



BOOK CHAPTER :

Prospects of Communication for Development in The Digital Era

**Achmad Arman Subijanto, Adinda Fitriya, Ahmad Muhaimin,
Ahmad Sayfi'i Siregar, Ahsan Khan, etc.**



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Alfarabi & Lisa Adhrianti**

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PREFACE

Considering that Indonesia's land area is only one third of Indonesia's area which reaches 1,926,337 km², the population's needs cannot be fully met by land natural resources (Dahuri 2000). Considering that Indonesia is the largest archipelagic country in the world, with 17,506 islands with a coastline of 81,000 km and a sea area of about 3.1 million km², the fisheries and marine sector have great potential to be developed. This includes human resources commonly known as coastal communities, namely people who live their own lives and are directly exposed to sources of life that depend on harsh ecological conditions and the use of coastal marine resources.

The low standard of living in coastal areas and limited access of small-scale fishermen to assets and financial resources are the main problems that occur in coastal areas. Fishermen are also very vulnerable to pressure from capital owners. Development activities in coastal areas are inherently related to environmental resilience and the sustainability of natural resources and are coordinated by various stakeholders with a focus on improving the welfare of local communities.

A study of the coastal community expansion approach (Amanah et al. 2004) found that each community is unique and different in terms of values, orientations, self-development needs, groups, communities, and the carrying capacity of the physical environment. Of course, in developing development, both infrastructure and building good coastal communities, the right strategy is needed to get the desired results.

The strategy that can be used is to use development communication. According to Peterson, development communication is an organized effort to use communication processes and media to improve the social and economic level that generally takes place in developing countries. Communication can create a climate for change by requiring values, mental attitudes, and forms of behavior that show modernization. And development is very important in a community group. Because the existence of development indicates that the community group continues to develop. In development, communication serves as a bridge. Its job is as a means of exchanging information for the components involved and as a liaison tool involving information about a relationship with various parties.

Communication in development also aims to complete important tasks for the necessities of life in order to create good relations with various groups. Success in development can be seen

from the components involved in a good communication strategy. Good communication will create great opportunities for the success of a development in various ways.

One of the groups of people who need development communication with a full strategy is the coastal community which incidentally has a minimal level of quality of resources, access, and economic factors and can be said to be still classified as a traditional society so that in managing its development, external parties need appropriate development communication. With the character of the community in the coastal area as a bridge to develop the coastal area for the better.

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DIGITAL MARKETING HALAL FOOD HOME PRODUCTS: “BACINKIE”

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ABSTRAK

Pandemi COVID-19 telah meninggalkan beberapa masalah bagi kehidupan manusia. Salah satunya adalah krisis ekonomi yang melanda hampir semua kalangan. Kondisi tak terduga ini mendorong manusia untuk bangkit dan tetap hidup. Beragam produk bermunculan, salah satunya adalah produk makanan halal dengan merek “bacinkie”. Produk ini dikelola secara home industry (industri rumah tangga) oleh keluarga Novia Rohmawati. Melalui wawancara dan observasi sebagai teknik pengumpulan data dalam penelitian ini, diketahui tiga hal penting yang dilakukan produsen dalam mengelola usahanya yaitu dalam pengolahan produk menggunakan konsep packing, sedangkan dalam pemasaran produk menggunakan konsep endorser dan online shop. Konsep kemasan telah berhasil menjadikan bancinkie sebagai produk rumahan, tampilannya setara dengan produk makanan yang diproduksi oleh industri besar dan modern, dan hal ini efektif menarik konsumen untuk mencobanya. Sedangkan konsep endorsement berhasil meningkatkan penjualan, meningkatkan pendapatan keluarga. Toko online dengan mendekati diri dengan penyedia layanan online dapat meningkatkan penjualan di masa pandemi. Ketiga hal tersebut merupakan bagian dari konsep digital marketing yang dapat dilakukan dalam kondisi apapun dan sangat menjanjikan.

