

# Efforts to Increase the Income of Seaweed Farming Woman Group in Kutuh Village Through Digital Marketing

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## ABSTRACT

*Kutuh Village is a village located in the southern Bali area which is the main seaweed production in Bali. The women in this area have started to become entrepreneurs by forming the Seaweed Woman Farmers Group (SWF) and until now they have continued to process seaweed. However, they have had problems in marketing seaweed products more broadly because so far they have only depended on orders from distributors. This community service program was carried out to provide simple management assistance by utilizing current technology, known as digital marketing as a way to increase business income for woman farmer groups. Through this activity the results that have been achieved are an increase in buyers within and outside the Kutuh Village area to buy seaweed products directly or online, so that products from processed seaweed are increasingly widespread in terms of marketing in the digital era as it is today.*

**Keywords:** *Digital Marketing, Increasing Business Income, Community Service, Seaweed KWT, Kutuh Village.*

## 1. INTRODUCTION

The development of the digital world is currently increasingly unstoppable, where every community, both urban and rural, must have knowledge of the challenges that will be faced during digital transformation. This is done so that in the future people can be able to keep up with the times. Information and knowledge regarding digital transformation and good communication need to be provided. Because more and more information is being exposed and given, the confusion or gaps that arise in the use of technology can be avoided (**Sagita & Wijaya, 2022**).

The internet as an alternative to modern society is the most popular and primary source of information, because it cannot be denied that the information network is spread to all parts of the earth through the internet. The internet also makes it easier for humans to fulfill all their needs regarding updated information online. Currently, humans communicate more often via the internet than directly face to face, because it cannot be denied that it makes it easier for every individual to interact and communicate without limits. With this convenience, millions

and even billions of people from all parts of the world can interact using the internet to establish a good social networking site **(Daud et al., 2022)**.

It's easy to get information from various sources, especially social media. People are easily exposed to misleading information, that has not been confirmed as true (hoax), of which intensity is unclear and of minimal verification **(Wijaya & Padmanegara, 2021)**. This challenge is one of the reasons why the public must be given as much information and as often as possible so that they understand more about the information conveyed. Digital marketing is one of the new breakthroughs in current developments, especially in increasing income through social media of which use can be a tool for developing a business.

Seaweed is a low-level plant that cannot be distinguished between the true roots, stems and leaves and is better known as a thallus plant **(Djakasaputra et al., 2021)**. In the past, people only used seaweed as a vegetable, but over time, seaweed has been used as a source of natural antioxidants. The functional properties of seaweed can also be seen from the content of bioactive compounds which are very beneficial to health **(Suryawardani et al., 2021)**.

Kutuh Village is part of the South Kuta District area, Badung Regency, Bali Province and is positioned at an altitude of 180 meters above sea level. As well as developing as a beach tourism object, Kutuh Village is also a center for seaweed production on the island of Bali. At least, there are hundreds of seaweed cultivators in Kutuh Village. Each farmer has a land area of 3 acres or around 750 m<sup>2</sup>, and joins farmer groups.

The Woman Farmers Group (KWT) is a farmer's association whose members are women and the wives of farmers who carry out business activities in the agricultural sector. Until now KWT Seaweed in Kutuh Village continues to produce processing seaweed, but is experiencing problems in marketing seaweed products more broadly because so far it has only depended on orders from distributors. Of course this causes no increase in income generated by KWT Seaweed in Kutuh Village.

During the Covid-19 pandemic, which had a considerable impact on the production of seaweed itself, the condition of seaweed in Indonesia, especially in Kutuh Village, South Kuta District, Badung, did have various problems. At the farm level, apart from disease and seasonal changes, it is also related to a lack of quality due to harvesting too soon due to the pursuit of profits.

Seaweed farmers in Kutuh Village, South Kuta District, Bali cultivate seaweed and dry it in the sun for two days. Dried algae or dried algae are sold from farmers to ranchers, collector traders to wholesalers and exporters. In general, post-harvest techniques for agar algae such as *Gracilaria* consist of washing, drying and packaging. However, various problems occurred during the sales process, and this seaweed was no longer available.

Another problem that arises is that KWT also wants to develop products with different levels of shelf life, such as seaweed candy. However, there has not been much education to the public regarding safe processing and packaging techniques, causing the resulting products to be too fragile to be sold in stores. The lack of understanding of KWT members in highlighting information regarding the nutritional value of products and the advantages of functional aspects of seaweed results in seaweed products lacking the added value that should be an attraction.

In the case of problems that occur, the community service activities in Kutuh Village will carry out several activities, namely coaching and mentoring KWTs in the form of education about the benefits of social media, creating social media accounts and how to use them in marketing and sales. As a form of community service through a work program carried out in Kutuh Village, the title of the program used is "Efforts to Increase the Income of Seaweed Farmer Groups (KWT) in Kutuh Village Through Digital Marketing".

