

**How to Cite**

Susanti, I. A. M. D., Yudiarini, N., Tamba, I. M., Mendoza, J. P., Sulit, M. F., Victoria, N. J., Mehangpratu, G. I., Benyamin, S., & Priastama, I. K. G. (2026). MSMEs' perceptions of social media utilization for branding processed fishery products. *International Journal of Business, Economics and Management*, 9(1), 20-28.  
<https://doi.org/10.21744/ijbem.v9n1.2462>

## **MSMEs' Perceptions of Social Media Utilization for Branding Processed Fishery Products**

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**Abstract**---This study aims to analyse the perceptions of Micro, Small, and Medium Enterprises (MSMEs) regarding the use of social media as a branding tool for processed fishery products in Bunutin Village, Bangli Regency. The research approach used is quantitative descriptive, with data collection methods through a Likert scale questionnaire and semi-structured interviews with 30 respondents. The results show that the level of understanding of social media among MSME actors is in the good category, with an average score of 80%. This encompasses the ability to comprehend social media algorithms, maintain account privacy, distinguish valid information, and utilize social media for marketing activities. In addition, the intensity of social media use is also high, as reflected in daily usage habits, effective time management, and the use of social media for productive activities such as promotion and business interactions. However, there are still a small number of respondents who have not maximized their control over the duration of social media use. In general, this study confirms that social media has a significant contribution in strengthening brand awareness and increasing the competitiveness of processed fishery products. However,

*improvements in digital literacy, training in creative content creation, and continuous guidance are necessary to optimize its use.*

**Keywords**---Fishery MSMEs, social media, Product branding, Digital literacy, Bunutin Village.

## **Introduction**

The use of social media by MSME players has transformed from a mere means of communication to a core strategy in building product branding, especially in the fisheries sector, such as fish pellets and processed marine products. In Bunutin Village, most MSME players have begun to respond to the trend of digitalization by trying to market their products through platforms such as Instagram, WhatsApp Business, and Facebook, which allow them to display product visuals, educate the market, and build brand identity directly. According to Sugihartono (2024), social media is not only a passive promotional tool but also an interactive platform that strengthens consumer trust through two-way engagement. The existence of actively managed social media accounts can increase the perception of professionalism and credibility of MSMEs (Yusuf et al., 2023).

Every business actor constantly strives to innovate by implementing various creative and innovative strategies to drive economic growth in their surrounding communities. Based on the results of the study, the aspect of promotion is an important thing that needs attention from business actors so that the products produced, especially processed food products that are rarely marketed, can be better known to the wider community (Alalwan et al., 2017). In introducing processed food products to the public, the role of marketing communication is needed, particularly through a marketing communication mix that includes direct marketing, personal selling, public relations and publicity, sales promotion, and advertising. Nowadays, marketing communication activities are no longer limited to conventional methods but have evolved with the use of new media such as the internet as an alternative means to reach potential consumers through digital marketing strategies (Sabila & Amanah, 2022).

However, this utilization is not yet widespread. Many MSMEs in Bunutin Village still face digital literacy constraints, such as ignorance in creating attractive visual content, using social media analytics features, and a lack of knowledge in targeting relevant audiences. In addition, content strategies that should be scheduled, educational, and sales-oriented are often carried out randomly and inconsistently (Greene et al., 2014). Social media-based promotion supported by electronic word-of-mouth (eWOM), namely customer testimonials, reviews, and positive interactions, has a significant influence on increasing purchasing decisions for processed fish products (Prasasti et al., 2024). On platforms such as Instagram, the success of a branding campaign depends heavily on product narratives, visual design, and responsiveness to consumer comments.

On the other hand, there are still systemic barriers that slow down the effective adoption of social media. Some of these include limited internet access, a lack of practical training in digital marketing, and low investment by MSMEs in improving content quality (Arrosyad et al., 2023). As a result, despite the great potential of social media, the impact of branding has not been maximized. Therefore, an in-depth study of the perceptions of MSMEs in Bunutin Village is very important, not only to understand their level of digital readiness, but also as a basis for formulating adaptive and sustainable empowerment strategies such as creative content training, digital branding assistance, and collaboration with local marketing partners.

## **Research Method**

This study was conducted in Bunutin Village, Bangli District, Bangli Regency, using a quantitative descriptive method to describe the numerical perception of MSMEs regarding the use of social media as a branding tool. This approach is considered appropriate because it is able to present data in the form of statistical figures that describe the trends, level of understanding, and obstacles faced by MSME players (Sugiyono, 2019).

