have the same amount of content, namely one piece of content, however, direct marketing is the least marketing communication activity carried out by the Nalayan.id fishing company, namely 5%. Marketing communication activities in the form of advertising were carried out 61% of the time with four pieces of content published from June to August on Facebook, Instagram, YouTube, and the Website being the media platforms of choice for carrying out marketing communication activities.

Nalayan.id

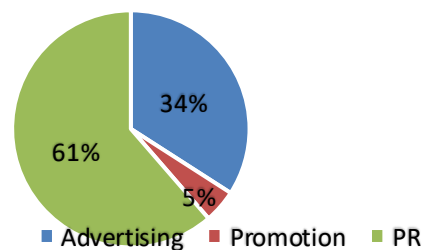


Figure 3. Percentage of Nalayan.id Company Marketing Communication Activities for June – August 2020

TABLE 2. Nalayan.id Marketing Communication Mix

Advertising	Sales Promotion	Public Relations and Publicity	Direct Marketing
[1] Information of product	Discounted prices and free shipping	[1] Tips for cleaning shellfish	E-commerce service
[2] Product review		[2] Benefits of eating fish	
[3] Product Delivery Guarantee		[3] Kinds of seafood names	
[4] New Product Catalog		[4] National Fish Day 2019	
		[5] Fishermen videos	
		[6] National fishermen's day	
		[7] Invitation to eat fish	
		[8] Public Service Announcement	
		[9] Food Recipes	

Aruna.id

Fishery companies that carry out product buying and selling transactions electronically tend to use marketing communications as a step in making marketing decisions to attract consumer attention. This follows the objectives of marketing communications as planning steps and tactical actions to inform products, influence buyers, persuade buyers, and remind buyers of the products they have [14]. Marketing communications in the digital era are felt to be more capable of creating product identities that are increasingly in line with consumer identities, able to connect consumers and companies more closely and affordably, and able to provide more value to a product [15].



Figure 4. Percentage of Aruna.id Company Marketing Communication Activities for June – August 2020

TABLE 3. Aruna.id Marketing Communication Mix

Advertising	Sales promotion	Public Relations and Publicity	Direct Marketing
Aruna Seafood Promotion is available online	[1] Giveaways of #MerdekaMakankan [2] Discount [3] Announcement of giveaway winners [4] Shopee & Tokopedia Mall services of Aruna.id	[1] Marine Market Program [2] Aruna shares PPE [3] Pancasila Poster [4] Aruna.id Product Info [5] Live Talk #MERDEKAMAKANIKAN [6] Big Day [7] Nakama Aruna's Vlog [8] Chef Chandra's Delicious Lobster Recipe [9] Fisherman's Story [10] Media Coverage [11] About Aruna	[1] Collaboration Program of Aruna and BNI [2] Aruna Partnership Program

Marketing communication activities in the form of public relations and publicity consist of 11 contents and are the marketing communication activities most frequently carried out by the Aruna.id company, namely 93%. Promotion, advertising, and direct marketing are often carried out together, although marketing communication activities in the form of promotions have three more contents compared to marketing communication activities in the form of advertising and twice as much when compared to marketing communications in the form of direct marketing on Facebook, Instagram, etc. Website, and YouTube

These marketing communication activities include advertising, sales promotion, public relations, and direct marketing activities. For example, the Ikan Segar Indonesia Fishing Company, IndoFishery.id, Nalayan.id, and Aruna.id, not only do some of them have to buy and sell applications, but they also use Facebook, Instagram, YouTube, and website accounts as marketing communication media.

Advertising is one of the marketing communication activities capable of forming awareness to make purchases by providing information related to products. Advertising presents ideas, goods, and services provided by companies non-personally, such as through TV, radio, magazines, and newspapers, so that they can be accessed by the wider public [16]. Fishery companies carry out these activities online by publishing posters and videos related to education on the benefits of consuming fish, product notifications, and ordering or purchasing processes, as well as delivery service information on various social media.

Research shows that social media plays a very important role in forming a company's branding. Furthermore, advertisements have a positive effect on the behavior of millennials in evaluating a brand [17]. Of course, this will be

able to attract the attention of millennials, considering that data shows that 91% of internet users are aged 15-19 years and 88% are aged 20-24 years [1]. Apart from that, the research results show that advertising has a positive but not significant effect on purchasing decisions [18].

E-commerce-based fishery companies carry out marketing communication activities in the form of public relations to maintain and establish a close relationship of mutual understanding and trust with consumers. This can take the form of providing programs or activities that involve the community around the company or communities involved in production, marketing, and product distribution activities. For example, the Ikan Segar Indonesia company carried out Youth Capacity Building Training activities in the Maritime Sector for the Development of Blue Economy 4.0 on 26-28 August 2020.

Apart from marketing communication activities in the form of direct selling, sales promotions can be used as an option to increase sales. The definition of sales promotion is an effort made by a company to stimulate trial and error from consumers, increasing demand from consumers for data to improve product quality [19]. Research shows that discounts have a positive and significant effect on purchasing decisions [19], [20]. Apart from that, focusing on the marketing communications component in the form of promotions can attract the attention of online transportation users and can defend the company from customer competition [21].

Marketing communication activities in the form of promos tend to have short-term impacts. It is not surprising that certain moments such as Independence Day are used as a time for marketing communication activities in the form of promotions to attract consumers to try the company's products. These promotions can take the form of discounts as carried out by

Aruna.id, free fish promotions with minimum spending as carried out by IndoFishery.id, and cashback as carried out by Ikan Segar Indonesia.