Kata kunci: *Produk rumah, pengemasan ulang, konsep endorsement*

ABSTRACT

The COVID-19 pandemic has left quite a few problems for human life. One of the problems is the economic downturn that hit almost every circle. This unexpected condition encourages people to get up and stay alive. Various products have emerged, one of which is a halal food product with the “bacinkie” brand. This product is managed at home (home industry) by the family of Novia Rohmawati. Through interviews and observations as data collection techniques in this study, it is known that three important things are done by producers in managing the business, namely in product processing using the packing concept, while in product marketing the endorser and online shop concepts are used. The packaging concept has succeeded in making bancinkie a home product, in

appearance equivalent to food products produced by large and modern industries, and this is effective in attracting consumers to try it. Meanwhile, the concept of endorsements succeeded in increasing sales, to increase family income. Online shops, by moving closer to online service providers, can increase sales during the pandemic. The three things mentioned above are part of the digital marketing concept that can be done in any condition and is very promising.

_____ **Keywords:** Home product, repacking, endorsements concept

1. INTRODUCTION

Baso aci is a traditional food that is recognized as originating from West Java, with indicators using the word "aci", which in Indonesian means kanji. (Rigg, 1862: 3). In general, starch consists of two types: cornstarch and tapioca. Cornstarch is made from corn, while tapioca flour is made from cassava or sweet potatoes. Baso aci itself is made from tapioca flour and wheat flour as a mixture. Foods made from starch, are now on the rise, especially in West Java and in general in Indonesia, apart from having a taste that suits the tongue of Indonesians, foods made from this material have a wide variety of choices, in addition to baso aci, there is cilok, seblak, cimin, cilung, ciwel and so on. (Observation, June 2022).

Food, for humans, has various functions, including providing energy or strength to move and do activities. The food that is recommended to be eaten is good and halal. Good food means food that is not rotten, still fresh, has a pleasant shape, does not cause disease, and so on, while halal food is food that Muslims can consume, and vice versa, it is not haram food, meaning it is not food that is forbidden to eat it. In health science known as nutritious food. Nutrition itself comes from the Arabic giza, in English nutrition., which means the process of organisms using food that is consumed normally through the processes of digestion, absorption, transportation, storage, metabolism, and expenditure of nutrients to maintain life, growth, and normal function of body organs. and to generate power. (Irianto, 2017: 2).

Halal means permitted or allowed, while haram is something that is prohibited by religion. For example, a Muslim is prohibited from consuming pork, alcohol, blood, carrion, and animal meat that are not in accordance with the teachings of Islam (Nurohman, et al. 2019: 25.). Halal in short is something that is allowed, done, used, cultivated because the ropes or ties that prevent it have been unraveled or are harmful elements by paying attention to how to obtain them are in accordance with

Islamic teachings. (Sulistiani, 2018: 85). In the context of the West (non-Muslim), halal means quality, and halal food is quality food. (Riaz & Chaudry, 2004: 14) Quality food can be seen from various aspects, including the materials used, the tools used, and the method used.

First, the materials used consist of non-critical materials or often called a positive list. Namely, if the material is included in mining/excavation materials, chemical/synthetic materials, vegetable materials that do not require further processing or without the addition of other materials, animal materials (eggs, fresh milk, honey, and fish), microbial products which are processed obtained by natural processes as well as several types of other polymeric materials. Second, the tools used must be pure, meaning that they are not mixed or used for something that contains najis. Third, the way it is done, or during the manufacturing process is not mixed or exposed to uncleanness.

