

OPTIMIZING FRESHWATER LOBSTER MARKETING STRATEGY: AN SEO APPROACH TO INCREASE DIGITAL VISIBILITY

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Abstract

The purpose of citing this journal is to describe the concept of digital marketing based (search engine optimization) in marketing strategies for freshwater lobsters. The research method uses qualitative descriptive research with data collection techniques using library research. Digital marketing is a new way to increase customer growth. One of them is using the waterfall method. There are two factors in optimizing a website using SEO, namely on page optimization and off page optimization. The use of SEO is often used to improve the position of a website, which is a structured and sequential (step by step) approach system in digital-based business development. The stages with specification of user needs, then proceed through the design stage, namely planning, modeling, building and delivering the system to users, supporting the resulting software in a complete way so that it has an impact on the resulting traffic and sales.

Keywords: marketing, freshwater, search engine optimization

Introduction

The era of society 5.0 is an era that applies the concept of modern science-based knowledge to serve human needs (Shiroisji et al., 2018). This concept focuses on the implementation of technology, one of which is in the field of marketing (Wijaya et al., 2023). The increase in marketing which is a shift from conventional to digital methods is considered more prospective because of the possibility of potential consumers to get all kinds of information related to products and make direct transactions via the internet (Arifin et al., 2019).

Marketing freshwater lobster business based on online media makes it easier for SMEs to expand their business reach, and the low cost required is one of the main reasons for marketing a business in digital media. The advancement of digital technology and digital marketing has had a positive impact on freshwater lobster SMEs. In general, this digital marketing strategy can direct consumers to visit the business website that has been created. The creation of this website cannot be separated from the desire of consumers to be able to buy products online, because consumer experience in buying products can influence subsequent purchasing decisions (Cetina et al., 2012).

The world of social media involves most people around the world, not just individuals and devices that can connect. Digital marketing includes integrated and interactive marketing that allows consumers, producers, and market intermediaries to interact with each other (Purwana ESD, Rahmi, 2017).

So the use of electronic search engines such as Google is a basic component for business owners, one of these strategies is by optimizing search engines or known as SEO (search engine optimization). SEO is a way to develop a website so that it has an attractive level of visibility, as well as increasing greater search results on the timeline (Sohail, 2012). A series of these processes can be carried out systematically through search engine algorithms to go to the specified website. This principle is used to obtain quality page traffic in the top search list of Google (Hernawati, 2013).

In 2009, the phenomenon of online media sales increased with easy access to the internet through social media platforms (Bungai et al., 2024); Siminto et al., 2024). E-commerce, for example, has many benefits for freshwater lobster farmers to increase their income in the digital sector (Palinggi & Limbongan, 2020).

One of the successful entrepreneurs in the freshwater lobster sector is the owner of the Blaster Farm cultivator located in Bula'an Jorong 1 Sigunung Nagari Lubuk Basung, Agam. Based on the results of interviews with employees of the Balster Farm cultivation, the method used in the freshwater lobster marketing strategy is the waterfall method which is a structured and sequential approach system in developing a digital business. Stages with user needs specifications, then continued with the planning stage, modeling, system development and system delivery to users, support for the software produced in full (Nurmiati & Sofa, 2021).

Based on the description above, the author shows how the influence of marketing strategies with SEO methods and freshwater lobster business strategies in digital marketing, further research is needed to see the influence of social media in marketing through electronic media, by connecting many users around the world in the interaction process, search engine optimization marketing strategies can easily find stalls in a business in the form of a website.

Research Method

This study uses a qualitative method, with a relevant literature study approach to understand the phenomena that occur in the context of agricultural cultivation. This qualitative research method is often used by academics in the fields of humanities, social, and religion, as explained by Silalahi (2006). In this study, data collection techniques were carried out through in-depth interviews with employees at Blaster Farm. Through interviews, researchers tried to explore their experiences and views on the cultivation practices applied, as well as the challenges faced in the process.

In addition to interviews, data were also obtained from other sources, including websites and literature or library materials that can be accessed online. This approach provides a strong theoretical basis for more in-depth analysis. The results of this data collection will be cited and used as a reference in writing scientific articles, so that they can provide a meaningful contribution to the development of knowledge in the fields of agriculture and cultivation.

