
Factors to Increase Sales Turnover of Ornamental Fish Through Digital Marketing

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ABSTRACT

The development of technology and digital media in Indonesia is very rapid, the rapid development of technology in the digital world and the internet certainly also has an impact on the business world. Various activities such as small to large scale businesses take advantage of this development to run their businesses, one example is by using digital marketing. In this study, researchers wanted to examine the factors of increasing sales turnover of ornamental fish through digital marketing and whether using application-based digital marketing affects sales turnover. In this study, researchers sought to gather relevant sources, namely by interview methods and documentation. Following qualitative descriptive research, a study that focuses on field research. In sampling interviews, researchers choose to use the Snowball Sampling technique where samples are obtained through the process of rolling from one respondent to another. Based on the results of the research conducted, researchers present an analysis of data obtained through field research that the effectiveness of the application of digital marketing is influenced by several factors, namely target market, technology, content, budget, and media used. The digital marketing strategy used by Koi ornamental fish entrepreneurs is a Facebook application where the use is easy and does not require large capital that the scope of the market is wide, many people can see and search for products offered, thus impacting increasing buyers and making sales turnover increase.

Keywords : Digital Marketing, Application Media, Sales Turnover

ABSTRAK

Perkembangan teknologi dan media digital di Indonesia sangatlah pesat, Pesatnya perkembangan teknologi dalam dunia digital dan internet tentu juga berimbas pada dunia bisnis. Berbagai kegiatan seperti bisnis dengan skala kecil sampai besar memanfaatkan perkembangan ini untuk menjalankan usahanya, salah satu contohnya dengan menggunakan digital marketing. Dalam Penelitian ini peneliti ingin mengkaji tentang faktor peningkatan omset penjualan ikan hias melalui digital marketing dan apakah dengan menggunakan digital marketing berbasis aplikasi mempengaruhi omset penjualan. Dalam penelitian ini, peneliti berusaha mengumpulkan sumber-sumber yang relevan yaitu dengan metode wawancara dan dokumentasi. Sesuai dengan penelitian yang bersifat deskriptif kualitatif yakni suatu penelitian yang memfokuskan pada penelitian lapangan (Field Research). Pengambilan sampel wawancara, peneliti memilih menggunakan teknik Snowball Sampling (bola salju) dimana sampel diperoleh melalui proses bergulir dari satu responden ke responden yang lainnya. Berdasarkan hasil penelitian yang dilakukan, peneliti menyajikan analisis data yang diperoleh melalui penelitian lapangan bahwa Efektivitas penerapan digital marketing dipengaruhi beberapa faktor yaitu sasaran pasar, teknologi, konten, anggaran dan media yang digunakan. Strategi digital marketing yang digunakan oleh para pengusaha ikan hias Koi yaitu aplikasi facebook dimana penggunaanya mudah dan tidak memerlukan modal yang besar yang

cakupan pasarnya luas banyak orang bisa melihat dan mencari produk yang ditawarkan, sehingga berdampak meningkatnya pembeli dan membuat omset penjualan bertambah.

Kata Kunci: Digital Marketing, Media Aplikasi, Omset penjualan.

1. Introduction

Digital marketing is one of the media for marketing both goods, products, and services that are currently in demand by the public, through digital media online by utilizing various means such as social networks (Basuki and Kuntadi 2015). Communication and transactions using digital marketing can be reached by all communities wherever they are, without any more geographical or time restrictions (Pradiani 2018). This digital marketing strategy is more prospective because it allows prospective consumers to obtain a variety of information about the products sought and transact through the internet. One part of the facilities used in digital marketing is social media. Social media that is often used for the promotion and sale of a product includes Youtube, Facebook, Whatsapp, Twitter, Instagram, and Google (D. F. Hadi and Zakiah 2021).

