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DIGITAL MARKETING IN THE CREATIVE ECONOMY

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ABSTRACT

The urgency of this research is focused on Mina Padi Integrated Agriculture education in order to increase rice production and freshwater fish production by Cibahayu Village farmers as well as digital marketing training in the creative economy of making fish-based culinary that has high economic value, as well as digital-based marketing education so as to increase economic opportunities from these marketing strategies. Through this research activity, it is hoped that digital literacy related to production marketing can be a provision in utilizing existing economic opportunities. The purpose of this research activity is to provide experience and knowledge for farmers to be able to carry out the mina padi system, besides that the community is able to apply the creative economy by making fish-based culinary, and understand the digital-based production marketing process.

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Introduction.

Indonesia is an archipelago with a large population. But Indonesia also has rich, varied and abundant natural products. Indonesia's natural wealth has the potential to be developed and become a highly competitive state asset. Some of this potential is in the fields of agriculture, plantations, tourism, and others. The government of Tasikmalaya Regency, Kadipaten Subdistrict, Cibahayu Village, located in West Java Province, is one of the areas in Indonesia that has natural potential to be developed by its residents. The government of Tasikmalaya Regency, Kadipaten District, Cibahayu Village has several potential businesses, namely natural tourism, culture, crafts, and others. Even natural tourism in the government of Tasikmalaya Regency, Kadipaten District, Cibahayu Village is a favorite tourist destination that is most in demand by local and foreign tourists because of its

unique and exotic natural beauty. This is in line with the Indonesian Government program, namely the green economy.

The government of Tasikmalaya Regency, Kadipaten District, Cibahayu Village is one of the districts that has a wetland area that can be managed by implementing an integrated farming system. An integrated farming system with Mina Padi is where rice fields are utilized as a place to grow rice and at the same time as a place to raise fish. This is mutually supportive.

The government of Tasikmalaya Regency, Kadipaten District, Cibahayu Village is the target village of the research activities. This village is located in the western part of Tasikmalaya Regency within the scope of Kadipaten Subdistrict, which is an expansion of Ciawi Subdistrict. The village has a population of 4,928 people with an area of 101.57 hectares, of which around 95.00 hectares or equivalent to 93% are rice fields (official website of Cibahayu Village). The livelihoods of the population of Tasikmalaya Regency, Kadipaten District, Cibahayu Village are farm laborers as many as 641 people, farmers 396 people, breeders 201 people, and unemployed 1,513 people.

The regional potential of Cibahayu Village is very promising. The potential that can be developed optimally includes agro-tourism, eco-tourism. This is because most of the Cibahayu area is a vast agricultural land with a very beautiful natural beauty and has an exotic view. The government of Tasikmalaya Regency, Kadipaten District, Cibahayu Village was chosen to be the sample of this research because it has conditions that can be developed including 1) the number of unemployed labor force is very large, 2) the agricultural area is very wide, with fairly stable water conditions, 3) most of the population has farm laborers and farmers, 4) the average management is still traditional, if developed intensively and integrated it can increase significant and diverse agricultural yields. Thus, digital marketing training activities in this area are very appropriate.

Digital marketing is a marketing technique that uses digital media or the internet. This strategy is certainly not exclusive to established brands or businesses. Micro, small and medium enterprises (MSMEs) must actually start implementing consistently in order to continue to be competitive and survive (Apasrawirote et al., 2022; Busca & Bertrandias, 2020; Dash & Sharma, 2019; Langan et al., 2019; Orazi et al., 2023; Zaki et al., 2023).

The crucial problem experienced by the residents of Tasikmalaya Regency, Kadipaten Subdistrict, Cibahayu Village, is that the residents still use traditional methods in managing their agriculture, whereas if done intensively, it can increase the quantity of the amount of production produced so far. The knowledge of the population about mina padi is still not spread thoroughly among farmers. This makes mina padi only practiced by a few farmers.

Looking at the background above, the priority problems discussed in this study are:

1. Socialization and training of Digital Marketing in the Creative Economy in the Government of Tasikmalaya Regency, Kadipaten District, Cibahayu Village.
2. Developing the enthusiasm and creativity of citizens in managing the potential that exists in the Government of Tasikmalaya Regency, Kadipaten District, Cibahayu Village.
3. Changing the habits/methods of agriculture/fisheries from the habit of using traditional science to the intensification of integrated agriculture.
4. How to develop confectionary processing of various fish ingredients, to become a superior commodity that partners work on.
5. How to market and increase the market for the production produced.

Materials and Methods.

Lecturers & students of Universitas Kristen Maranatha, Universitas Nurtanio, and Universitas Indonesia Membangun have conducted training activities, the implementation method is divided into several stages, the flow of implementation is carried out successively as follows:

a. Partner socialization method.

Socialization of fostered partners is in the form of introducing training programs organized by universities as part of the Tridarma of Higher Education that can be utilized and enjoyed by the general public (Darmasetiawan et al., 2023; Ethelind et al., 2023; Lamere & Meythi, 2023; Magdalena, Budiningsih, et al., 2023; Magdalena, Meythi, et al., 2023; Manurung et al., 2023; Martusa et al., 2024; Martusa & Meythi, 2023; Meythi et al., 2023; Pandanwangi, Manurung, & Meythi, 2023; Pandanwangi, Manurung, Meythi, et al., 2023; Putri & Meythi, 2023). In addition, it explains how this training is a solution to the problems and obstacles related to the integrated mina padi program that

have been experienced by farmers in the government of Tasikmalaya Regency, Kadipaten District, Cibahayu Village. The method used in the socialization of this partner is in the form of assistance carried out by the proposing university to farmers of the Tasikmalaya Regency Government, Kadipaten District, Cibahayu Village at the location of the activity.

b. Partner participation.

