

DIGITAL MARKETING OF PECEL LELE STREET FOOD IN THE COLLEGE AREA ON JALAN RAYA JATINANGOR, SUMEDANG REGENCY

Pemasaran Digital Street Food Pecel Lele Di Kawasan Perguruan Tinggi Di Jalan Raya Jatinangor, Kabupaten Sumedang

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ABSTRACT

Online applications are something that is currently inseparable from people's lives, especially urban communities. The opportunity to use online applications is also applied in food sales based on the use of online applications, especially sellers in the category of Micro, Small and Medium Enterprises (MSMEs). Activities using online applications are called Electronic Commerce (E-Commerce) where there is no need for physical contact between sellers and buyers. Online applications are one of the things that can support economic progress, but the use of online applications for sales is still limited depending on the region, areas with poor internet conditions usually rarely use online applications for sales. This study aims to determine the level of use of online applications in marketing fishery products (lele pecel) along Jalan Raya Jatinangor, an area dominated by students and high internet usage potential. The method used is descriptive qualitative through direct interviews. The results of the study showed that most lele pecel stalls have utilized online applications for sales. Of the 12 stalls studied, 75% use online applications, while 25% have not used them. Regarding turnover, 6 stalls experienced an increase after using online applications, 3 experienced a decrease, and 3 others that did not use the application did not experience a change in turnover. This study concludes that the use of online applications tends to have a positive impact on increasing turnover for most catfish pecel business actors in the area.

Key words: Jatinangor, Online application, Pecel lele

ABSTRAK

Aplikasi online merupakan suatu hal yang saat ini tidak lepas dari kehidupan masyarakat terutama masyarakat perkotaan. Peluang penggunaan aplikasi online juga diterapkan dalam penjualan makanan yang berbasis penggunaan aplikasi online terutama penjual dengan kategori Usaha Mikro Kecil Menengah (UMKM). Aktivitas dengan menggunakan aplikasi

online ini disebut dengan *Electronic Commerce* (E-Commerce) dimana tidak perlu ada kontak fisik antara penjual dan pembeli. Aplikasi online menjadi salah satu hal yang bisa mendukung kemajuan ekonomi, namun penggunaan aplikasi online untuk penjualan masih terbatas tergantung wilayah, wilayah dengan kondisi internet yang buruk biasanya jarang menggunakan aplikasi online untuk penjualan. Penelitian ini bertujuan untuk mengetahui tingkat penggunaan aplikasi online dalam pemasaran produk perikanan (pecel lele) di sepanjang Jalan Raya Jatinangor, kawasan dengan dominasi mahasiswa dan potensi penggunaan internet tinggi. Metode yang digunakan adalah deskriptif kualitatif melalui wawancara langsung. Hasil penelitian menunjukkan bahwa sebagian besar warung pecel lele telah memanfaatkan aplikasi online untuk penjualan. Dari 12 warung yang diteliti, 75% menggunakan aplikasi online, sementara 25% belum menggunakannya. Terkait omzet, 6 warung mengalami peningkatan setelah menggunakan aplikasi online, 3 mengalami penurunan, dan 3 lainnya yang tidak menggunakan aplikasi tidak mengalami perubahan omzet. Penelitian ini menyimpulkan bahwa penggunaan aplikasi online cenderung memberikan dampak positif terhadap peningkatan omzet bagi sebagian besar pelaku usaha pecel lele di kawasan tersebut.

Kata Kunci: Aplikasi online, Pecel lele, Jatinangor

INTRODUCTION

Jatinangor District is one of the districts in Sumedang Regency. Jatinangor is an area that has many higher education institutions that are of concern to everyone, especially young people who will continue their education to college. The Jatinangor area has developed into a strategic educational area in West Java, which is marked by the existence of four higher education institutions, namely Padjadjaran University, ITB, IPDN, and Ikopin (Muttaqin & Sari, 2017; Patonah *et al.*, 2017). This has driven a significant increase in the number of students and young people living in the Jatinangor area.

Catfish (*Clarias gariepinus*) is one of the fishery commodities that is widely favored by the community (Kurniawan *et al.*, 2024). This fish, known as Catfish, has a high market demand for meat consumption. Market demand for catfish is always high because this fish is highly nutritious and affordable (Puspitasari *et al.*, 2019). The high student population and community mobility in Jatinangor create great opportunities for the food business sector, including fishery product-based foods such as pecel lele. Pecel lele as one of the processed freshwater fish products is a popular and affordable food, especially among students.

Based on Law Number 20 of 2008, MSMEs are productive businesses that stand alone, have legal status or not, are independent, and meet the criteria for micro, small, and medium enterprises. Currently in Indonesia, MSMEs have a major role in economic growth, where 60% of it is contributed by MSMEs (Suyadi *et al.*, 2018). In 2021 until now, many MSMEs (Micro, Small and Medium Units) can be found both from local communities and students who take advantage of this opportunity to channel their interests, hone their skills, and gain experience through food selling activities. According to Kotler & Keller (2016), marketing management is defined as a combination of art and science in determining target markets, as well as efforts to attract, retain customers through creation, delivery, and communication with customers. Marketing strategy is a plan that utilizes MSME resources and advantages to achieve predetermined goals (Sianturi, 2020). Marketing strategy is very important for every seller or business manager, especially in the culinary field. The key to success in improving marketing is having the right strategy and keeping up with technological developments.

