

# Increased Added Value Of Fish Wasted In Efforts To Commercialize Competitive Products And Based Information Technology

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## **Abstract**

*The community service plan (PKM) in this article aims to inform the community about the use of marine resources in the coastal area of Tarakan to increase economic value. The target to be achieved in this program is for the target group to be able to optimize the results of marine resources, especially the use of wasted fish to boost their economy. This activity is carried out through lectures and discussions with partners or community groups who want to market their products, by providing understanding and training in efforts to commercialize competitive products, and of course through information technology so that they can add value for their income. This kind of discarded fish processing business or business is carried out by partners who want to help their household finances. Wastaged fish processed products that have been produced by partners in the PKM grant are further proposed. There are several problems faced, especially in the commercialization and marketing process. The next problem faced by partners is how to make marketing and commercialization media to be able market their products and can be known by all levels of society. The method used in this event is: First, give guidance through brainstorming to open up the mindset about the importance of marketing media and commercialization in order to be able to market their products. The second is consulting on management and commercialization or marketing processes as a determinant of the success of the waste fish processing business in terms of production and management. The output of this activity includes: 1). Aspects of commercialization, namely increasing product marketing so as to increase added value, as well as the use of information technology media. 2). The management aspect is the management of the sustainable management system, that is, the marketing management that has a wide range of influence and is well-known to the public. As a result, partners can understand the benefits, commercialization and effective marketing. In addition, partners can also understand the importance of using information technology to market their products.*

**Keywords:** *Commercialization, Information technology, Management, Wasted fish.*

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## **I. INTRODUCTION**

In today's era of globalization, information technology plays a very important role. By mastering technology and information, we have enough capital to become a winner in global competition. Information is the main capital for the development of science and technology and the main weapon for the development of the country[1].Big Indonesian Dictionary or KBBI[2], states that technology is a scientific method used to achieve practical goals, and is one of the applied sciences.

Furthermore, it is also said that technology is a means to provide goods needed for the survival and comfort of human life. It can be concluded from the statement in the "Great Indonesian Dictionary" that technology is a scientific method used for practical purposes, which can help the needs and comfort of human life. In general, companies or business actors in carrying out their business activities certainly want to make their products sell well. In this case, the company will face stiff competition, so it is necessary to carry out the right marketing strategy. According to Kotler and Keller[3] Marketing is an activity that aims to create a market for a product. The marketing strategy or marketing mix includes 4 things, namely: Product, Price, Place, Promotion. Examples of conventional marketing strategies that have been applied from the past until now include advertising, direct marketing, and sales promotion. These three examples do not mean they are no longer useful today, but companies certainly need to consider new media and new strategies so that marketing becomes more efficient and efficient.

Tarakan is the only city in North Kalimantan Province, Indonesia. The largest city in North Kalimantan, this city has an area of 677.53 square kilometers. According to data from the Central Bureau of Statistics in 2021, the population of Tarragon City is 242,786 (2020). Tarakan, or Bumi Paguntaka, is located on a small island. The motto of Tarakan City is Tarakan City "BAIS" (Clean, Safe, Beautiful, Healthy and Prosperous). Tarakan City, which is geographically located at 3°14'23" - 3°26'37" North Latitude and 117°30'50" - 117°40'12" East Longitude, consists of three islands, namely Pulau Bunyu, Pulau Tarakan, and Sadau Island with an area of 677.53 km<sup>2</sup>. Tarakan City has a tropical climate, with a minimum temperature of 24.1°C and a maximum temperature of 31.1°C, which makes the average humidity of Tarakan City ±84%. The average rainfall in the past 5 years is about 308.2 mm/month, and the average radiation is 49.82%, so the island is called an area regardless of seasons. According to observations, the primary problem facing partners is the use of digital media. The problem that still needs to be considered is the lack of public awareness or business groups to utilize digital media as a means to develop their activities, especially in Tarakan City. With relatively good products, if the market reached is limited, it will not be enough to help the survival of the company itself. Therefore, it is necessary to take steps or strategies to overcome these marketing problems, one of which is by utilizing digital media. Digital media is growing rapidly along with the increasing number of internet users in Southeast Asia. Digital media has become a modern lifestyle, besides the use of digital media Help everyone to do their daily work. Individuals, organizations, and governments are never separated from activities using digital media.

Examples of digital media that are often used today are: Facebook, Twitter, Instagram, and YouTube. Each of these digital media has the same function, namely to communicate. The many conveniences and functions of using digital media encourage the public or entrepreneurs to take advantage of the digital media in their every

activity. Other functions of using digital media include: branding, sharing, promotion, and marketing. The development of information technology and the internet also has a major influence on developments in the field of product promotion[4]. This is certainly very beneficial for the world of product promotion because then there is an increase in effectiveness when compared to conventional media. In general, SMEs have many obstacles, including the problems faced by business actors for rural communities in developing their business in Tarakan, namely understanding about marketing their products. Especially nowadays, marketing using digital marketing is still very lacking. The current condition is that marketing is still carried out in a traditional, limited manner and still uses the WOM (word of mouth) marketing method as well as direct marketing through exhibitions and other simple marketing that requires car transportation so it is difficult to distribute it. Technological developments in cities have an impact on various aspects of human life. The economy was not spared from the touch of technology.

Technology offers various conveniences in the economy that of course greatly supports the existing economic system. One of them is the role of technology in trade which is currently known as E-Commerce[5]. The solutions proposed or offered in this activity are as follows: 1). Marketing aspect According to In response to the problems faced by partners, the solution to product marketing is to introduce technology into the transaction so that their products can be marketed on a larger scale. 2). Management aspect the solution offered is to provide training on making a simple website and optimizing the use of social media in marketing the products you already have. Based on the proposed solution, the expected targets are as follows: 1). Production aspect. By using cleanse tools that can simplify the process and the water used is water that has been purified with a water purification device. So, that the herbal medicine produced is clean, hygienic and healthy. 2). Management aspect Partners understand and can implement business/business management from planning to control in terms of production or raw material inventory management. With indicators after the training, partners can carry out raw material management and use hygienically maintained bottles and attractive packaging.