Data reported by We Are Social, a digital marketing agency in America, said that the most widely used social media platform in Indonesia as of January 2020, from 272.1 million total population of Indonesia, as many as 160 million people are active users of social media with presence namely Youtube (88%), Whatsapp (84%), Facebook (82%), Instagram (79%), Twitter (56%) and its side occupied by other social media (Pambudi and Suyono 2020). Armed with the ease of using a smartphone anyone can access social media, this facility makes business people or MSMEs (Business, Small, Micro, and Medium) greatly utilize social media to increase sales of products they offer, such as the sale of ornamental fish.

One of the fishery commodities is the cultivation of freshwater ponds that have great potential to be developed as ornamental fish. The prospects of this ornamental fish are quite bright. Supporting factors are diverse fish species, sufficient water, large land, and a suitable climate (Daelami 2001). In increasing sales in the current Digitalization Era, most ornamental fish farmers use various media such as Google, Instagram, and Facebook to market their ornamental fish farming products, so as to boost revenue during the current Covid-19 period (Bahrudin, Sutomo, and Abraham 2021).

Batangharjo Village is a village located in Batanghari District of East Lampung Regency, which has an area of 502.36 ha, with the area divided between housing and agricultural land. In addition to being a business farmer or business run, one of them is the fisheries sector, namely Koi ornamental fish cultivation. Koi ornamental fish cultivation is increasingly pursued by community, along with the number of consumers or customers who are looking for this type of fish. The customers are not only the surrounding community but also come from outside the village. They get Koi ornamental fish directly to farmers or cultivators by transacting on the spot.

The number of Koi ornamental fish farmers in Batangharjo is as many as 8 cultivators. Of the eight Koi fish entrepreneurs, 3 of them are well-known fish farmers in Batangharjo Village, namely Ramafish Koi Lampung, Jarot, and Heri Calista, they are Koi ornamental fish farming businesses in Batangharjo village. Especially Koi fish entrepreneurs, namely Koi fish Ramafish, in addition to being a seller of Koi ornamental fish he is also a Koi ornamental fish farmer, where in one harvest can reach 5000-10,000 Koi fish seeds with a pond size of 6x10 meters.

In marketing, they use social media platforms that are Facebook to market their products. According to the cultivators, Facebook is an application that users many and the first social media application that is popular compared to other applications, in addition to easy use of the application, its users are not only teenagers but adults and parents, they can easily use the application (Zuhri, Nawawi, and Gustiawati 2021).

3. Theoretical Framework

Digital technology has changed the way humans communicate, act, and make decisions. Sales activities of a good / service or known as marketing, cann't be separated from the influence of digital technology. The term digital-based marketing has changed from the beginning of marketing activities of goods and services that use digital channels to a broader understanding of the process of acquiring consumers, building consumer preferences, promoting brands, maintaining consumers, and increasing sales.

According to Ridwan Sanjaya and Josua Tarigan, digital marketing is a marketing activity including branding (brand recognition) that uses various web-based media such as blogs, websites,

e-mail, AdWords, or social networks (Tarigan 2009). The concept of Digital Marketing in its activities there is the term AIDA (Awareness, Interest, Desire, and Action) which has the following meanings (Jumiati 2020):

a. Awareness

In the digital realm, marketing builds consumer or customer awareness by placing ads first in online media.

b. Interest

Interest arises after building awareness to consumers. In an offline system, consumers immediately search in the market. In online systems, consumers find out about products through search engines (Google, Yahoo, and others), and social media networks (Facebook, Twitter, and others).

c. Desire

There is confidence in consumers so that they want to try products and services. Online systems are characterized by looking for full information about products or services through the website.

d. Action

The last stage is a determination on the part of the consumer against the product or service.

Sales are one of the activities of marketing, to influence someone to make purchases of goods or services offered based on the price agreed by both parties involved in the activity. Sales are a source of company revenue, the greater the sales, the greater the revenue that will be obtained. Sales activities are the main revenue of the company because the sales activities of products and services if not managed properly, can result in losses for the company. This can be because the expected sales target is not achieved and revenue will be reduced.