The scholars divide halal food into 2, namely in terms of its essence and how to obtain it. First, halal includes all food on earth, which can be consumed except for some types of animals and plants mentioned in the Qur'an, such as pigs, blood, and carrion. Then the animal is slaughtered without mentioning the name of Allah or in the name other than Allah, the animal is strangled, beaten, and horned until it is attacked by a wild animal unless it is slaughtered. As for the types of vegetables that are forbidden, for example, such as khamr, drinking it can intoxicate a person. (Tamimah, et al. 2018: 174). Second, how to obtain and the process. Scholars explain that food is not only seen based on its essence but also on how to obtain it and also the process. Because not all halal food consumed means good, suitable, and healthy for one's body. This is often misinterpreted in consuming foods that are not supposed to be consumed by themselves. Awareness in the context of halal is to understand what is good or permissible to

consume, and understand what is bad and should not be consumed.

During the pandemic, food products are quite mushrooming. Making food to sell is a way of survival. When Termination of Employment (PHK) occurs everywhere, then it becomes one of the alternatives. Finished products need to be marketed, related to the situation caused by covid-19, then online marketing becomes an option, which is called digital marketing.

Digital Marketing

Digital marketing / digital marketing is the best way to change marketing practices that are carried out together, practiced by connecting computer networks to television, telephone, and other social media. (Rowan, 2002: 1). Digital marketing drives demand creation using the power of the Internet. The Internet is an interactive medium. It allows for currency exchange, but more than that allows for the exchange of value. A business on the Internet can gain value in the form of time, attention, and advocacy from consumers. For users, value can be added in the form of entertainment and utility. (Stokes, 2011: 21). Digital marketing can also be defined as the use of any digital technology to facilitate the marketing process, with the ultimate goal of facilitating customer interaction and engagement. (Zahay, 2015: 5).

A digital marketing strategy will help someone get great opportunities in doing business, whatever the form. Because, with digital technology, one can research, evaluate, and buy products and services that people consume. (Ryan, 2009: 22; Stokes, 2011: 22). Important things to consider in a marketing strategy include whether your product can/will be sold online. What channels are open to you for your product or proposition? Is there an opportunity to make it flexible to make it more suitable for online or mobile audiences? Does it provide real value to consumers and is it differentiated from your competitors' offerings? Is it being updated, serviced, and effectively maintained to stay strong? Are there any features that can be added or should be excluded for digital subscribers and are it fair to do so? (Kingsnorth, 2016: 22).

Important steps in digital marketing include ensuring you have a website. It is the single most valuable digital real estate for

marketers in this field. the website will be effective by observing the following ways: first, planning: covering the objectives to be achieved, analyzing the competition; finding out who the target market is, how they will find the marketer's site online, and what they will be looking for when they arrive, map out the schedule and decide who will do what and when. Second, design: determine the look and feel of the site: colors, graphics, information architecture (information structure or structure), navigation, and so on. The way information is organized can have a huge impact on the usability of a site and the perceived relevance and authority for both users and search engines. Third, development: putting it all together, taking the agreed design and building the actual site pages, structuring the content, links, and navigation hierarchies. Fourth, Testing: making sure everything is working as it should before marketers spread it to the internet. Fifth, Responsive Web Design (RWD), if the customer is mobile, it may be best to design the site with mobile screen size and functionality in mind. Sixth, deployment: the new site will be posted on the internet to be found worldwide or not, depending on the case. (Ryan, 2009: 46).

The website used is a social web, which is an online place where people with similar interests can gather to share thoughts, comments, and opinions, including social networks such as MySpace, Gather, Facebook, BlackPlanet, Eons, LinkedIn, and others. This includes branded web destinations such as Amazon, Netflix, and eBay. This includes the sites of companies such as IBM, Best Buy, Cisco, and Oracle. The social web is the new world of free media that individuals or companies create on the web. This new strategy, which has the capacity to change public opinion every hour — if not every minute — includes: Reputational builders are search engines like Google, Yahoo, Ask, and Live. (Weber, 2009: 4)