According to Fauzi & Gofur (2021), business can be interpreted as an activity that involves transactions for the purchase and sale of goods and services. A business company is an organizational entity that carries out the activity of exchanging goods, services, or monetary

value with the main orientation of obtaining profit or economic gain. The rapid growth of the business world is a challenge as well as a threat to business actors in their efforts to win the competition and maintain the sustainability of their business operations (Nurhalim, 2023). The culinary business is one of the business fields that continues to grow rapidly and has enormous potential in generating profits. However, not a few business actors in this field have failed. This is generally caused by the implementation of inappropriate and ineffective marketing strategies. By implementing a good and focused marketing strategy through utilizing opportunities to increase sales, the company's position or role in the market can be strengthened or maintained (Muslimin *et al.*, 2022). Success in running a business can be seen from the implementation of the marketing strategy carried out and maintaining good relationships with consumers so that the business can survive with the products offered. So that marketing strategy can be the key for entrepreneurs to continue to compete and survive in the culinary business.

In line with technological developments and increasing communication facilities, this can result in several changes. According to Maharani *et al.*, (2017), the rapid development of technology and the internet has an impact on significant changes in people's lives. Facing increasingly fierce competition, many business actors have begun to innovate in implementing various marketing strategies (Mardiah *et al.*, 2024). Currently, many entrepreneurs are utilizing technology as a marketing strategy tool in an effort to promote their products. According to a report released by Google, Temasek, and Bain & Company in 2021, as many as 64% of internet users in Indonesia showed an increase in the frequency of using online food delivery services during the pandemic (Junida, 2022).

Seeing the rapid growth of online buying and selling transactions in Indonesia today, many business actors use the internet as a means to market and promote their products. In this context, the application of delivery services becomes an important element in the marketing strategy, because it is seen as an efficient method to expand market reach and attract more customers. Delivery applications such as Gofood, Grabfood and Shopee Food have various benefits for business actors compared to being able to present more effective promotional alternatives compared to conventional sales. According to Putra & Hidayatullah (2020), the existence of these e-commerce applications is an alternative solution for business actors in the culinary sector, especially for Micro, Small and Medium Enterprises (MSMEs), to market and develop their businesses, and expand consumer reach. The purpose of this study was to determine the percentage of online application use for the sale of catfish pecel fishery products and the effect of online application use on sales turnover in catfish pecel businesses in Jatinangor.

RESEARCH METHODS

The study was conducted on Jalan Raya Jatinangor. The segments analyzed in this study include individuals who act as owners and employees of catfish stalls in the area. The method applied is a survey method with a qualitative descriptive approach, where data is collected through direct interviews with respondents. According to Safarudin *et al.*, (2023), this qualitative research method focuses more on observing phenomena and exploring the substance and meaning contained in the phenomenon. Researchers conducted interviews with 12 respondents consisting of owners and guards or employees of catfish stalls. Interviews were conducted in depth to obtain information regarding the use of online applications in marketing and sales activities, as well as their impact on business turnover. Respondents were selected purposively, namely based on the criteria that they actively run catfish businesses along Jalan Raya Jatinangor. The data obtained were then analyzed descriptively to describe trends and patterns of online application use in the context of street food businesses in the college area.

Descriptive analysis aims to describe in detail the data or objects studied, analyze them, and compare them based on current facts (Rengkuan *et al.*, 2023).

RESULTS

From the results of interviews along Jalan Raya Jatinangor with subjects of 12 catfish pecel stalls with questions about the use of online applications in selling catfish pecel. Based on the results of the interview which aims to measure the percentage of online application utilization in marketing catfish pecel products is presented in Figure 1.

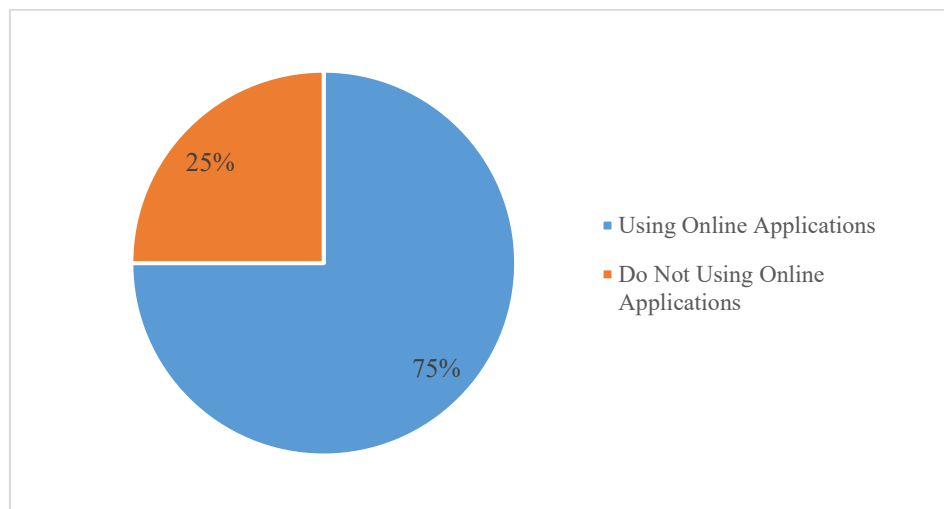


Figure 1. Use of Online Applications for Catfish Pecel Stalls Along Jatinangor Highway

Based on the results of the interview which aims to analyze the influence of the use of online delivery applications on sales turnover in 2024, it is presented in Figure 2.