Digital marketing communications have a relationship with increasing consumer interest in a product and increasing sales results [20], [21]. The existence of communication between sales and buyers, and buyers and buyers via electronics and the Internet can influence other consumers to make purchases. This happens because buyers can give the impression of purchasing a product or carry out product reviews, thereby influencing other potential buyers to make decisions about a product. Companies can increase sales revenue by providing public opinion on a product. Apart from that, the existence of the Internet provides more opportunities for companies to carry out marketing communications in many forms with consumers [22].

3.2 Differences in Marketing Communication Activities of E-Commerce Fishery companies

IndoFishery.id, Ikan Fresh Indonesia, Aruna.id, and Nalaya.id carry out marketing communication activities in the form of advertising, promotions, public relations, and publicity. Only Indofishery.id, Aruna.id, and Nalayan.id carry out marketing communications in the form of direct marketing. Each fishing company prioritizes marketing communication activities as a superior activity which is often carried out from June to August 2020.

Fresh Fish Indonesia carried out marketing communication activities in the form of advertising, namely 187 times from June to August. This is significantly different when compared to other companies which have only done the same thing less than 25 times. Even so, the Aruna.id company carried out marketing communication activities in the form of public relations more often 143 times over three months, compared to other companies which only did it less than 50 times. Furthermore, marketing communication activities in the form of direct marketing were only carried out by IndoFishery.id, namely 101 times in three months, while Aruna.id only carried out these activities four times and not a single marketing communication activity in the form of direct marketing was carried out by Ikan Segar. Indonesia and Nalayan.id.

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Marketing communication activities in the form of promotions can be said to be carried out the least frequently by the four companies where the number of publications carried

out is still below 30 times over three months. In sequence, Ikan Segar Indonesia, IndoFishery.id, Aruna.id, and Nalayan.id carried out marketing communication activities in the form of promotions, namely 29 times, 12 times, 6 times, and 2 times within three months. Thus, it is known that the fishing company IndoFishery.id carries out 2 times more marketing communication activities in the form of promotions when compared to the number of publications carried out by Aruna.id. Furthermore, IndoFishery.id and Nalayan.id have the same number of marketing communications activities in the form of advertising, namely 24 times.

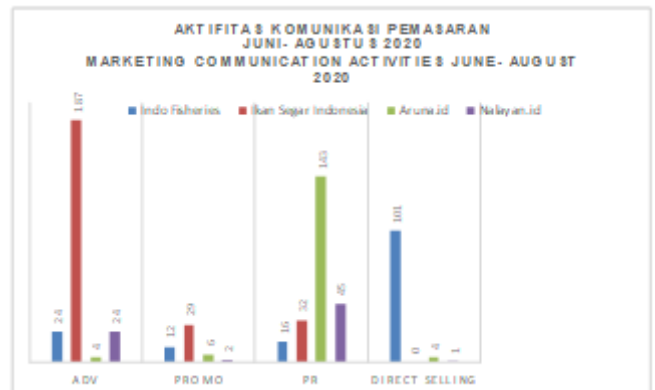


Figure 5. Marketing Communication Activities of E-Commerce Fishery Companies for June – August 2020

3.3 Effect of Marketing Communication Mix on the Number of Followers of E-Commerce Fishery Companies

Based on the number of followers on Instagram social media, it is known that the number of followers of Ikan Segar Indonesia has the highest number of followers, namely 17,793 accounts, while Indofishery.id is in the last position with the lowest number of followers, namely only 3,558 accounts. Furthermore, the Aruna.id Company has 50% more followers, namely 15,382 accounts, compared to the Nalayan.id Company which only has 10,265 followers.

Fishing companies with e-commerce systems have their priorities in carrying out marketing communication activities. For example, Ikan Segar Indonesia carries out a lot of publications in the form of advertising, Aruna.id focuses more on public relations and IndoFishery.id tends to carry out marketing communications in the form of direct selling. These three forms of marketing communication activities that are often used by e-commerce companies can be carried out online using social media.

TABLE 4. Number of Social Media (Instagram) Followers of E-Commerce Companies in the Fisheries Sector as of 6 October 2020

Platform	Company Name			
	Ikan Segar Indonesia	Indofishery.id	Nalayan.id	Aruna.id
Instagram	6.830	3.533	9.916	14.300
Facebook	10.866	199	340	869
Youtube	97	25	9	213
Total Followers	17.793	3.558	10.265	15.382

It is recommended that every e-commerce-based company have a marketing strategy through social media so that it can make a product known and accepted by consumers [23]. This strategy can be determined based on the problems experienced by the company and the opportunities the company has. For example, companies can implement marketing communications in the form of advertising or promotions effectively if the products sold are of good quality [24]. Online marketing communication can increase the company's reach in interacting with consumers, increasing sales value.

Advertising is a cost-effective way to distribute messages to build brand perception and target people. Advertising is the best-known and most widely discussed form of marketing communication given its wide reach [22]. This is following research results where the Ikan Segar Indonesia Company carries out a lot of marketing communication activities in the form of advertising and has the largest number of followers, namely 17,793 accounts. The appeal of public relations itself lies in the high level of credibility with new stories and features that appear more authentic and trustworthy for consumers. Communication activities in the form of public relations tend to be more open with the public and can reach potential buyers who avoid advertising, in this case, the message reaches the public as news and not as communication directed at sales. Furthermore, messages conveyed by direct marketing activities are more up-to-date when compared to messages conveyed in other forms and are better able to reach consumers with certain characteristics [25].

IV. CONCLUSION

Based on the results of research conducted on Facebook, Instagram, YouTube accounts, and websites belonging to four e-commerce fishery companies during June-August, it is known that e-commerce-based fishery companies carry out fisheries communication activities in the form of advertising, sales promotions, public relations, and publicity, as well as direct sales. Each e-commerce-based fishing company has differences in carrying out marketing communication activities.

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