**Table 1.** Activity Outcomes

No	Solutions	External	Measuring Tool
1	Providing knowledge about the use of information technology in product marketing	Gain an understanding of the use and benefits of information technology to increase product sales	Partners/Students can understand the importance of using information technology
2	Assistance in creating a simple website and optimizing social media in product marketing	Can produce simple websites and interesting posts on social media	Partners/Students can create a simple web

## II. METHODS

The facts above are enough to provide a reason why the service team got into this business. I hope this socialization can help partners and students, especially Darakan, use Internet technology in the field of using waste fish to sell. From the situation analysis that has been described previously, the partner problems are formulated, which are concluded as follows: 1). Partners and students are not yet productive in using the internet or online media, do not understand how to market products through internet media, 2). Do not know and understand how to operate an online transaction account. The expected output target from this service activity is that partners in this program can make productive use of the internet or online media in terms of online economic transactions. Partners in this program understand how to market products through internet media. Partners understand how to operate online transaction accounts. The service is carried out by a lecturer at the Faculty of Economics, University of Borneo Tarakan and in collaboration with the Institute for Community Service and (LPPM-UBT) selecting students who have a cane fish processing business so that they can take advantage of online economic transactions.

This community service is aimed at entrepreneurs and students who want to understand digital economy transactions and be able to operate accounts in online transactions. This service aims to enable students to be able to use internet media effectively and to be able to operate online buying and selling transaction accounts. So, to train young entrepreneurs to increase their income. The University of Borneo Tarakan carries out service activities that are deemed necessary for collaboration in the application of higher education science and technology in the community. This event brought students an early introduction to understanding online transactions and created young entrepreneurs about the opportunities of the digital economy. Living in the digital era provides many descriptions of the situation and economic problems that exist in the environment, for example students who are not yet productive in terms of utilizing the digital economy. Hence, in order to create new entrepreneurs and increase business penetration for students and increase the income of villagers. It is considered appropriate to be able to manage internet media effectively. The activity schedule of the Community Partnership Program lasts for about 4 months, from field observation to the final report. The following is the timetable for the implementation of PKM activities:

**Table 2.** Schedule for Implementation of PKM

No	Stage	Month of PKM Implementation year 2021			
		August	Sept	October	Nov
1	PKM Service Preparation				
2	Field Observation				
3	Mentoring Activities				
4	Preparation of reports				

### III. RESULT AND DISCUSSION

The results that have been achieved from the Community Partnership Program activities are estimated to have reached 100%. The first step of this activity is to meet with partners, and then jointly analyze the problems found, that is, the lack of knowledge about the use of information technology. The second meeting was to discuss the results of actions implemented when analyzing partner issues. The program that will be carried out is training on website creation and briefing on the use of social media to market wasted fish processing products. The purpose of this activity is to improve the competitiveness of the products sold, and also provide marketing knowledge about the sale of discarded fish. Therefore, partners as sellers can market their products better and more frequently, and have a wide range of influence.

This event will be held on Saturday and Sunday, October 2nd to 3rd, 2021 at the STP Building of the University of Borneo, Jalan Amal Lama No. 1 Tarakan City, Tarakan City, North Kalimantan. The target of this event are partners and several residents, a total of 10 people participated in the counseling program. This activity is carried out in accordance with the Covid-19 health protocol. The resource persons involved in the Assistance Program to increase the added value of wasted fish in an effort to commercialize competitive and information technology-based products to increase income during the Pandemic are: 1. Salahuddin, S.E., M.M (as resource person) 2. Dr. Moh. Nur Utomo, S.E., M. Si (as a resource person) 3. Kaujan, S.E., M.M. (as resource person) 4. Widyastuti Cahyaningrum, S.E., M.SM (As Moderator).



The results of the Mentoring Program activities to increase the added value of wasted fish in an effort to commercialize competitive and information technology-based products that have been implemented, it can be seen that the results of this mentoring activity include several components, namely: (1) the enthusiasm of the participants during the implementation of the mentoring is quite high; (2) participants' understanding of the increase in the added value of wasted fish is quite good. Based on the findings from the mentoring activities that have been carried out, it can be seen that this assistance is running smoothly and achieving the objectives of the activity. The indicator is an increase in understanding in the effort to commercialize competitive and

information technology-based products. Participants were very enthusiastic in participating in the mentoring activities. This fact can be seen from the number of questions asked by participants during the mentoring activity.



#### IV. CONCLUSION

The Assistance Program for increasing the added value of wasted fish in an effort to commercialize competitive and information technology-based products aims to provide insight and knowledge in terms of marketing and optimization of technology media and social media in marketing their products. What's more, in addition, this mentoring program allows you to understand the procedures for creating a simple website to maximize product sales. In this mentoring program activity, there was information sharing from the presenters to the participants, so that several questions arose that became problems in making the website.

So, Therefore, in response to the difficulties in these problems, participants are directly invited to practice website production. With this program, it is hoped that partners can increase their sales so that they are effective and efficient. It is hoped that the "Assistance Program to increase the added value of wasted fish in an effort to commercialize competitive and information technology-based products" can add insight and knowledge in making, managing the marketing of business products and partners can improve sales management so that it is efficacious and efficient. We hope that our initial activities in collaboration with partners can be well established, so that collaborative activities in terms of mentoring and training that will be carried out again can run on an ongoing basis.

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