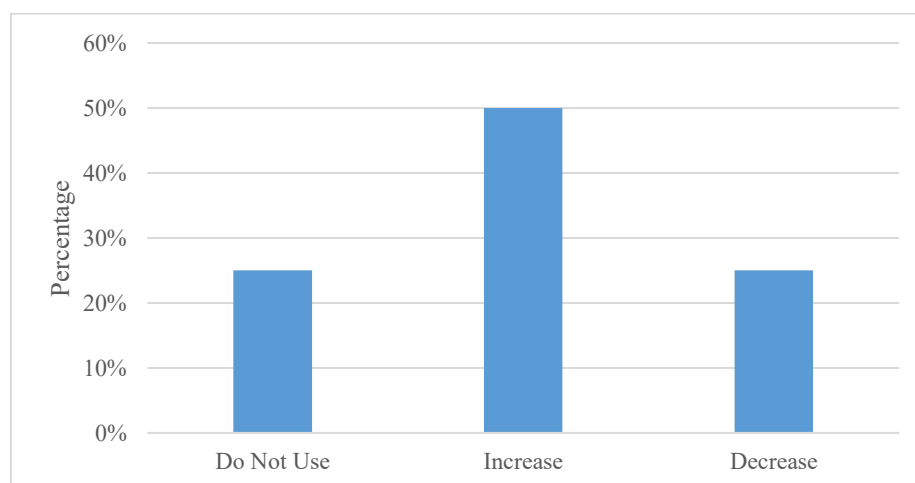


Figure 2. Diagram of Turnover Using Online Applications for Selling Pecel Lele Along Jalan Raya Jatinangor

DISCUSSION

In Figure 1, it can be seen that the majority of catfish pecel sellers along the Jatinangor highway have used online applications for sales. Seventy-five percent of the total sellers interviewed use online applications while twenty-five percent of the total sellers interviewed

do not use online applications. Most of the catfish pecel sellers on Jalan Raya Jatinangor have used online applications since 2018-2020, there are also sellers who have used online applications since 2012. Figure 2 shows a diagram showing that fifty percent of catfish pecel stalls get higher turnover when using online applications while twenty-five percent of other catfish pecel stalls get lower turnover when not using online applications. In other words, marketing using online applications can increase sales. According to Wang *et al.*, (2025), online marketing strategies can increase total sales. The twenty-five percent who do not use online applications do not have significant changes, namely sales do not increase or decrease. This is due to the increasing number of online application users so that the sales level of catfish stalls is increasing, but the number of food sellers using online applications so that competition in online sales is increasing and there are several catfish stalls in sales using online applications that tend to decrease. Based on the results of the interview, there are also catfish stalls that used to use online applications but no longer use online applications for sales because of the increasing number of competing sellers using online applications. Online application services provide convenience related to market access for culinary MSMEs, so that more and more businesses join and compete on the same platform. This triggers competition in price, promotion, and service quality between business actors.

From the responses of the interview subjects, the catfish pecel stalls along Jalan Raya Jatinangor also said that most sales through online applications are dominated by students or young buyers who mostly use gadgets and the internet for their daily needs. According to Nabilah *et al.*, (2023), gadgets and students are interrelated units and have now become a demand for life's needs. So the use of online applications for selling catfish pecel along Jalan Raya Jatinangor still has potential because the sales target is dominated by students where Jatinangor itself has several higher education institutions that can increase turnover through the use of online applications. The quality of service and ease of access make online applications increasingly in demand by users, including students (Maretha *et al.*, 2020).

CONCLUSION

In the observation conducted on 12 catfish pecel stalls along Jalan Raya Jatinangor, it was found that 75% of all catfish pecel stalls, namely 9 stalls have online applications for sales and 25%, namely 3 stalls do not have online applications for sales. In the turnover obtained, 6 out of 12 catfish pecel stalls get higher turnover profits and 3 out of 12 catfish pecel stalls have decreasing turnover profits, the remaining 3 stalls that do not use online applications have no change in turnover profits, namely sales do not increase or decrease. Based on the results of the interview, there are also catfish pecel stalls that used to use online applications but no longer use online applications for sales due to the increasing number of competing sellers using online applications. From the source of the catfish pecel stall along Jalan Raya Jatinangor, the buyers who dominate the online application are students or young people who mostly use the internet for their daily needs so that the use of online applications for sales in Jatinangor still has potential because the sales target is dominated by students where Jatinangor itself has several higher education institutions that can increase turnover through the use of online applications.

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