



Socialization and Counseling of Using Social Media for Marketing Salted

Fish at Palembang Salted Fish Center (Siabang)

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Abstrak

Kegiatan pengabdian masyarakat ini bertujuan untuk memberdayakan pengrajin ikan asin di Sentra Iwak Asin Palembang (SIABANG) dengan memberikan sosialisasi dan penyuluhan tentang pemanfaatan media sosial sebagai alat pemasaran produk mereka. Kegiatan ini berfokus pada pemahaman dasar pemasaran digital, meliputi teknik memanfaatkan Facebook sebagai platform promosi, membuat konten yang menarik, penggunaan tagar, jadwal posting, dan penerapan teknologi berbasis AI untuk mendukung upaya pemasaran. Kegiatan ini dilaksanakan dengan pendekatan Asset-Based Communities Development (ABCD) yang menekankan identifikasi dan penguatan aset yang telah dimiliki komunitas pengrajin. Efektivitas kegiatan diukur melalui pre-test dan post-test menggunakan lima indikator pengetahuan, yaitu waktu posting, jenis dan elemen konten, penggunaan tagar, perencanaan jadwal konten, dan pemanfaatan aplikasi AI. Hasil evaluasi menunjukkan bahwa pemahaman peserta meningkat pada seluruh indikator, terutama pada pemanfaatan teknologi AI untuk pembuatan narasi dan konten pemasaran, yang meningkat dari 8 orang menjadi 11 orang peserta yang menjawab benar. Namun, masih terdapat beberapa tantangan terkait pemanfaatan analitik media sosial dan perencanaan konten yang lebih efektif. Meski demikian penyuluhan ini memberikan dampak positif, yang memungkinkan pengrajin mengurangi ketergantungan pada tengkulak dan memasarkan produk ikan asinnya secara mandiri melalui media sosial.

Kata kunci: Pemasaran Digital, Pemberdayaan UMKM; Penggunaan Facebook; Pengawetan Ikan

Abstract

This community service activity aims to empower salted fish artisans at the Palembang Salted Fish Center (SIABANG) by providing outreach and training on the use of social media as a marketing tool for their products. The activity focused on basic digital marketing, including techniques for utilizing Facebook as a promotional platform, creating engaging content, using hashtags, scheduling posts, and implementing AI-based technology to support marketing efforts. This activity was implemented using an Asset-Based Communities Development (ABCD) approach that emphasizes identifying and strengthening the artisan community's existing assets. The effectiveness of the activity was measured through a pre and post-test using five knowledge indicators: posting time, content types and elements, hashtag use, content schedule planning, and the use of AI applications. Evaluation results showed that participants' understanding improved across all indicators, particularly regarding the use of AI technology for narrative creation and marketing content, which increased from 8 to 11 participants who answered correctly. However, several challenges remained related to the use of social media analytics and more effective content planning. Nevertheless, this training had a positive impact, enabling artisans to reduce their dependence on middlemen and market their salted fish products independently through social media.

Keywords: Digital Marketing; Empowerment of SMEs; Facebook Usage; Fish Preservation

Key message:

- Empowering salted fish artisans at the Palembang Salted Fish Center (SIABANG) through digital marketing and AI technology enables them to build independent brand identities, reduce dependence on middlemen, and strengthen their economic resilience