The current use of technology is a solution to increase KWT's business revenue, namely by conducting digital marketing (digital marketing). Digital marketing is an effort to promote a work, product or brand using the use of social media which can reach consumers quickly,

privately and relevantly. Digital marketing is usually through social media which functions to promote business goods or services. Several online media are reliable promotional media for businesses, such as Instagram.

## 2. METHOD

The activity was carried out in the Kutuh Village Area, South Kuta District, Badung Regency, Bali Province. The method of activity carried out to achieve this community service goal is the method of preparation, education and training regarding digital marketing (digital marketing) of processed seaweed. The main tools used in this activity are gadgets, which are used to access social media. The stages carried out in this community service are:

1. Observation and Interview

Using this method, the team conducted field surveys and interviews with KWT Seaweed in Kutuh Village to identify, collect data and find out the conditions of the problems that occurred. Observation and interview activities aimed at determining the condition of the KWT Seaweed work environment in Kutuh Village and seeing the condition of the problem of decreasing income. Then it could be carried out the formulation of strategies related to the implementation of problem solutions.

2. Preparation Method

Initial preparation determined the formulation of the problem objectives, targets and scope of activities that had been obtained from observation and interview methods. Furthermore, a coordination meeting with the team to determine the time of implementation of the activity and a site survey were conducted by the team to get an overview of the readiness of KWT Seaweed members to participate in each stage of the activity. Preparing materials, facilities and infrastructure were needed for this service activity.

3. Implementation Method

The first implementation activity was conducting counseling followed by members of the Seaweed KWT. However, in implementing this community service activity program, there were obstacles that the team faced. The obstacle faced was that the presence of Covid-19 had to limit face-to-face meetings with Seaweed KWTs in order to prevent the spread of the Covid-19 Virus. The impacts were that the training had to be carried out online, face-to-face training to all KWT members could not be conducted, and data and information collection were delayed.

The next activity was to update the product that KWT Seaweed already had by creating a logo in the hope that the product will be easily recognized and sold well in the market. As part of the training on how to use social media, namely Instagram the team created account, which were then discussed with KWT. It was intended as a digital sales tool for KWT Seaweed so that they were able to reach the digital market. As target market expands, an increase of business income is expected. This activity aimed at providing understanding to help increase KWT Seaweed income by selling through social media and promoting on social media.

### 3. RESULTS AND DISCUSSION

The community empowerment program in Kutuh Village, Badung Regency is a strategy to build local community economic resilience by utilizing the basic potential of society that can be capitalized to generate economic value for the community. Planning or compiling a coastal community economic empowerment program is carried out by referring to the philosophical values of program planning. The implementation of the community service program in Kutuh Village, North Kuta District, Badung Regency, Bali Province provides a solution to improve the welfare of the community of farmer groups by increasing sales which has an impact on increasing the income earned by the Women Farmer Group (KWT). The work program carried out was digital marketing for Seaweed Women Farmer Groups (KWT) to increase income from quality processed seaweed. It was because KWT Seaweed Kutuh Village had not yet had social media to help market their products, thus they only depended on direct sales. The activities that have been carried out are:

#### 1. Preparation Method

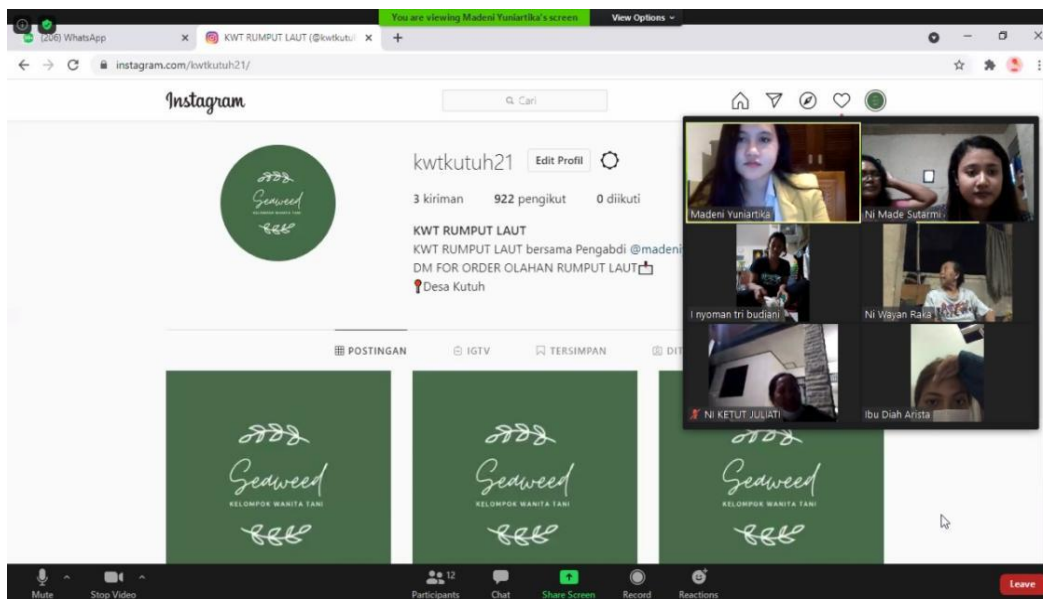
The initial method of preparing was observation and conducting interviews with the Pecalang Chairperson in Kutuh Village to identify and collect data and problems that occurred in the people of Kutuh Village as shown in figure 1.