2. LITERATURE REVIEW

Writing about digital marketing has been around since 2002, namely a book compiled by Will Rowan with the title “Digital Marketing Using New Technologies to Get Closer to Your Customers”. The summary of the book explains the what, how, why and so on, about matters related to digital marketing. Likewise, with the concept of halal food, his book was published in 2004, written by Mian N. Riaz and Muhammad M. Chaudry with the title “Halal food

production". The great thing about this book is that it presents laws and regulations in a format that non-Muslims can understand. Terminology and concepts commonly associated with religious fiqh should be avoided as much as possible. The law has been translated into general guidelines for the food industry and similar product industries. In addition to the two books, this research also seeks to understand the latest writings, including the following:

Rahman El Junusi (2020) with the title "Digital Marketing During the Pandemic Period; A Study of Islamic Perspective". As the title suggests, the article highlights how digital marketing is viewed from an Islamic perspective. Furthermore, Mohamad Sodikin, (2020) wrote the title Competitive Advantages of Sharia Banks: Role of Ihsan Behavior and Digital Marketing in New Normal. In the article, Sodikin described the various advantages of digital marketing, which was then carried out by Sharia Banks. The aspect of the similarities between these two articles and the article being worked on is about digital marketing, while the difference lies in the respective material objects, namely between digital marketing from an Islamic perspective, Islamic banks, and halal food.

Another article was written by Ahyani, et al. (2020) with the title "The Potential of Halal Food as A Driver of the Economic Development in Regional Community". The essence of the article explains that, by producing halal food, three sub-districts in West Java, are able to improve the economy of their citizens. Further writings Purwanto, et al. (2020). Entitled Developing Model of Halal Food Purchase Intention among Indonesian Non-Muslim Consumers: An Explanatory Sequential Mixed Methods Research. The findings show that a person's perception of halal food, even though non-Muslim, causes that person to buy the same product again and again. The concept of halal food is a similarity between these two studies and the current research. As for the difference, with the writings of Ahyani, et al. Halal food produced by the community is able to increase the economy, while the halal food produced here focuses on being marketed digitally. While the difference with the second article in this paragraph is between non-Muslim interest in halal food and halal food produced at home. The next article, by Soedarwo and Saati (2018), is entitled "Making Halal Food in Processed Fish: From Traditional Knowledge to Fishermen's Household Awareness in Producing Fish-Processed Halal Food". The essence of the article is an effort to empower fishermen's families, by making halal food produced at home, with the aim of increasing their income. The concept of halal food made at

home, is the similarity between this paper and the writing that is being made, while the difference lies in the type of halal food produced.

3. METHODS AND APPROACH

This study uses qualitative methods with data collection techniques through observation, interviews and literature study. The results of the study will be described in a narrative manner after an analysis of the data, that has been collected, thus the approach used is descriptive.

4. RESULT AND DISCUSSION

Bacinkie, actually stands for baso aci and cuankie. It is the name of a food label, which is packaged nicely and attractively. Initiated in early 2020 by Novia Rohmawati, a housewife and also an employee in an automotive company. The idea of making bacinkie started with the family's economic collapse caused by covid-19, the pandemic conditions challenged everyone to fight and survive. In addition, there is another motive, namely Rohmawati's hobby or preference for meatball-like foods. (Interview, 24-6-2022). Another factor behind the birth of bacinkie is the availability of easily available raw materials because the rest of his family owns a factory that specializes in producing meatballs. Supported by other nuclear families, the business began.

The process of making bacinkie, through several stages. First, prepare the materials. Materials consist of several types: raw materials, additives, and auxiliary materials. Raw materials mean, all the main materials used in the manufacture of a product, and participate in the production process. In food studies, raw materials are basic materials that can be in the form of fresh food and processed food that can be used to produce food. The use of raw materials has the largest percentage compared to other materials. Additional materials mean, materials needed to complete a product, and participate in the production process, but are used relatively little, or are so complex that they cannot be considered raw materials. Food Additives are materials that are added to food to affect the nature or shape of the food.