Result and Discussion

Digital Marketing

Digital marketing has developed over time until now, illustrations of product and service marketing using digital have become more useful for getting consumers and building consumer preferences, promoting products, retaining consumers and increasing sales following the definition of the American Marketing Association (Kannan & Hongshuang., 2016).

In business promotion, an important factor in marketing a product is social interaction on digital media (Abshor, Hasiholan, & Malik, 2018). So that the opportunity to penetrate the export and local markets can be applied from e-commerce, supported by the existence of a payment system and fulfillment of orders from buyers is an important thing in accessing payments digitally, from the company. The facilities needed to build these things are grouped into infrastructure (generally including systems that integrate interconnected parts, security issues, wireless networks, networks), e-process (generally payment and logistics issues), e-market (generally marketing and advertising issues), e-communities (audience and business partner issues), e-service (Customer Relationship Management, Partnership Relationship Management and other services), e-content (supported by content provider operators). All of these forms must exist to support e-commerce activities on social media.

The implementation of digital marketing can be activities, processes and institutions facilitated by digital technology to communicate, create and provide value to customers and other stakeholders. Digital technology can be used as a process of creating certain values through customer experience and interactions between customers because of changing customer habits and switching to digital technology products in addition, younger customers are dubbed digital orientation in the ranks of buyers (Bughin et al., 2015).

In addition, digital marketing can also be called an internet-based marketing strategy (Wardhana, 2015). The internet is part of a lifestyle that influences human lifestyle patterns. Roger in (Rahardjo., 2011) revealed the characteristics of the internet as follows:

1. *Interactivity*, the ability of technology to accommodate interactions between individuals from a distance directly. This communication is very interactive so that participants are able to communicate more accurately, effectively, and satisfy consumers.
2. *Demassification*, participants can share messages with a large number of people from different locations at the same time.
3. *Asynchronous*, the ability to send and receive messages at any desired time.

In addition, the use of digital marketing in marketing strategies has several advantages, including the following:

1. Global reach, the use of websites makes it possible to interact with social media globally with minimal investment and find new customers.
2. Lower costs, traditional marketing methods are much more expensive than well-planned and targeted digital marketing because digital marketing can reach the right customers at a much lower cost.
3. Trackable and measurable results, digital marketing can be measured through online metrics tools, web analytics or others to make it easier to determine how effective the promoted marketing strategy is and provide accurate information about how customers use the website created.
4. Profiling, The more they buy, the more detailed the customer profile is obtained, meaning that the acquisition of customer data who visit the website is made to provide data on customers who frequently buy products.
5. Openness, careful use and management of social media will build customer loyalty and create a reputation for being easy to engage with.
6. Social currency digital marketing allows creating attractive advertising promotions using content. This content (images, videos, articles) can gain social currency that is passed from user to user and goes viral.
7. High conversion rates have a website, unlike other media that require people to build and make phone calls, or go to a digital marketing store so that the customer is only a few clicks away from purchasing. In addition, digital marketing can run smoothly and take place with customers.

Some of the weaknesses and challenges of digital marketing that must be considered include:

1. Skills and training
Rapidly changing digital marketing tools, platforms, and trends require up-to-date information and the right knowledge and skills to carry out digital marketing because it is the key to successful marketing.
2. Time-consuming
Creating marketing content and optimizing online advertising promotions can be time-consuming. Because it is a measure of success in ensuring return on investment..
3. High competition
Facing global competition means that customer reach becomes global as well. This is a challenge in itself in attracting customer attention.
4. Security and privacy issues
The use and collection of customer data is still a legal consideration, therefore, digital marketing requires guarantees so as not to get caught up in legal cases.

Search Engine Optimization (SEO)

According to Ledford (2009) SEO is a search technique that uses phrases or keywords that contain indicators contained in web pages, then the information will be indexed by the engine. Simply put, Sohail (2012) explains that search engine optimization is a way to develop a website page to have a high level of visibility and ranking in search results. SEO optimization in general consists of two parts, namely On page and Off page optimization.

Implementation of SEO Techniques

1. On Page Optimization

On Page Optimization is an optimization process carried out on the website, this technique optimizes the website page by searching for the targeted keyboard application in it. The benefits on your site will be considered more relevant by the search engine site (Amin, F., & Nurraharjo, E. 2019). Basically on page optimization has many factors, but if we find out more, actually on page optimization is still related to the placement of keywords in the structure of the website page consisting of title tags, description meta. content, external linking, internal linking, images, header tags, page speed, schema markup. for example, when we type "translation services" in the Google search box, we will find many websites that offer translation services in it.