Figure 1. Field survey and interview stage.

#### 2. Implementation Method

After knowing the potential and existing problems, the Pecalang Chair directed the team to educate the 10 Seaweed KWT people on how to do digital marketing or use social media products from processed seaweed. In this service program, the team collected KWT in one meeting and discussed the obstacles that occurred, previously in this implementation it was designed to create an Instagram account. In this training, KWT was given procedures for creating accounts and introducing social media accounts that can be used for promotions, namely Instagram. First, at the beginning, KWT is taught to create an e-mail, then log in and fill in personal data.



**Figure 2. Digital marketing education or using social media made from processed seaweed.**

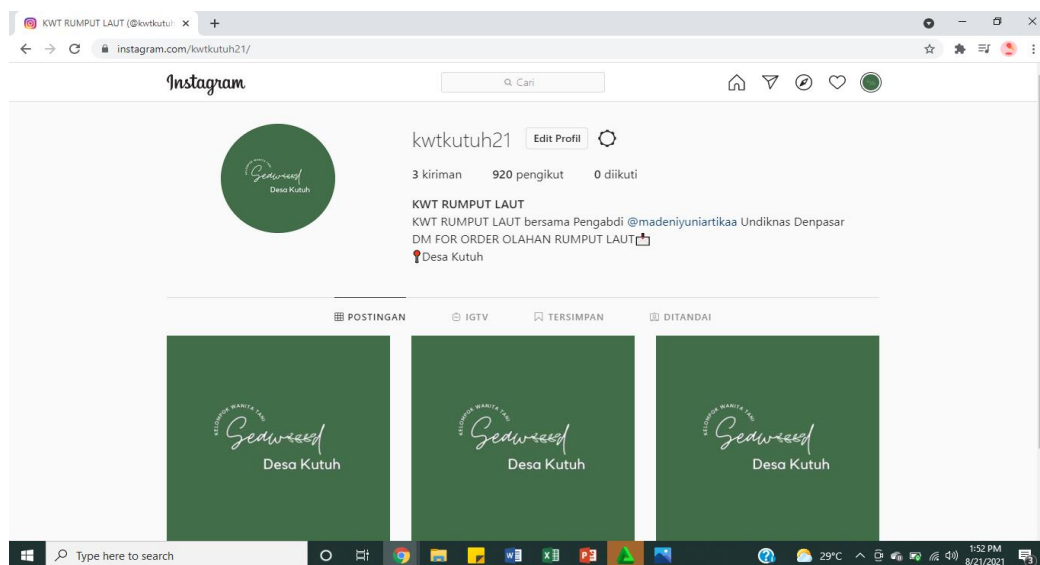
During this implementation phase, monitoring of the Women Farmers Group (KWT) was also carried out, namely by holding a zoom meeting to provide explanations and directions about social media that would be used in digital marketing media. This digital marketing makes it very easy, especially for the Woman Farmer group, to introduce their products so that they are known. Figure 2 shows digital marketing education or using social media made for processed seaweed.

Logo as showed in figure 3 and Instagram social media accounts as showed in figure 4 were also created as a means of selling and marketing media for seaweed products to compete in the digital era and expand market reach. The team helped download the application and create a social media account for KWT Laut Laut Kutuh Village. The logo was created to display the characteristics of KWT Seaweed. Furthermore, the logo is uploaded onto a social media account, namely Instagram. It will easily become a tool used for promotional purposes.



**Figure 3. The logo of the Seaweed Women Farmers Group (KWT) to make it easier for consumers to recognize.**

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**Figure 4. Screenshot of the Grass Women Farmer Group (KWT) Instagram account Ocean for selling and promotion of products.**

Through this activity the results that have been achieved are an increase in buyers within and outside the Kutuh Village area to buy seaweed products directly or online. In addition, the results that have been achieved are increasing the knowledge of KWT Seaweed in Kutuh Village in using social media and increasing skills from seaweed production. So that products from processed seaweed are increasingly widespread in terms of marketing in the digital era as it is today.