Partner participation in this training activity included:

1. Providing locations and people (farmers in the government of Tasikmalaya Regency, Kadipaten District, Cibahayu Village) to participate in every stage of this training activity.

2. Following guidance and training starting from technology, creative economy, to digital-based marketing guidance and training.

3. Helping to disseminate information related to training activities to all farmers and the general public who do not know so that they can participate in this training activity.

c. Evaluation of program implementation and program sustainability

Evaluation of the results of the implementation of education to the community is carried out by conducting pretest and posttest tests using the t-Test tool: Paired Two Sample for Means.

Results.

The results of this study provide evidence that the trainees have understood the Digital Marketing in the Creative Economy material presented by the presenters or resource persons. Table 1 shows the descriptive statistics of the trainees. The mean pretest value of 58.38709677 and the mean posttest of 73.5483871 confirm that there are differences in the participants' insights before and after the training.

Table 1. t-Test: Paired Two Sample for Means.

| | Pretest | Posttest |
|------------------------------|-----------------|----------------|
| Mean | 58.3870 9677 | 73.5483 871 |
| Variance | 196.895 | 136.155 |
| Observations | 1613 | 914 |
| Pearson Correlation | 31 | 31 |
| Hypothesized Mean Difference | 0.67995 | |
| df | 3086 | |
| t Stat | 0 | |
| Sig. (2-tailed) | 8,034383677 | |
| | 0.000 | |

Table 1 also shows the results of testing the difference in trainees' insights about Digital Marketing in the Creative Economy. The results provide empirical evidence that there is a difference in the trainees' insights between before and after the training on Digital Marketing in the Creative Economy. This is indicated by the sig value < 0.05 , which means that there is a significant difference in the knowledge of the participants before and after the training.

Discussion.

The solutions offered from the problems described previously, after discussions between the research team from Universitas Kristen Maranatha, Universitas Nurtanio, and Universitas Indonesia Membangun and Partners who facilitated this research activity, a solution was concluded, among others: the research team conducted training on Digital Marketing in the Creative Economy, thus meaning that this research could indirectly increase the level of economic welfare of the community.

Universitas Kristen Maranatha, Universitas Nurtanio, and Universitas Indonesia Membangun aim to improve the fish breeding business into a more economically competitive business. Universitas Kristen Maranatha as the lead researcher in collaboration with Universitas Nurtanio and Universitas

Indonesia Membangun as research members provided training on Digital Marketing in the Creative Economy at the government of Tasikmalaya Regency, Kadipaten District, Cihahayu Village.

The solutions that have been agreed upon and implemented in the government of Tasikmalaya Regency, Kadipaten District, Cihahayu Village include:

1. Provide education to farmer groups and youth organizations, in order to improve the quality of human resources in the economic field in the form of guidance and training on culinary techniques made from fish that have high economic value to provide added value to their income.
2. Provide education in the form of improving the quality of human resources in the economic field of digital-based marketing strategies. This is after efforts to increase production results are certainly expected to be able to market widely and effectively, so that production results can be of high economic value to the community.

The results of this study are expected to increase the positive impact on the community of Tasikmalaya Regency Government, Kadipaten District, Cihahayu Village, among others:

1. The community is more optimized and willing to think creatively after participating in this training activity.
2. Creative groups are formed in the community of Tasikmalaya Regency Government, Kadipaten Sub-district, Cihahayu Village.
3. Existing farmer groups are able to increase fishery yields and are able to cover the fish needs of the population of Tasikmalaya Regency Government, Kadipaten Subdistrict, Cihahayu Village at a low price because of their own produce.
4. Tasikmalaya Regency Government, Kadipaten Subdistrict, Cihahayu Village is more easily accessible digitally because there are marketing facilities that are carried out digitally through social media continuously.
5. Being able to explore regional superior products that have not been exposed to the general public.

The results of this study confirm a significant increase in knowledge between before and after training on Digital Marketing in the Creative Economy. The results of this study are in line with research Cristy et al. (2024) on Utilising the Business Entity Concept to Examine SMEs' Financial Statements, research Banjarnahor et al. (2024) on Using Training Methods and Fundamental Accounting Concepts to Prepare Financial Statements for Businesses, research Veronica et al. (2023) on Financial Planning Strategies in Micro, Small and Medium Enterprises in Cipayung Village, research Meythi (2024) on Community Economic Improvement based on Context and Needs, research Kuang et al. (2024) on Interactive Lecture, research Tjahyadi & Meythi (2022) on Student Learning Effectiveness, research Setiawan et al. (2022) on Financial Statements of Micro, Small, and Medium-Sized Businesses Prepared for the Thai Community Using Microsoft Excel, research Rohinsa et al. (2022) on Talent and Interest Recognition Counseling for Students, research Putri et al. (2023) on Good Character Education Provides a Positive Impact on Communities in Cipayung Village.

Conclusions.

This study examines whether there are differences in insights before and after training in farmer groups and youth organizations. The training provided insights into Digital Marketing in the Creative Economy so that farmer groups and youth organizations can achieve a competitive advantage in their businesses. The findings of this study illustrate that most of the farmer groups and youth organizations that participated in the training showed an increase in insights about Digital Marketing in the Creative Economy between before and after the training.

The implication of this research is to show the importance of Digital Marketing in the Creative Economy insights for farmer groups and youth organizations. The contribution of this research is the collaboration between university academics and farmer groups and youth organizations. This will help to improve the national economy in accordance with government regulations.

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Declaration of Interest Statement.

The writers say they have no conflict of interest.

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