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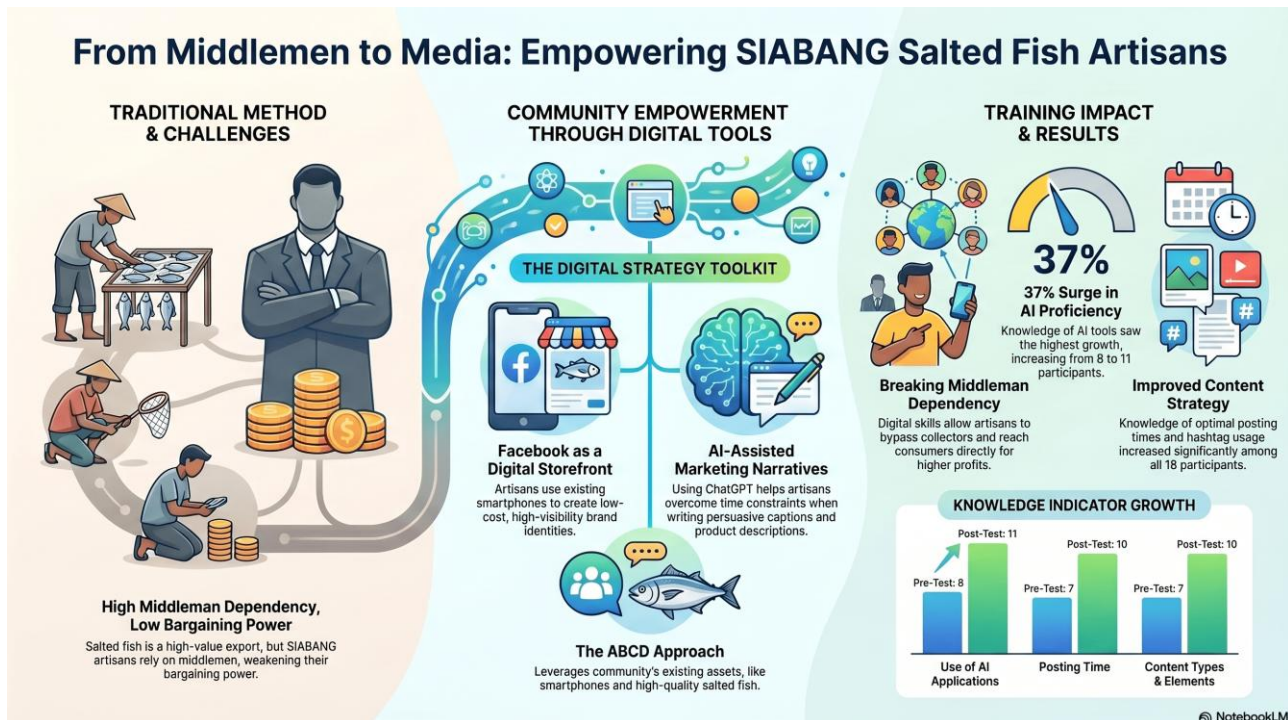
Received: 28 January 2026
Accepted: 13 April 2026

DOI: <https://doi.org/10.56303/jppmi.v5i1.1254>



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GRAPHICAL ABSTRACT



INTRODUCTION

Only 23-47% of the processed fish catch in Indonesia is sold as fresh fish or wet fish. Traditional processing methods, such as salting, drying, scanning, smoking, and fermentation are more dominant than modern processing methods such as freezing and canning. The distribution of fish processing from the total fish catch is mostly by salting 30.5%, scanning 5.4%, fermentation 2.4%, fumigation 1.8%, freezing 1.2%, canning 1.2%, making fishmeal 0.5%, and other preservation 1.0%. The percentage of fish that is traditionally processed is always high, indicating that traditional fish processing still has prospects for development, by making improvements so that the products produced meet quality requirements and ensure safety for consumers (Zaini et al., 2023).

Fishery processing is carried out to increase the economic value of fishery commodities, thereby increasing their selling price, and to maintain their quality. Salted fish is one such processed fishery product (Mangalle et al., 2024). The processing of fishery products is carried out to add economic value to fishery commodities so that they can increase the selling price of this commodity in addition to maintaining the quality of fishery products. Salted fish is one of the processed fishery products (Ayu, 2018). Fisheries processing aims to increase the added value of fishery products, both from capture fisheries and aquaculture. This business also aims to bring fishery products closer to the market and be accepted by consumers more widely. In addition, fisheries processing can play a role in stabilizing the availability of fishery products in the market. Through

processing, the problems of fishery products which are seasonal (especially capture fishery products), fluctuating, perishable and require special storage can be overcome to a certain extent (Sari et al., 2020).

Salted fish is a type of fish that has high economic value. Salted fish is not only known in Indonesia but also in several other countries such as in Singapore, Thailand, Malaysia and many other countries. Salted fish from Indonesia has been widely exported to several countries such as Singapore, Malaysia, China and Japan (Lubis & Tanjung, 2023). The need for development in marketing salted fish products by providing encouragement to producers so that they can take advantage of technological developments so that salted fish sales increase (Barkah & Ikhwan, 2023). As (Fajar et al., 2014) from the marketing side, the salted fish is sold through intermediary traders, such as: collectors and retailers. Thus, it causes a difference in selling prices and will affect the income level of salted fish processing. This condition shows a clear gap between the high economic potential of salted fish products and the marketing reality faced by artisans. Although salted fish has high selling value and export opportunities, artisans at SIABANG still depend greatly on collectors and intermediary traders to market their products. As a consequence, artisans have weak bargaining power, receive lower selling prices, and have not yet developed a strong and recognizable product brand identity.