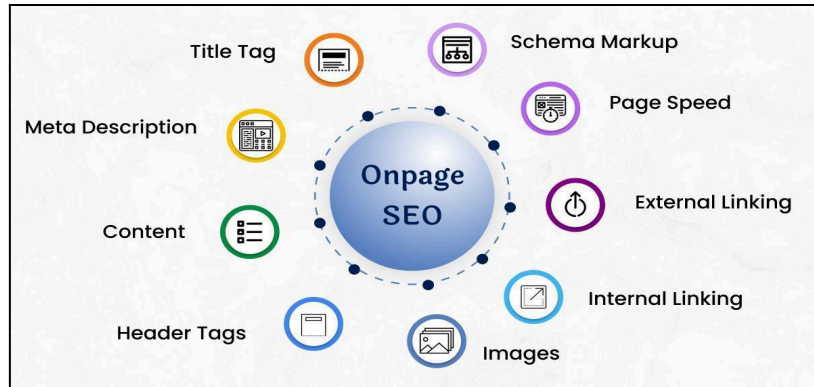


Figure 3.
On Page Optimization

2. Off Page Optimization

Off Page Optimization is an SEO optimization step for a website that is carried out outside the website's page (external). The off page optimization method is closely related to back links. Backlinks are links from other websites to the website in question. A backlink can be likened to a recommendation, the more people recommend a website, the greater the website will be in getting attention from search engines. As (Permana, 2019) stated that there was a significant increase in the number of purchases based on the number of website visitors using search engine optimization (SEO) techniques. The following is an explanatory image of off page optimization, all of which are backlinks.

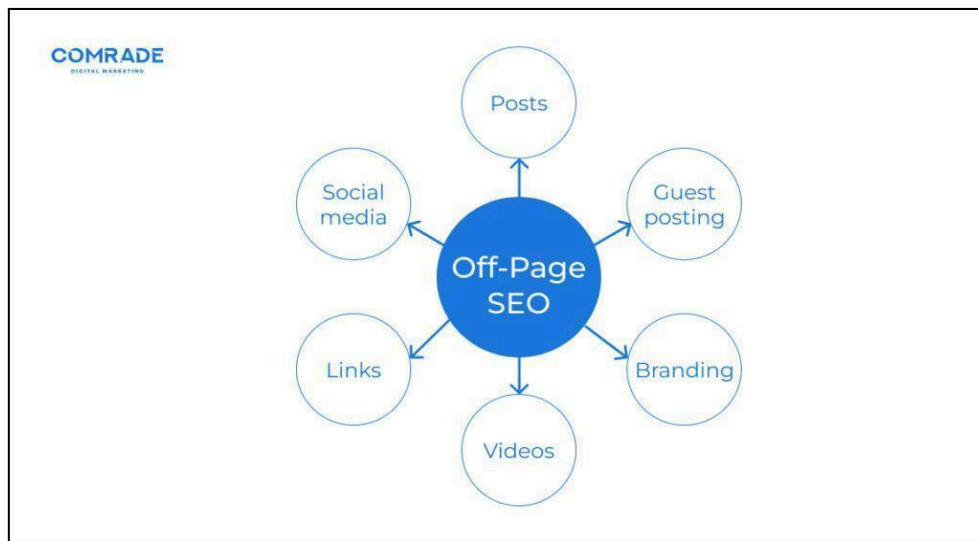


Figure 4.
Off Page Optimization

Freshwater Lobster Marketing Strategy

The waterfall strategy in Blaster Farm cultivation provides an explanation in freshwater lobster marketing, this approach is very structured and sequential (step by step) in developing a digital-based business. The stages with user needs specifications are then continued through the design stage, namely planning, modeling, system development and system delivery to users, support for the software produced in full (Nurmiati & Sofa, 2021). The stages of the waterfall method can be seen in the image below.