In practice, sales activities are influenced by several factors, among others (Kotler 2000):

a. Market Conditions and Capabilities

The seller must be able to convince the buyer so that it can successfully achieve the expected sales target. For this purpose, the seller must understand some important issues that are very much related to the type and characteristics of the goods offered, the price of the product, and the terms of sale.

b. Market Conditions

Factors of market conditions that need to be considered are the type of market, the group of buyers, their purchasing power, the frequency of purchases, their wants, and needs.

c. Capital

To introduce goods to buyers, sellers need facilities and businesses such as means of transportation, demonstration places both within the company and outside the company, promotional efforts, and so on. And all this can only be done by the seller if he has the necessary amount of capital to carry out the purpose.

d. The Company's Organizational Condition

In large companies, usually, sales problems are handled by the sales section. Another case with small companies, where sales activities handled by people also perform other functions.

Two factors influence the decision to purchase ornamental fish according to the results of research conducted on ornamental fish farmers. (Ningtyas 2017) Internal factors (motivation) and external factors (price, products, location, promotion, and service) of the consumer itself. Internal factors are driving factors that influence consumer purchasing decisions that come from within the consumer itself. This consumer motivation is driven by a sense of interest in ornamental fish itself and to meet the satisfaction and personal needs of each consumer. External factors in influencing factors that come from outside the consumer. Prices that are following the quality of fish offered to become a factor that determines consumer purchasing decisions. Products with good quality and also with a wide selection of koi fish types are one of the factors. Locations that are easily accessible and services from the owner to consumers when negotiating or purchasing are things that affect purchasing decisions. In this case, social media such as Facebook, Whatsapp, and others influence

buyer decisions.

4. Method of Research

This type of research is included in the type of field research, field research itself is a research activity that aims to observe and learn about something happening in a natural or non-natural state in an environment.

Field research is considered a broad approach in qualitative research or as a method for collecting data qualitatively. The important idea is that researchers go into the field to research a phenomenon in a scientific state. Thus, this approach is closely related to the observation of participation. These researchers usually give extensive notes that are then coded and analyzed in various ways (Moleong 2012).

This research was conducted on several Koi Ornamental Fish cultivators namely Ramafish Koi Lampung, Jarot, Heri Calista which is located in Batangharjo Village of Batanghari District of East Lampung Regency.

Using qualitative data analysis with inductive thinking, because indeed the data obtained in the form of information in the form of descriptions. Qualitative itself is a research procedure that produces descriptive data that is the source obtained in writing or expressions of behavior observed from humans (Ashafa 2013).

Inductive way of thinking, which is a way of thinking that departs from special and concrete facts, concrete events, then special and concrete facts or events can be drawn in general and general nature (S. Hadi 1986).

Based on the information submitted above, it was decided in analyzing the data, researchers use the data that has been obtained then the data is analyzed using inductive thinking that departs from information about tourism empowerment after information or data has been collected then the researcher will analyze how the Effectiveness of Digital Marketing Against Koi Ornamental Fish Sales Turnover in Batangharjo Village East Lampung.

5. Result

The number of residents in Batangharjo Village is on average productive age, this productive age is used by them for work activities and a lot of time is used only for work. It can be known that in this village the age of adulthood or working age is the most so that the potential to make efforts is very high.

The livelihood of the people of Batangharjo Village is more as farmers because the state of agricultural land is quite extensive. Not only that, in addition to being farmers of Batangharjo Village community as well as Civil Servants, ABRI / POLRI, Private, Traders, Carpentry, laborers, services, and others.

Factors from the quality of human resources are very important in finding work and the economic situation of the people in the village. The increase in education level is generally due to economic factors from the community and school facilities located in Batangharjo Village is also not much, namely, there are only 3 elementary schools that are relatively scattered communities. In addition, to continue to a higher level in the world of education inevitably have to leave the village that is the distance to junior high school and high school nearest 3-6 km not to mention the condition of the road is inadequate, namely hollow and awareness of the importance of education for the next life has not been too felt there are still many who consider that the school to get a diploma only.