Meanwhile, technology-based marketing strategies can be the main force to boost sales of MSME products. Technology-based marketing or digital marketing is one of the marketing strategies to promote and introduce a trademark using digital media. Digital marketing can reach consumers in a timely, personal, and relevant manner. At this time, social media has become a technology-based marketing tool. Various social media continue to improve and add features to make it easier for users to market products. For example, Facebook and Instagram have promotional features for their users who run businesses. This feature makes it easier for businesspeople to disseminate information (Werdani et al., 2020).

The marketing method used by some business actors is generally through advertising. Social media that is often used to market brands or products and services are Facebook, Website, Blog, Google, My Business, Email, Instagram and other social media. Facebook is one of the most widely used social media by the public and especially business actors, because almost most Indonesians have Facebook accounts (Mursito, 2020). Although each type of social media has its own market and has diverse functions. Currently, social media is used not only as an entertainment need, but also used to achieve a great opportunity in the business world (Mardian et al., 2022). Social media is a place where various individuals and groups gather and carry out communication activities. Since its emergence, social media has grown rapidly, one example is the development of Facebook, Twitter and Instagram (Arifah, 2015). Facebook was selected in this activity because it is one of the most familiar and accessible platforms for MSME actors, and its features are relatively easy to operate through smartphones owned by participants. Through photos, captions, comments, and direct messages, Facebook can function as a simple digital storefront at low cost. In addition, the introduction of AI tools such as ChatGPT is increasingly needed by MSMEs to help overcome time limitations and limited ability in composing attractive marketing narratives, captions, and product descriptions.

In addition to being easy to operate, the use of social media for business and marketing activities is cheaper because MSME actors do not have to bother to build and develop it themselves. In addition, this social media has become a trend in marketing communication. These social media users can easily communicate, participate, and create media content online (Veranita et al., 2022). In the modern era, Digital marketing is growing rapidly with interesting features in each application. This is balanced with the development of smartphones that are increasingly reaching all groups, from teenagers to the elderly (Lesmanah et al., 2023).

Considering that Indonesia is one of the most active countries on social media, according to data from Digital2022 on the datareportal.com page, out of 277.7 million people in Indonesia, internet users reach 204.7 million people and 191.4 million of them are active social media users (Kemp, 2022). The internet and media are

one of the needs for humans, because there is a lot of information available. In fact, the media is currently used as a driver of the economy and the media that are most often used are Instagram, Youtube, Facebook, Tik Tok and others. As an economic driver, the media also has excellent business opportunities, so many people use the media as a marketing tool.

This is of course interesting, in the midst of the government's incessant encouragement of people to be entrepreneurs and encourage the growth of SMEs, business actors are starting to get an important tool in developing their business by utilizing the services of online buying and selling sites and social media as a free promotional tool. Even today, social media is not only a promotional medium, but also used as an interactive marketing tool, service, building communication with customers and potential customers, and as a tool to sell and buy products online (Siswanto, 2018)

Lestariolita, (2022) revealed that social media plays a very important role in the development of product marketing communication strategies. Many studies state that with the existence of social media, there is an increase in sales because social media is often used as a communication strategy with consumers. Several studies state that the success of a business is not only measured through marketing communication strategies but also all strategies that have been carried out by business people. Efforts that need to be made by companies in applying social media as a product communication strategy need to be made so that the role of social media can be felt for all companies, both small and large-scale. Aisyah & Rachmadi, (2022) stated that product marketing is done simply with social media but gets maximum benefits in each business and product and can minimize spending costs in product promotion. Through community service activities, knowledge and understanding of the importance of social media marketing can be increased in increasing the income of business people, in this case MSMEs.