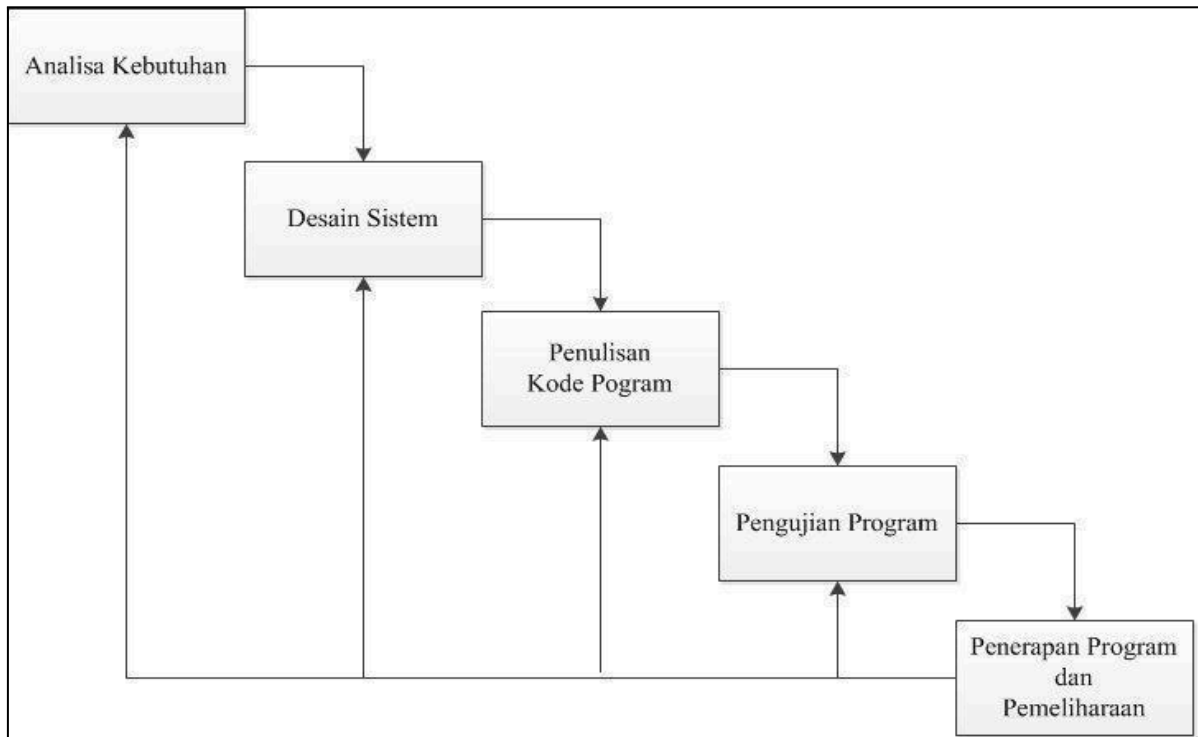


Figure 1.
Waterfall Method Stages - <https://agusdar.wordpress.com>

The stages of the waterfall model are:

1. Needs Analysis
Analyzing the needs required in planning, both in the form of documents and other sources that make "E-Commerce Design for Freshwater Lobster Cultivation Partnerships" can help in determining solutions to existing problems, both from the user and admin side.
2. System Design
Software design involves abstracting the basic software system and identifying its representations and relationships. This system design stage groups the system requirements, both hardware and software, by forming an overall system design.
3. Writing Program Code
At this stage, a series of programs or software design program units can be realized by testing which involves verifying that each unit meets its specifications.
4. Program Testing
A system is said to be complete if the individual program units are combined and tested to ensure whether they are in accordance with the software requirements or not. After testing, the software can be delivered to the customer.
5. Implementation and maintenance
This stage includes the longest stage after the system is installed and used in real life. Maintenance always involves correcting errors that were not found in previous stages, improving the implementation of the system unit, and improving system services as new needs arise.

Conclusion

Based on the results of the explanation that has been concluded above, the author shows a significant influence of marketing strategies using SEO methods and freshwater lobster business strategies in the context of digital marketing. Business steps taken through digital platforms greatly facilitate marketing and expand consumer reach. With the implementation of this strategy, freshwater lobster businesses can increase visibility and competitiveness in an increasingly competitive market.

The results of this study indicate that digital media, especially social media, has a major influence on the marketing process. Now consumers do not need to come directly to the store to find the lobster they need, so transactions become more practical and efficient. The existence of social media allows for better interaction between sellers and buyers, facilitates the communication process and speeds up transactions. Thus, it is recommended that freshwater lobster business actors continue to develop their digital marketing strategies by utilizing analytical tools to understand consumer behavior and improve consumer experience. In addition, business actors should also collaborate with influencers on social media to further increase the reach and appeal of their products.

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