Batangharjo Village there are 3 Koi ornamental fish entrepreneurs with details, Ramafish Koi Lampung, Jarot, Heri Calista. Ramafish Koi Lampung is very famous in Batangharjo Village because of the many types of Koi ornamental fish provided, for ornamental fish entrepreneurs Koi Jarot is still relatively new and not yet large scale, while Heri Calista has been a little long in the koi ornamental fish business compared to Jarot. Factors that affect one's own sales; such as market capabilities, market consensus, capital, and organizational conditions of the company (business manager).

From the results of field studies obtained data on 3 koi ornamental fish aquaculture actors who

have an increase in turnover every year. The recapitulation of turnover can be presented at the following table:

Table 1. Recapitulation of Revenue

Business Name	November 2019	December 2019	January 2020
Ramafish Koi Lampung	8.500.000	7.560.000	9.230.000
Jarot	5.000.000	6.700.000	6.000.000
Heri Calista	6.570.000	5.350.000	8.000.000

Source: Financial statements

Based on the table above, turnover obtained in the last three months in each cultivator fluctuates or tends to rise and fall. Sales turnover in one year from each cultivator also goes up and down with a different amount of turnover. In the span of one the year 2019-2020, Ramafish Koi Lampung obtained a turnover of approximately Rp. 200,000,000, while Jarot obtained a turnover of 85,000,000, while Heri Calista in one year can produce a range of Rp. 100,000,000.

6. Discussion

The word turnover means an amount, while sales are the activity of selling goods aimed at seeking profit or income. Sales turnover is the overall amount of revenue obtained from the sale of a good or service within a certain period (Chaniago 2002).

According to Swastha sales turnover is the accumulation of the sales activities of a product of goods and services that is calculated in its entirety over a while continuously or in an accounting process (Irawan 2005).

Based on the above definition it can be concluded that sales turnover is the overall number of sales of goods or services in a certain period, which is calculated based on the amount of money earned. Business managers are required to always increase sales turnover from day to day, week to week, month to month, and from year to year.

The role of a promotional strategy in a business is very important to increase sales turnover, so it can be said to be an ongoing process because promotion can cause sustainable buying and selling activities for the company.

A digital marketing plan is one of the most appropriate tools for any company or venture that wants to achieve success on the internet. Online marketing plans concentrate on gaining and retaining customers or consumers exclusively through digital channels.

How to plan digital marketing with the revolution in digital media (Jumiati 2020):

- a. Digital media.
- b. Digital equipment (smartphones, tablets, gadgets, and others)
- c. Connections between new channels.
- d. New social networks and communities.
- e. Richness video.
- f. Search content or search engines.

The effectiveness of digital marketing is a cycle of inputs, processes, and outputs that refers to the useful outcome of a program or activity that states the extent of the objectives that have been achieved, where the factors that affect it include: target market, technology, content, budget and digital media used. Marketing in Islam is not much different from conventional, but Islam focuses on the values and norms of a series of marketing activities based on honesty, fairness, openness, and honesty following business transaction agreements in Islam.

The three Koi ornamental fish entrepreneurs in Batangharjo Village, use digital media, namely Facebook application to increase their sales so that the turnover obtained will increase. As happened to businessman Ramafish Koi Lampung that he claimed at first the turnover owned when running his business only benefited no greater than 5 million with time and utilized the Facebook application media turnover obtained increasing and reaching tens of millions, namely from the range of 5 million

can reach 20 million more in one month, Another Koi fish entrepreneur, Mr. Jarot, felt the same way where initially the turnover obtained only reached 3 million now can reach tens of millions of rupiah, which from the beginning 3 million can now reach 10 million in one month. Entrepreneurs on behalf of Mr. Heri also gave the same information where at the beginning of his business only get a small turnover where the turnover range only reached 5 million after the running of the business and he utilized Facebook media turnover from koi fish sales increased, which initially only 5 million now to 10 million more.

Following the theory, the planning of a promotional strategy in a business is very important to increase sales turnover, so it can be said to be an ongoing process because promotion can cause sustainable buying and selling activities for the business carried out.