Auxiliary materials are materials that are used in the manufacture of a product, but do not participate in the production process, are only complementary. Processing Aids are materials not including equipment, which are not normally consumed as food, used in food processing to fulfill certain technological objectives, and do not leave residues in the final product, but if it is not possible to avoid residues and/or their derivatives in the final product poses no risk to health.

(Indonesian Food and Drug Supervisory Agency., 2020: 4). Bacinkie raw materials consist of small meatballs, large meatballs, spicy filled meatballs, cilok, dry batagor or cuankie. Additional ingredients consist of oil, soy sauce, soy sauce, cayenne pepper, chili sauce, fried onions, and limes. While the auxiliary material is packaging material. (Observation, June 2022).

Second is the packaging stage. In this stage, the workers are divided into several sections with their respective tasks, namely: vacuum meatballs, carried out with the aim of making the meatballs last longer because there is no air in the packaging. The other workers, make the spices followed by packing them. Almost all materials are initially purchased from suppliers wholesale, then all materials are packaged individually. After the first packaging is finished, it is continued with the outer packaging, which is using a standing pouch of aluminum foil. (Observation, June 2022). This is what is called a package or package. The package is the final presentation and appearance of the product, which conveys the brand image that can be offered to the customer. On the other hand, packaging describes deep thinking about the total process, which is involved in bringing out the packages that entrepreneurs offer to the market. (Edema, 2016: 12).

Packaging, in the world of marketing, is an extension of product/brand communication vehicle/strategic element for brand differentiation and identity/part of product mix and distribution. The product package contains, preserves, and protects the product from damage and facilitates the effective and efficient transportation of the product. Furthermore, this package serves the role of an interface between the product and its consumer, by representing product quality, desire, and health. (Depecik, et. al. 2022: 11). Product packaging is one of the strategies in marketing, with the objectives of demonstrating product superiority, increasing market share and visibility, and safety, besides that it is also a guarantee for manufacturers: first, the packaging or container keeps the brand away from the reach of dust and moisture quickly. Second, registered trademarks, and this means legally guaranteed.

The actual packaging composition consists of a non-physical part (intangible or invisible) and a physical part (tangible or visible), all with many sub-sections. The non-physical aspect of packaging goes beyond full understanding, perhaps, only

taking consumers into the mere imagination of the brand, but largely sets the stage for product development. Some of its sub-sections include ideas, planning, meetings, surveys, consulting, reviews, software, peopleware, benchmarking, and sometimes wishes and prayers from brand owners. Even though they are part of the product development process, they remain invisible to the consumer but bear witness to the physical presence of the product. On the other hand, the physical part of the packaging deals with the outer design and description of the packaging including the housing unit to communicate to the consumer, the functional and aesthetic promise of the product.

Third, is the labeling stage. Labels are for the benefit of consumers and should be sufficiently descriptive, clear, and meaningful. The function of food labeling regulations is to ensure that consumers receive adequate information about food products to make informed personal choices, whether these choices are economic, philosophical, or health. Through proper labeling, consumers can make comparisons between competing products, can avoid foods they may be allergic to, or, in many cases, verify the status of ingredients as halal, haram, or doubtful. Requirements that must be included in the label include product name, net contents, ingredients, company name and address, production date, nutritional information, and other information (voluntary information provided by food companies, such as trademarks or copyright symbols and religious symbols). (Riaz & Chaudry, 2004: 128). In bacinkie products, almost all of these requirements are already in place, except for nutritional information. (Observation, June 2022).

Fourth, is the marketing stage. Not like aci baso or cuanki sellers in general. Bacinkie marketing is done through online shopping management and Social media. The online business known as e-commerce can be interpreted as buying and selling transactions through the media. With e-commerce, shopping can be done anytime from home, in addition, online transactions can cut distribution channels, save time and costs, and reduce transaction constraints experienced when shopping traditionally. (Yahya and Sugiyanto, 2020: 189). Online shopping is the process of buying goods directly from sellers without intermediaries or can be referred to as buying and selling goods through the internet. Online shopping deals

provide customers with a wide range of products and services, where customers can compare them with other intermediaries' offers as well, and choose the one that is best for them. (Daroch, et.al. 2020: 39). The online shop used in bacinkie marketing is shopee. It is the most visited online shop, especially by mothers in Indonesia. (Gatot and Krisnadi, 2020; Fauziah, 2020).