With the implementation of this community service activity program it is hoped that it will continue to help provide education to KWT Seaweed in Kutuh Village regarding digital marketing (digital marketing) of processed seaweed in order to increase the business income of KWT Seaweed in Kutuh Village.

Apart from that, it is hoped that it will also increase the interest of women, both teenagers and those who are already married, to be creative finding ways to preserve seaweed using processing methods other than what is currently available.

This training aims at increasing the income of the Woman Farmer Group (KWT) by using digital marketing as a marketing tool. To see real comparisons with the training, this group of women farmers is given a questionnaire. This questionnaire was given to measure the extent of community readiness with this training. The Yani Seaweed Women's Group (KWT) was given several question items related to understanding after being given digital marketing training. The questionnaire that had been filled by Yani Seaweed Women's Group (KWT) was analyzed descriptively to see the distribution of understanding about *Digital Marketing*.

Through this activity, the PKM implementing team provided training in a simple way so that participants could easily understand. Although presentations were carried out in a simple way, but counseling and training were conducted using application or examples which were interesting enough to trigger the spirit and enthusiasm of the participants to apply the results of the training **(Laurianto, Gracia, Clarissa, Wijaya, & Barus, 2022)**.

**Table 1. Distribution of the frequency of understanding of the Women Farmer Group (KWT) regarding the use of Digital Marketing n = 10**

Understanding of use Digital Marketing	Pre Test	Posttest
Well	4people (40%)	8people (80%)
Enough	6people (60%)	2people (20%)
Total	10people	10people

Table 1 shows distribution of the frequency of understanding of the Women Farmer Group (KWT) regarding the use of digital marketing. Table 2 is a comparison table before and after community service activities were carried out in Kutuh Village, South Kuta District, Badung Regency, Bali Province.

**Table 2. Comparison before and after the implementation of community service activities.**

No	Before	After
1.	The Seaweed Farmer Women's Group (KWT) in Dukuh Village lacks knowledge in using social media to take advantage of marketing seaweed products.	The Seaweed Women Farmers Group (KWT) in Dukuh Village already understand using social media to take advantage of marketing seaweed products.
2.	The Seaweed Women Farmer Group (KWT) in Dukuh Village has experienced a decrease in income from processed seaweed and is less active because seaweed products are not selling well.	The income of the Seaweed Women Farmers Group (KWT) in Dukuh Village increased and began to be active again.
3.	The Seaweed Women Farmers Group (KWT) in Dukuh Village does not yet have a logo for processed seaweed products.	The Seaweed Women Farmers Group (KWT) in Dukuh Village has a new logo so consumers can easily find and recognize it.
4.	The Seaweed Women Farmers Group (KWT) in Kutuh Village does not yet have an Instagram account to market and sell their products.	The Seaweed Women Farmer Group (KWT) in Kutuh Village has an Instagram account to market and sell their products and every day there is an increase in followers or followers on Instagram.

Table 2 shows the results of the comparison before and after the implementation of community service activities, where on average there has been a change in community knowledge and activities after being given education. The Women's Seaweed Farmers Group (KWT) in Dukuh Village already understand using social media to take advantage of marketing seaweed products such as using social media Instagram. Through promotion in social media it is hoped that people's income will increase, moreover the Women's Seaweed Farmers Group (KWT) has created a logo for branding its products so that it is increasingly recognized by consumers. The more advanced the times, the more it will make it easier for humans to carry out activities, especially activities in the business sector. Business scope will be wider and unlimited and cover large aspects (Hidayat, Wijaya, Ishak, & Endi Catyanadika, 2021).

Seaweed cultivation is a community business that can be categorized as micro, small and medium enterprises, where consistency of a business like this must be maintained to survive in the business world. so that one of the efforts is to use technology in running a business both production and marketing **(Harto, Pratiwi, Utomo, & Rahmawati, 2019)**. This statement is in line with research conducted by **Suprayogi & Razak (2019)**, which states that the use of technology in running a business is an effective way to survive and gain a wider market share. One of the efforts of business actors, especially medium and large-scale businesses, is to utilize digital technology, so that they can survive the downturn in economic conditions **(Murthi, Utama, Saskara, & Marhaeni, 2022)**.

#### 4. CONCLUSIONS

The conclusion obtained from the results of implementing this community service activity is an understanding of the use of social media for digital marketing (digital marketing) of processed seaweed. It is hoped that this PKM activity can help the people of Kutuh Village regarding digital marketing (digital marketing) of processed seaweed products in order to increase the business income of the Women Farmer Group (KWT) in Kutuh Village. So, if the marketing of processed seaweed products is stable or even yields quite high profits, the Women Farmers Group (KWT) in Kutuh Village will continue to pursue this profession.

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