### **1. Data Collection Techniques**

Data was collected using two methods:

- **Closed questionnaires** with a Likert scale (1 = very good to 5 = excellent), which assessed aspects of MSME perception such as:
  - a) Understanding of social media,
  - b) The impact of social media as a promotional and branding tool

- **Semi-structured interviews**, used to explore qualitative data as a complement that provides context for quantitative data. This combination of methods is recommended in perception studies because it is able to answer the “what” and “why” of a phenomenon (Creswell, 2017).

## 2. Data Analysis Techniques

The analysis was conducted in two stages:

- **Descriptive statistics**, such as frequency, percentage, and mean, to see the distribution of MSME actors' perceptions. For example, if the majority of respondents answered “agree” to the statement that social media increases product appeal, then this indicates a generally positive perception (Santoso, 2017).
- All respondents' answers were added up into a total score and assigned a score index. The score index was used to determine the general and overall data from the questionnaire and interviews obtained from the questionnaire and interview research. The score ranged from 0 to 100, where the interval length could be calculated by dividing the range by the number of classes, as follows:
  - Interval Length =  $\frac{\text{highest total score} - \text{lowest total score}}{\text{number of criteria}}$
  - Interval Length =  $\frac{100-20}{5} \times 100\%$
  - Interval Length = 16
  - With the following categories obtained:
    - Score 20– < 36%: Very Poor
    - Score 36– < 52%: Not Good
    - Score 52 - < 68 %: Fair
    - Score 68 - < 84%: Good
    - Score 84 – 100 %: Very Good

## 3. Population and Sample

The population in this study was MSME actors in the fisheries sector in Bunutin Village. The sampling technique used was purposive sampling, which involved selecting MSMEs that met certain criteria, were active in fish processing, and had experience in utilizing social media. The sample in this study consisted of 30 respondents (Hair, 2009).

## 4. Result and Discussion

Technological developments and digital advances have brought significant changes in the way SMEs interact and do business. Micro, small, and medium enterprises (SMEs) need effective marketing media to expand their market share (Pratama et al. 2024). Social media is an internet-based application that builds an ideological and technological foundation for the creation and exchange of user-generated content. In the context of marketing, social media has become a strategic space for introducing, promoting, and building relationships with customers digitally. Platforms such as Facebook, Instagram, and WhatsApp are now the main tools for businesses, especially MSMEs, in building brand awareness and increasing sales (Ardiansyah et al., 2022). A social media marketing strategy is a marketing plan that systematically utilizes social media to achieve specific business objectives. According to Tuten & Solomon (2019), this strategy generally includes selecting a target market, creating relevant content, scheduling posts, managing communities, and conducting analytics-based evaluations.

Social media is an online medium where users can easily participate, share, and create content, including blogs, social networks, wikis, forums, and virtual worlds. Blogs, social networks, and wikis are the most commonly used forms of social media by people around the world (Besharat, 2010). Another opinion states that social media is online media that supports social interaction, and social media uses web-based technology that transforms communication into interactive dialogue. Social media technology takes various forms, including magazines, internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photos or images, videos, ratings, and social bookmarks. By applying a set of theories in the field of media research (social presence, media richness) and social

processes (self-presentation, self-disclosure), Kaplan and Haenlein (in Cahyono, 2016) created a classification scheme for various types of media. According to Kaplan and Haenlein, there are six types of social media:

- a. Collaborative Projects  
Websites that allow users to change, add, or remove content on the website. An example is Wikipedia.
- b. Blogs and microblogs.  
Users are freer to express themselves on these blogs, such as sharing personal stories or criticizing government policies, for example, on Twitter.
- c. Content  
Users of this website share media content, such as videos, eBooks, images, and others, for example, on YouTube.
- d. Social networking sites  
Applications that allow users to connect by creating personal information so they can connect with other people. Personal information can be things like photos, for example, on Facebook.
- e. Virtual game world  
A virtual world that replicates a 3D environment, where users can appear in the form of avatars of their choice and interact with other people as they would in the real world. Examples include online games.
- f. Virtual social world  
A virtual world where users feel like they are living in a virtual world, similar to a virtual game world, interacting with others. However, the Virtual Social World is freer and more oriented towards life, for example, Second Life. (Cahyono, 2016).