In addition to using an online shop, bacinkie is also marketed through Instagram, with the address @bacinkie. Instagram is the groundbreaking social network of the iPhone revolution. Based on its history, in less than two years, it has grown into a full-fledged social network boasting more than 100 million users, and in August 2012, Instagram surpassed Twitter in terms of daily active users on mobile devices. The rate of users is staggering. In six months, Instagram went from 887,000 daily active users to 7.3 million (comScore). (Miles, 2014: 3). Instagram as a marketing channel, its images are able to convey the whole message and present complex facts in a simple way. Instagram is an established social media platform. (Fabmann, & Moss, 2016: 13). It is one of the largest and most important social networks for any internet marketer to consider. Currently, Instagram has more than 1 billion active users which is an incredible number, and that means there are 7.53 billion people on earth. represents 60% of all adults who use the internet, plus 25 million businesses. (Contois and Kish, 2022: 3). Thus it is quite appropriate if bacinkie is marketed through Instagram.

To expedite marketing and increase sales of bacinkie, endorsements are also adopted. An endorsement is a tool used by companies in an effort to inform, persuade, and remind consumers by doing directly or indirectly about the products and brands they sell (Kotler & Keller, 2009: 32). One-way flow of information or persuasion is created to direct a person or organization to action that creates exchange in society. (Swastha, 2005: 49). Endorsement is an advertisement that is carried out by someone through social media as an intermediary. Endorsement is marketing that is done to inform, persuade, and remind the product of a company, (William, 2006: 171). Thus, endorsement is the core of marketing activities that play an important role in introducing, informing, and reminding the benefits of the product to make consumers interested in buying.

The elements in the endorsement include endorsers, which are supporting tools used in advertising for the purpose of marketing a product. An endorser is an advertising supporter

who is known as an advertising star who supports the product advertised by the endorsement. (Shimp, 2002) An endorser is an icon or a certain figure who is often also referred to as a direct source to deliver a message or demonstrate a product or service in promotional activities that aim to support the effectiveness of delivering product messages. (Suryadi, 2006: 132; Belch & Belch, 2004: 168). The endorser is used based on the theory that the use of opinion leaders is usually quite effective in marketing to consumers. (Sutisna, 2003: 272). Celebrity endorsers, namely famous people can influence because of their achievements. Celebrities are widely used to develop a positive image of new products or change the image of existing products, they are believed to have power because they become idols of many people. (Wiryawan and Pratiwi, 2009). They usually consist of movie stars, singers, comedians, athletes, models, YouTubers, and others. The endorsers used in marketing bacinkie are ustadz or preachers, totaling 2 people. They were chosen because they have a lot of followers on their Instagram.

The fifth stage is the delivery of orders. Is the final stage of the manufacturer in providing services to consumers. After receiving orders from consumers, because bacinkie is marketed through Shopee, while Shopee itself facilitates all transaction needs, including couriers, who will pick up the producers and then send them to consumers, then everything goes as expected, within about two years running, manufacturers never cancel orders because they are out of stock for example, or other reasons, all this is done so that the company's image remains good.

5. CONCLUSION

Halal food in principle is, everything that God created is allowed, with some exceptions that are specifically prohibited. The basic reason for the prohibition of something is impurity and danger. With the halal label listed on the top right of the bacinkie packaging, it can be ascertained that this product is halal. Even though made at home, through the right creativity and innovation, ordinary food is now extraordinary. Bacinkie comes with six flavors, packaged in attractive packaging, dominated by red color and marketed digitally. Through these touches to date, bacinkie sales continue to increase.

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