The digital marketing strategy used by Koi ornamental fish entrepreneurs in Batangharjo Village is to use Facebook application media to sell and offer their goods because in their use it is easy and simple. Digital marketing strategies contained in theories include; Search Engine Optimization (SEO), Content Marketing, Social Media Marketing, Affiliate Marketing, and Email Marketing. Of the several ways of the strategy used by the three koi ornamental fish entrepreneurs, namely Social Media Marketing (Harliana et al. 2021).

Research conducted by researchers to 3 Koi ornamental fish entrepreneurs in Batangharjo Village, Batanghari Subdistrict can be understood that: in their sales, they take advantage of technological advances, namely with digital marketing whose application encourages social media marketing with the use of one of its applications, Facebook. From the concept of digital marketing in theory, in its application to these three Koi fish entrepreneurs using AIDA, namely Awareness, Interest, Desire, and Action.

Factors that determine sales turnover one of them is an offer or promotion, which is very important to koi ornamental fish entrepreneurs, (Oktavianna et al. 2019) such as Ramafish Koi Lampung which provides many types of Koi fish of various sizes that make it easy for people or customers to get various sizes and types through the Facebook application media so that the wider community who want to find Koi ornamental fish is easy to get.

For Mr. Jarot himself by promoting through the Facebook application and providing a slightly cheaper price than other entrepreneurs in addition to attracting buyers and also because the business is still calculated new compared to others. And, Mr. Heri himself provides good-quality ornamental fish so that customers are satisfied and trust the products offered to their buyers through his digital media, namely Facebook.

By paying attention to the concept of effectiveness that becomes a factor in increasing revenue turnover, namely the *first* target market, entrepreneurs have determined the target market, namely the target market or the target market is the general public or all ages where the products they provide can be purchased by anyone. *Secondly*, they use technology, the point here is that they use technological advances in their business activities to facilitate promotion or activities to offer products or goods they have to them - they are prospective consumers efficiently who do not require a lot of energy by using application-based media that is easy to use and reach by everyone.

Third, namely content, the meaning of content here is a promotional activity that they do by providing interesting information or that lures them to be interested and willing to buy the product offered, with content that is made attractive so that they buyers are captivated by the uploads they send, be it in the form of good images or videos, interesting words such as providing friendly prices and or providing good quality for them. Those who want to buy products from us.

Fourth, the budget, meaning the budget here is the cost incurred from koi fish business activities quite a lot, so koi fish entrepreneurs use various ways to cut costs incurred one of which is a promotion by utilizing media that is widely used by the community without large capital.

The five media used, meaning here is the media used by the three Koi fish entrepreneurs, such as the initial exposure of koi fish entrepreneurs they use Facebook application media in their marketing which they think this application has been waiting for and in its management or use is simple and easy and the use of quotas is not too large compared to other application media such as Youtube or Instagram.

The digital marketing strategy carried out by the three Koi ornamental fish sellers is appropriate, although sometimes not all buyers directly or so buy the goods they sell, namely Koi ornamental fish. These three entrepreneurs make the public or prospective buyers to be interested in their respective products, namely aware that he wants to find something that is Koi ornamental fish, then make people interested in their products, thus giving rise to the desire of prospective buyers to find out more about the products offered and the most is to do the act of buying. In the end, it can be analyzed that the use of digital marketing media by using the Facebook application to increase sales turnover runs effectively because from turnover that was a little gradually increasing, the capital used for promotion is not too large, the activity of offering promotions no longer have to use billboards or posters that require more energy and capital so that it is more efficient.

7. Conclusion

Based on the results of research and discussion conducted by researchers, it can be concluded that the three Koi ornamental fish entrepreneurs use digital media, namely Facebook applications to promote and sell their ornamental fish because it is easy to use and does not require large capital and wide scope so that it has a good impact on sales turnover.

The effectiveness of the application of digital marketing is influenced by several factors, namely target market, technology, content, budget, and media used. The digital marketing strategy used by koi ornamental fish entrepreneurs is a Facebook application where the use is easy and does not require large capital that the scope of the market is wide, many people can see and look for products offered, thus impacting increasing buyers and making sales turnover increase.

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