In this study, the researcher examined the perceptions of SMEs regarding the use of social media as a product branding tool by focusing on two aspects: understanding of social media and the impact of social media as a promotional and branding tool. Regarding the understanding of social media, there are 10 statements explained as follows.

#### 1. Understanding the function of social media as a means of building a product brand image

Participants have a good understanding that social media not only functions as a medium for communication or entertainment, but also as a strategic tool in shaping the image and identity of product brands. Through platforms such as Instagram, Facebook, and TikTok, they realize that every post, interaction, and visual display affects the public's perception of the marketed product. This shows that participants already understand the important role of social media in supporting a comprehensive digital marketing strategy.

#### 2. Understanding the importance of brand message consistency on social media

Participants understand that consistency in brand messaging and appearance is a key factor in building consumer trust. They realize that messages conveyed across various platforms must have a consistent communication style, values, and visual identity so that the brand is easily recognizable. Inconsistency in messaging can undermine brand credibility and cause audiences to lose trust in the product.

#### 3. Ability to utilize social media features to increase product appeal

Participants are able to utilize various social media features such as stories, reels, live streaming, and hashtag campaigns to strengthen product appeal and increase audience engagement. The use of these features has been proven to expand the reach of promotions and create more dynamic interactions between producers and consumers. This indicates that participants have a good understanding of how social media algorithms work and the optimal strategies for using them.

#### 4. Understanding of creative content creation to strengthen product branding

Participants demonstrate the ability to create creative content in the form of visually appealing and informative images, videos, and writing. They realize that good content can increase brand value in the eyes of consumers. In addition, participants also understand the importance of adapting content style to developing trends so that products remain relevant, attractive, and competitive in the digital market.

#### 5. Ability to interact with audiences to increase trust in products

Participants understand that building a two-way relationship with audiences is an important part of a branding strategy. They can respond to comments, answer consumer questions, and maintain friendly and professional communication. This positive interaction helps strengthen consumer trust and create loyalty to the product.

#### 6. Understanding the role of influencers in expanding branding reach

Participants know that collaborating with influencers or content creators can expand promotional reach and accelerate brand awareness. They also understand the importance of choosing influencers that match the image and characteristics of the product so that the promotional message remains authentic and on target.

#### 7. Adjusting branding strategies to the characteristics of each social media platform

Participants have a good understanding of the differences in characteristics between social media platforms. They know that Instagram emphasizes visuals, Facebook is effective for community communication, while TikTok excels at creative promotions based on short videos. With this understanding, participants can adjust content formats and strategies to be more effective according to the characteristics of each platform's users.

#### 8. Ability to analyze data and feedback from social media

Participants are able to utilize data such as insights, reach, engagement, and click-through rates to evaluate the effectiveness of branding strategies. They can assess the most popular types of content, the right time to post, and formulate improvement strategies based on the results of the analysis. This shows that participants have a fairly good foundation in digital marketing analysis skills.

#### 9. Understanding of the importance of maintaining a positive product image through responses on social media

Participants demonstrate an awareness of the importance of maintaining brand reputation through good comment and response management on social media. They understand that every response, especially to criticism or negative feedback, must be conducted politely and professionally to maintain a positive brand image in the public eye. These efforts also play a role in strengthening consumer confidence in the product.

#### 10. The perception that social media is an effective means of introducing and strengthening product brands

Participants believe that social media is the most efficient and effective promotional tool for introducing and strengthening product image. In addition to its wide reach, social media also allows for interactive promotion at a relatively low cost compared to conventional media. This proves that participants understand the strategic value of social media in brand development in the digital age.

Based on the research results listed in Tables 1 and 2, it can be explained that the participants' level of understanding of social media as a tool for promoting and branding products is in the good category, with an average percentage of 80%. These results indicate that participants have a fairly high level of digital literacy in utilizing social media as a means of brand strengthening (branding). Understanding social media emphasizes the importance of digital literacy in facing information challenges on social media and encourages users to be more critical and selective in promoting products (Jannah et al., 2025). Good digital literacy can improve users' ability to use social media effectively without getting caught up in the spread of hoaxes and privacy issues. The research results can be seen in Table 1.