Community service activities that strive to empower the Palembang Salted Fish Center which is abbreviated as SIABANG business group through activities to increase the knowledge of the salted fish business community through education, digitalization and socialization of social media to promote salted fish products. Salted fish business actors can learn together in improving business skills in packaging products for market, and provide motivation to support household economic strength and earn better income (Wahidin & Dwi, 2024). Considering that the Palembang salted fish center in Kampung Siabang, 5 Ulu Village, Seberang Ulu 1 District, Palembang, precisely in Lorong Keramat is the largest salted fish production center that produces various types of fish such as stone head fish, chicken feathers, anchovies, and bitter melon which are processed into salted fish. Therefore, this community service activity was designed not only to introduce digital marketing, but also to identify and optimize the social assets already owned by the SIABANG artisan community, so that empowerment can be built from the community's own strengths through the Asset-Based Communities Development (ABCD) approach.

METHODS

This community service activity was carried out at the Palembang Salted Fish Center (SIABANG), located in 5 Ulu Village, Seberang Ulu 1 District, Palembang, specifically in Lorong Keramat. This location was selected purposively, considering the potential and needs of the local community, particularly in supporting the development of product-based businesses and the local economy, which is expected to further develop the marketing of the products produced. The problem-solving method used was Asset-Based Communities Development (ABCD), a community development approach. This approach emphasizes an inventory of existing assets within the community that are deemed supportive of community empowerment activities. The emphasis on asset reinventing is a hallmark of this approach, as it requires exploring the availability of social assets within the community (Ahmad, 2007), namely a fish preservation craft business through a salting process that has not been marketed optimally, following technology-based marketing trends such as social media. At the asset

reinventing stage, several community assets were identified more specifically, namely the availability of salted fish products as the main local commodity, ownership of smartphones among participants, the existence of a relatively solid artisan community, and the willingness of participants to learn simple digital promotion practices. These assets became the basis for determining an empowerment design that was realistic and in accordance with participants' daily conditions.

After asset reinventing, the implementing team conducted a design process by determining the core competencies needed and how to achieve them. The transition from asset identification to program design was carried out by matching the assets found with the competencies that needed to be strengthened. Because participants already had access to smartphones and were accustomed to communicating through mobile devices, the program was then designed in the form of socialization, demonstration, and guided practice on Facebook use, content preparation, hashtag selection, posting time determination, content scheduling, and AI-assisted marketing narrative creation. In its implementation, as part of Asset-Based Communities Development (ABCD), a socialization and outreach program was designed to improve the knowledge and skills of salted fish artisans in utilizing social media, including Facebook. Therefore, the socialization and outreach program emphasized key elements in social media management, including: 1. Posting time; 2. Content types and elements; 3. Hashtag usage; 4. Content schedule planning; and 5. Use of AI applications. Evaluation of the results of the socialization and outreach activities on the use of social media in marketing was presented descriptively by comparing knowledge before and after the activities collected using a structured questionnaire. This activity was implemented in December 29, 2025 in one full day meetings, covering sessions of material delivery, discussion, guided practice, and evaluation. The structured questionnaire used in the pre-test and post-test consisted of five main items, with each item representing one knowledge indicator, namely posting time, content types and elements, hashtag use, content schedule planning, and the use of AI applications.

To support the smooth running of the community service activities, the following tools and materials were used: 1. In focus and screens were used as teaching aids to deliver the socialization and outreach materials; and 2. Laptops and smartphones were used to display software examples and models to enhance participants' practical knowledge and direct application. With this implementation method, it is hoped that participants can better understand effective techniques in utilizing social media as a promotional tool, as well as implement the knowledge gained in training activities to increase the independence and sustainability of the salted fish business at the Sentra Iwak Asin Palembang (SIABANG). Operationally, the in-focus and screen were used to present the materials and demonstrate examples of social media content, while laptops were used by the implementing team to display Facebook features and examples of AI application use. Participants then practiced directly using their own smartphones to prepare captions, determine relevant hashtags, and simulate the creation of promotional content with guidance from the implementing team.

To assess the effectiveness of the activity, participants' abilities were measured through pre- and post-tests. These measurements aimed to determine the extent to which participants' technical knowledge had improved after participating in the socialization and outreach program, and also served as a basis for evaluating the methods and materials used. The measurement results were used to identify aspects of competency that had been well mastered and those that still required further development in further activities. Pre- and post-test data were presented in the form of bar charts based on the number of participants who were able to correctly answer questions on each indicator.

RESULTS AND DISCUSSION

The use of social media in independent marketing is very important for MSME actors, especially in today's digital era. Social media has become a very effective platform for reaching a wider audience at a relatively low cost

compared to traditional marketing methods. In today's situation, where most consumer interactions with brands and products are done online, social media provides an opportunity for MSMEs to increase product visibility without having to rely on large marketing agencies or high advertising costs. Social media allows MSME actors to communicate directly with consumers, get feedback, and build more personalized relationships, which in turn can increase customer loyalty.

Social media provides various tools that allow MSME actors to promote products in a more targeted way, such as ad targeting that is tailored to consumer preferences and behaviours. This not only increases sales opportunities, but also expands market reach, both locally and internationally. Promotions carried out through social media are also more interactive and dynamic, allowing MSME actors to hold campaigns that are relevant and interesting to the audience, such as discounts, contests, or new product launches. Thus, social media not only serves as a communication channel, but also as a powerful tool in encouraging MSME business growth, increasing sales, and strengthening brand image in the eyes of consumers.

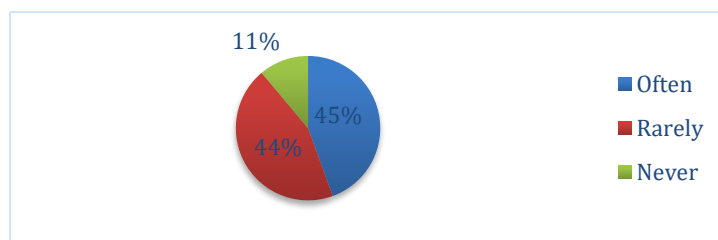


Figure 1. Social Media Usage Level



Figure 2. Atmosphere of Socialization and Counseling Activities

The use of social media such as Facebook is very important for MSME actors who are salted fish artisans at the Sentra Iwak Asin Palembang (SIABANG). Considering that so far, existing artisans prefer to sell salted fish products to collectors or dealers. By relying on traditional distribution channels, the salted fish products produced do not have a strong brand identity and tend to bring SIABANG to center of manufacturing, rather than as a producer of products with a brand that can be recognized by consumers individually. Salted fish artisans can create a Facebook account even though it is a personal account can function as a digital storefront for products, introducing SIABANG salted fish more attractively through photos, videos, and stories at least for the nearby surrounding environment to illustrate the quality and process of making typical salted fish. The platform, although not paid, allows artisans to build brands with memorable names and differentiate products from competitors. Allows artisans to interact directly with consumers through comments, private messages, or live features,

providing opportunities to get real-time feedback and build more personal relationships with audiences.

Socialization and counseling activities on the use of Facebook as an organic digital marketing tool are very relevant for MSME actors who are salted fish artisans at the Sentra Iwak Asin Palembang (SIABANG), especially to overcome various challenges and problems faced so far. Through counseling, MSME actors are given an understanding of the maximum use of Facebook as a platform to build a brand independently, which ultimately breaks the dependence on collectors as marketing intermediaries. According to the results of empowerment activities in the form of community service that have been carried out can be seen in Figure 1, and the conditions during the activity can be seen in Figure 2.

The situation that occurred shows that not all participants are aware of the importance of Facebook as a marketing tool. Some may be less comfortable or used to traditional marketing methods, so there is a reluctance to switch to digital marketing. Participants who are used to selling to collectors or bookmakers may find that Facebook marketing is not as quick or easy as selling to intermediaries. In addition, participants who rarely or do not use Facebook, are likely to experience technical difficulties in operating the platform, which may hinder the effective use of Facebook. Based on the existing situation, the results of measuring the level of knowledge were obtained as an empirical basis for the success of socialization and counseling activities at the Sentra Iwak Asin Palembang which was attended by 18 salted fish artisans shown in figure 3. below:

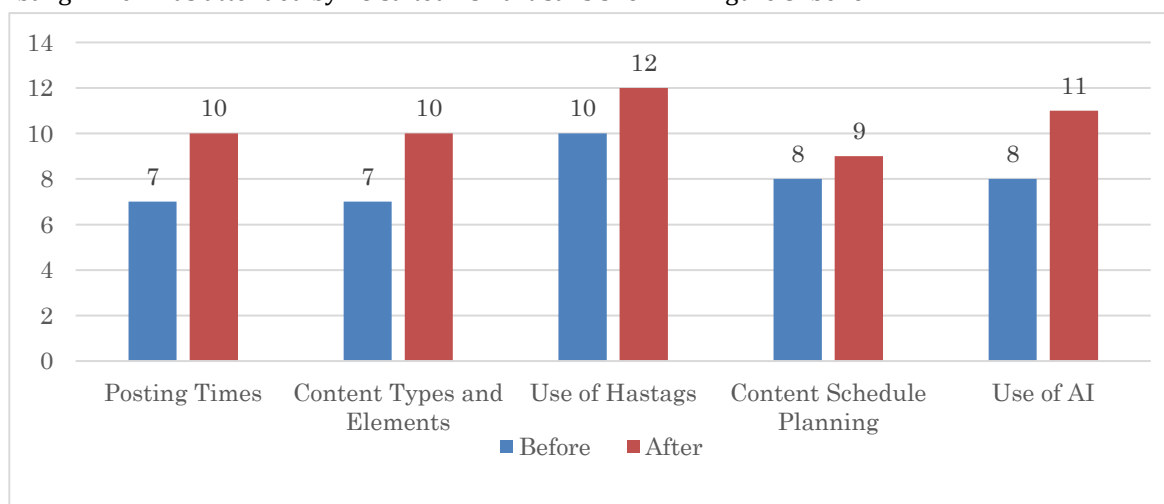


Figure 3. Result of Measurement Accuracy of Knowledge Level Indicator Answers

In the context of community service activities aimed at empowering salted fish artisans at the Sentra Iwak Asin Palembang (SIABANG), the measurement of participants' knowledge level indicators before and after socialization activities and counseling on the use of Facebook social media showed an increase in participants' understanding of digital marketing. Each of the measured indicators provides an overview of participants' understanding of various important aspects in the use of social media for product marketing.

Post Time is one of the indicators measured by the results of increasing knowledge from the previous answer of 7 people to 10 after the activity is carried out. This shows that artisans are beginning to understand the importance of choosing the right time to post content on social media. Counseling on posting time is relevant for artisans because it can increase audience engagement and maximize the visibility of salted fish products. Although there is an improvement, participants still need to better understand how to use the provisions of posting time effectiveness (Hanifawati et al., 2019) on platforms such as Facebook to identify the right time based on the behavior of potential consumers.

The second indicator measured was Types and Elements in content creation, which increased from 7 participants answered correctly to 10. Improved results show that participants understand the importance of the type of content and elements that appeal to the audience, such as photos, videos, and stories of the products being

marketed. With this understanding, participants can be more creative in presenting the salted fish produced on social media. However, to further optimize the participants' abilities, more in-depth training is needed on more varied and engaging content creation techniques, as well as how to craft more effective messages for a wider audience.

In the Hashtag Use indicator, there was an increase in knowledge from 10 who answered yes to 12 people with correct answers. Participants understand the terms of the proper use of hashtags that can help expand the reach of the group. Considering the importance of using hashtags, further education is still needed in determining hashtags that are relevant to the target of potential consumers. Participants need to be given more understanding on how to choose and use hashtags that are more specific and appropriate to the salted fish products produced in order to compete more effectively on social media.

The Schedule Planning indicator shows a smaller increase in knowledge, from 8 people answering correctly to only 9 people answering correctly. This reflects that while participants have understood the importance of scheduling content, they have not fully understood how to create an orderly and effective posting schedule. In the existing situation, artisans need to be given further training on the use of social media scheduling tools, such as Buffer or Hootsuite, which can help facilitate the automatic management of posts and ensure consistency in introducing the resulting products to the digital market. The relatively small increase in the Schedule Planning indicator indicates that this material was more difficult for participants to understand than the other topics. One reason is that content scheduling does not only require understanding of the concept, but also familiarity with supporting tools such as Buffer or Hootsuite, which were still new to most participants. In addition, the daily production activities of salted fish artisans are quite time-consuming, so preparing content calendars and posting consistently may be perceived as an additional burden outside their main production activities.