Table 1  
Understanding of Social Media

No	Social Media Understanding	Total Score	Percentage (%)	Criteria	Average Percentage
1	Understanding of the function of social media as a tool for building a product brand image is good.	114	76	Good	<b>80 %</b>
2	Understanding the importance of consistency in conveying brand messages on social media.	115	77	Good	
3	Able to utilize various social media features to increase product appeal.	110	73	Good	
4	Understanding how to create creative content (images, videos, or writing) to strengthen product branding.	113	75	Good	
5	Knowing how to interact with audiences on social media to increase trust in the product.	120	80	Good	
6	Understanding the role of influencers or	129	86	Very	

No	Social Media Understanding	Total Score	Percentage (%)	Criteria	Average Percentage
	content creators in expanding product branding reach.			Good	
7	Adjusting branding strategies according to the characteristics of each social media platform.	133	89	Very Good	
8	Being able to analyse data and feedback from social media to improve product branding strategies.	125	83	Good	
9	Understanding the importance of maintaining a positive product image through comments and responses on social media.	123	82	Good	
10	Feeling that social media is an effective means of introducing and strengthening product brands.	114	76	Good	

More specifically, most participants have a good understanding of the function of social media as a tool for building product brand image (76%), as well as the importance of maintaining brand message consistency in every post (77%). In addition, their ability to utilize various social media features such as stories, reels, and hashtags to increase product appeal is also quite good (73%). Their understanding of creating creative content, whether in the form of images, videos, or writing to strengthen branding, is also quite high at 75%.

The participants' ability to interact with audiences to increase trust in products reached 80%, while their understanding of the role of influencers in expanding product reach was very good at 86%. The strategy of adjusting branding according to the characteristics of each social media platform even received the highest score, namely 89%, indicating that participants are beginning to be able to manage content in a targeted manner. In addition, the ability to analyze data and feedback from social media (83%) and maintain a positive image of the product through comments and responses (82%) also shows that participants have mastered the basics of digital reputation management well. In terms of the impact of social media as a promotional and branding tool, there are 10 statements explained as follows.

1. Social media has a positive impact on increasing the popularity of products or brands.

Social media plays a major role in expanding the reach of information about products quickly and massively. Through content that is interesting and easy to share, products can become widely known to the public. Activities such as regular uploads, customer testimonials, or collaborations with public figures contribute to increasing brand popularity. Thus, social media is an effective means of building brand awareness amid digital market competition.

2. The use of social media can effectively expand a product's market reach.

Through digital platforms, businesses can reach a wider market without geographical limitations. Social media advertising features and algorithms allow promotions to be targeted at specific audience groups based on age, interests, location, and consumer behaviours. In this way, promotional activities become more efficient because messages can be delivered directly to potential target markets at a relatively low cost.

3. Social media helps increase sales through attractive and interactive promotions.

Promotions through social media can drive sales growth because they are interactive and involve audience participation. Features such as live selling, flash sales, and giveaways create an attractive shopping experience and trigger consumer interest in purchasing. In addition, easy access to online stores or direct purchase links makes the transaction process faster and more practical.

4. Product presence on social media makes it easier for consumers to recognize and remember the brand.

Consistency in displaying visuals, messages, and communication styles on social media helps strengthen brand recall. Consumers who frequently see products through various posts will more easily recognize and remember the brand. This builds an emotional connection between consumers and the brand, as well as increasing the chances of repeat purchases.

5. Promotional activities on social media increase consumer confidence in product quality.

Consumer confidence grows with positive reviews, testimonials, and content that shows transparency in the production process. Social media allows consumers to assess product quality through the experiences of other users.

Open interaction and quick responses to complaints also strengthen the brand's image as a responsible and trustworthy manufacturer.

6. Social media provides opportunities for businesses to compete with other brands more openly

Social media creates a level playing field between small businesses and big brands. With creativity and the right strategy, local businesses can attract consumers without requiring large promotional capital. This open competition encourages innovation, product quality improvement, and brand differentiation to maintain competitiveness.

7. Using social media as a promotional tool helps reduce marketing costs compared to conventional media

Promotion through social media is relatively more cost-effective than print or television media. Businesses can tailor their advertising budgets to specific target audiences, so that every expense incurs measurable results. In addition, organic content from users (user-generated content) can also be an additional promotional tool without incurring high costs.

8. Social media facilitates two-way communication between producers and consumers to strengthen brand relationships.

Direct interaction through comments, private messages, or Q&A features creates effective two-way communication. Businesses can listen to consumer feedback directly and respond quickly. These open and responsive relationships build customer loyalty and strengthen emotional attachment to the brand.

9. Engaging promotional content on social media can build a positive image for products.

Creative, informative content that aligns with brand values can shape a positive image in the eyes of consumers. Through visual narratives, inspirational stories, or product education, brands can showcase their identity and commitment to quality. This positive image forms the basis for consumers to build the perception that the product is valuable and trustworthy.