The last indicator, the use of AI, showed the largest increase, from 8 to 11 participants answered correctly. Therefore, from counseling on the use of AI-based technology, to create certain narratives that can be difficult to do for participants who are limited in time and ability. The use of AI tools such as chat GPT is very relevant for optimizing product campaigns on Facebook-based digital marketing. However, to ensure further practical implementation, participants need to be provided with training on the more specific functions of AI features and how to apply them in the day-to-day marketing strategies of artisans. The increase in the AI indicator shows that AI can become a practical solution to one of the artisans' main constraints, namely limited time and limited ability to compose persuasive marketing narratives. Through tools such as ChatGPT, artisans can be assisted in drafting captions, product descriptions, and simple promotional messages more quickly, so that the process of preparing marketing content becomes more efficient and easier to implement in daily business activities.

These findings also indicate that the assets identified at the beginning of the program were effectively utilized in accordance with the Asset-Based Communities Development (ABCD) approach. The ownership of smartphones, the solidarity among artisans, and the availability of salted fish products as a strong local commodity supported participants in following the learning process and practicing digital promotion directly. Improved digital knowledge also theoretically opens opportunities to shorten the traditional marketing chain, because artisans can begin to introduce products directly to consumers through Facebook, reduce dependence on collectors, and strengthen their bargaining position and profit margins. This result is in line with previous community service findings which showed that social media training can increase MSME marketing knowledge, although challenges in content development and deeper digital utilization still require continuous mentoring (Aisyah & Rachmadi, 2022; Lesmanah et al., 2023)

Overall, community service activities at SIABANG showed that the socialization and counseling provided succeeded in increasing the basic knowledge of participants related to the use of social media for marketing. Despite the improvements, some of the deficiencies found, such as a lack of in-depth understanding of data

analytics and content scheduling planning, require more intensive follow-up counseling and mentoring. Thus, to further optimize the expected success, training and mentoring individually or in small groups are needed to ensure that artisans can use social media more effectively in building the image of the salted fish brand in SIABANG and expand the market more creatively independently.

CONCLUSIONS

Through socialization and counseling, artisans at the Sentra Iwak Asin Palembang (SIABANG) gained an understanding of digital marketing strategies, including posting time, content creation, hashtag use, schedule planning, and the use of AI applications. The results of the knowledge level measurement showed an increase in most of the indicators after the activity was carried out. MSME players understand the importance of digital marketing in building brands, expanding markets, and increasing competitiveness. Overall, this activity succeeded in empowering salted fish artisans in SIABANG so that they do not always depend on collectors or dealers, but are able to market products independently through social media. With continuous mentoring, it is hoped that artisans can be more creative and effective in building brand image and expanding marketing networks, both at the local and national levels. However, there are still some limitations, such as a lack of in-depth understanding of social media analytics and consistent content planning, so advanced counseling and intensive mentoring are needed. Future follow-up assistance should be directed more specifically to practical training on automated content scheduling using tools such as Buffer or Hootsuite, so that artisans can maintain posting consistency without disrupting their production time. This recommendation is important because content schedule planning was the indicator with the smallest increase in this activity.

Stakeholders need to play an active role in improving the competency and utilization of social media in the Palembang Salted Fish Center (SIABANG). Steps that can be taken include conducting ongoing training on more in-depth digital marketing strategies, such as social media data analysis, content planning, and utilizing paid advertising features on platforms like Facebook and Instagram. Local governments can provide support in the form of stable internet access, digital devices, and technical assistance for salted fish artisans. More concretely, local governments are expected not only to provide training, but also to facilitate stable internet access in the Lorong Keramat area and assist the provision of affordable digital devices to support the daily digital operations of artisans. With such support, artisans will be better prepared to manage online promotions, respond to consumers, and maintain the continuity of independent marketing activities. Collaboration between communities and stakeholders needs to be strengthened to provide mentoring programs based on market research and digital innovation. With targeted support from various parties, it is hoped that salted fish artisans will not only be able to market their products independently through social media but also expand their market reach, strengthen local brand image, and sustainably improve the welfare of the community in the SIABANG area.

ACKNOWLEDGEMENT

Gratitude is conveyed to the Community Service Implementation Team to the Directorate of Research and Community Service, Directorate General of Research and Development, Ministry of Higher Education, Science, and Technology for the Empowerment Scheme Grant Community-Based with Contract Number: 105/C3/DT/05.00/PM/2025.

CONFLICT OF INTEREST

There is no conflict of interest in the implementation and writing of this activity article.

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