10. The impact of social media on branding activities makes products more easily recognized and accepted by the wider community

Social media facilitates the process of product recognition and acceptance by the community because it has a wide reach and an interactive nature. When products frequently appear through various positive content—both from producers and users—brand awareness increases and the product's image becomes stronger. This encourages wider acceptance in the market and strengthens the brand's position in the long term.

Table 2  
The Impact of Social Media as a Promotional and Branding Tool

No	The Impact of social media as a Promotional and Branding Tool	Total Score	Percentage (%)	Criteria	Average Percentage
1	Social media has a positive impact on increasing the popularity of products or brands.	125	83,33	Good	77,40%
2	The use of social media can effectively expand the market reach of products.	129	86,00	Very Good	
3	Social media helps increase sales through attractive and interactive promotions.	126	84,00	Very Good	
4	The presence of products on social media makes it easier for consumers to recognize and remember the brand.	114	76,00	Good	
5	Promotional activities on social media increase consumer confidence in product quality.	127	84,67	Very Good	
6	Social media provides opportunities for businesses to compete with other brands more openly.	116	77,33	Good	
7	The use of social media as a promotional tool helps reduce marketing costs compared to	115	76,67	Good	

No	The Impact of social media as a Promotional and Branding Tool	Total Score	Percentage (%)	Criteria	Average Percentage
	conventional media.				
8	Social media facilitates two-way communication between producers and consumers to strengthen brand relationships.	123	82,00	Good	
9	Attractive promotional content on social media can build a positive image for products.	103	68,67	Good	
10	The impact of social media on branding activities makes products easier to recognize and accept by the wider community.	83	55,33	Fair	

In terms of the impact of social media as a promotional and branding tool, the average percentage obtained was 77.40%, which is considered good. This result indicates that the use of social media has provided significant benefits to promotional activities and product brand strengthening. Several aspects that show outstanding results include increased product popularity (83.33%), expanded market reach (86%), and increased sales through attractive and interactive promotions (84%). Promotional activities on social media have also been proven to increase consumer confidence in product quality (84.67%) and provide opportunities for businesses to compete more openly with other brands (77.33%).

In addition, social media is considered to help reduce marketing costs compared to conventional media (76.67%) and facilitate two-way communication between producers and consumers (82%). However, there are still aspects that need to be improved, such as consistency in building a positive product image through promotional content (68.67%) and the effectiveness of social media in making products more widely known to the public (55.33%), which are still in the adequate category.

Overall, the results of this study show that the use of social media has a very strategic role in strengthening product branding and promotion. Participants' good understanding of the functions, strategies, and techniques of using social media is an important asset for optimizing digital marketing potential (Rachmawati et al., 2022). With improved content analysis and audience interaction management skills, business actors are expected to be able to build a strong brand image, expand market share, and sustainably increase product competitiveness. Targeted and productive use of social media contributes positively to social life and learning. Social media facilitates communication, expands networks, and supports the search for relevant information (Swarna et al., 2024).

## Conclusion

Based on the research results, it can be concluded that MSME players in Bunutin Village have a relatively good level of understanding and utilization of social media, with an average understanding of 80% and an impact of its use on promotion and branding reaching 77.4%. This shows that social media plays an important role in strengthening brand image, increasing product popularity and sales, expanding market reach, and building consumer trust in fishery products. MSME players have been able to utilize various social media features to support promotional activities, although there is still a need for improvement in content creation consistency, digital data analysis, and brand reach expansion strategies. Therefore, improving digital literacy, training in creative content creation, and ongoing assistance are essential for the optimal and effective use of social media, contributing to strengthening the competitiveness and sustainability of MSMEs in the fisheries sector.

## Suggestions

Based on the research results, it is recommended that MSMEs in Bunutin Village continue to improve their digital literacy skills through training and mentoring focused on digital branding strategies, creative content management, and the use of promotional features on various social media platforms. The training needs to cover understanding of social media data analysis, effective digital communication techniques, and managing interactions with consumers to build a positive brand image. In addition, support from local governments, universities, and MSME assistance institutions is urgently needed to provide adequate internet infrastructure access and sustainable empowerment programs. With these steps, MSME players are expected to be able to optimize social media as an efficient promotional tool, expand market share, and increase the competitiveness of processed fishery products sustainably.

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