

## **PT. Laju Banyu Semesta Digital Marketing Communication Strategy of Sidat**

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### **Abstract**

Due to the lack of education and literacy, the public has yet to consume the Sidat (*Anguilla sp*) commodity widely. One company that is active in introducing Sidat is PT. Laju Banyu Semesta (Sidat Labas). This study aimed to determine the digital marketing communication strategy carried out by Sidat Labas. This research method is descriptive qualitative with an interpretive paradigm. Researchers conducted observations, documentation, and interviews with the general manager and marketing manager of Sidat Labas as well as several followers of Labas social media, which were determined by purposive sampling technique. This study uses the Computer-Mediated Communication (CMC) theory and SOSTAC Analysis from PR Smith. This research results show that PT. Laju Banyu Semesta implemented a digital marketing communication strategy targeting all groups. Message delivery is age-appropriate and spread across different social media platforms. Digital marketing communication messages are packaged in graphic designs and videos; some are delivered during ES Talk activities. In addition to conveying information, the message conveyed is a form of multi-dimensional communication to guide public perceptions about Sidat. The popularity of Sidat is still very low, and policies and collaboration with related agencies that still need to be comprehensive are obstacles in delivering messages. PT. Laju Banyu Semesta has done four of the ten tactics that PR Smith did.

**Keywords:** *sidat, CMC, SOSTAC model, digital marketing, communication strategy.*

### **Introduction**

Fish commodities that, until now, are still relatively foreign in the community are Sidat. Sidat (*Anguilla sp*) is a freshwater animal belonging to the *Anguillidae family*. Currently, Sidat is not widely known and consumed by the community, especially people who live outside the area, which is the original place of Sidat. Sidats traded domestically are still limited to big cities with consumers, especially foreigners in Indonesia. One of the factors is the need for more education and literacy in the

community. In addition, the price of Sidat in Indonesia is still relatively expensive compared to other fish. The price of Sidat for local sales is in the price range of Rp. 160.000 to Rp. 245.000 per kilogram, while for exports to Japan can reach Rp. 1.500.000 to Rp. 2.000.000 per kilogram (news.kkp.go.id, 2016).

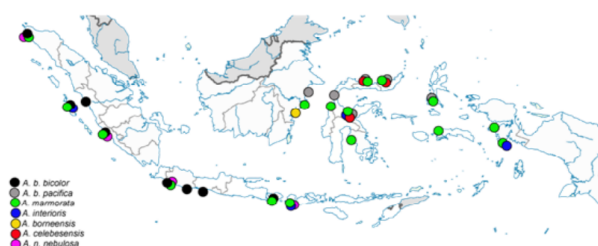
**Table 1. Sidat Price Comparison**

Fish Name	Price in Rp/KG
Sidat	160.000 – 245.000
Sardines	30.000 – 35.000
Salmon	210.000 –285.000
Mackerel	53.000 - 95.000

Source: Tokopedia (2020)

Unlike in Indonesia, Sidat is a fishery commodity that is widely consumed in many countries in the world, especially East Asian countries (Japan, Taiwan, Korea, China and Hong Kong), European countries (Italy, Germany, France and the Netherlands) and the United States (Affandi, 2015). Based on FAO FISHTAT Plus data (2014) the total world Sidat production reached 264.234 tons in 2011 (Monticini, 2014).

Image 1. Map of Sidat Distribution in Indonesia



Source: Fahmi (2015)

Sidat has enormous potential to improve the economic level of the community because it has a high selling price and very good nutrition for consumption. Sidat began to be developed by five companies in Indonesia in 1990-1997 located in West Java and Central Java. However, all of these companies had to close because they did

not meet production targets and there was a monetary crisis in Indonesia. Furthermore, Sidat had a vacuum for up to 10 years until 2007.

Public knowledge of Sidat must be integrated with the marketing communication carried out by Sidat companies. PT. Laju Banyu Semesta is one of the Sidat companies established in 2011 and actively conducts digital marketing activities. The platforms used by PT. Laju Banyu Semesta are *websites*, social media (*Facebook, Youtube, Instagram* and *Linked-in*) and exhibitions through webinars (via virtual meeting applications).

The three social media accounts of PT. Laju Banyu Semesta have been active since 2016. It is very common nowadays that digital marketing combines with social media to spread messages to market the goods (Thackeray, Neiger, Keller, 2012). However, there are also threats that contained misinformation that could deceive people (Guilbeault, 2018). The *@sidat.labas* Instagram account has 2,761 followers and 282 uploads, the Facebook account has 664 *followers* and Youtube has 1,450 *subscribers* (as of August 1, 2021). PT Laju Banyu Semesta uses all of these digital platforms as a means to introduce the potential of Sidat. The content uploaded on the account includes educational content and activities of PT. Laju Banyu Semesta. The low popularity of Sidat is a challenge for PT Laju Banyu Semesta in conducting digital marketing communications.

This research uses Computer-Mediated Communication (CMC) Theory and SOSTAC Model (P.R. Smith, 2014). CMC is all forms of communication between individuals, individuals with groups that interact with each other through computers in an internet network (Wood and Smith, 2005: 4). CMC theory states that in this modern era, the internet is one of the human mediators in conducting relationships with other humans. From the many explanations about CMC above, CMC is a communication process carried out between individuals using computer technology and the internet. CMC is used to explain Sidat's digital marketing Communication with 3 assumptions: Communication, Mediation, and Communication.

The Sostac model (Situation, Objective, Strategy, Tactic, Action, Control) is a widely used for analyzing marketing and business planning. Smith (2014: 1) explained that there are six main areas in the SOSTAC planning process, namely (1) *Situation Analysis: Situation* analysis to make decisions that are almost free of risk, (2) *Objective*: Measurable goals adjusted to situation analysis, (3) *Strategy* : Rplan to

meet the goals to be achieved. Strategy requires the ability to see the big picture, (4) *Tactics*: A special number where the plan prepared at the strategy stage is mixed with digital tools. Tactics emphasize what marketing communication tools will be used to achieve company or organizational goals; (5) *Actions*: In the action phase, SOSTAC includes what is needed to implement tactics and plan costs; (6) *Control*: Application of a plan framework *Digital marketing* by measuring goal-based performance set in stage two.

Specific research on Sidat marketing in 2021 is minimal, but researchers found a number of previous studies discussing the marketing of endemic fish in regions in Indonesia that can be a reference for this study, including *Strategi Komunikasi Pemasaran Ikan Teri Kering (Stolephorus SP)*, published in the *Journal of Communication Research* Vol 21 No.2 (Cawalinya, 2018). The study results show that the marketing communication strategy of dried anchovies in Southeast Maluku Regency is good with good communication between dried anchovy traders and customers which occurs through word of mouth. One of the advantages of marketing communication conditions is that the marketing of dried anchovies is not only carried out in Southeast Maluku Regency but has also been carried out outside the Southeast Maluku Regency area. Based on these conditions, the marketing communication strategy that has been carried out can be maintained to increase opportunities further. This research uses a descriptive qualitative approach with SWOT analysis and is limited only to conventional marketing. The latest research will raise digital marketing with a modern theoretical approach.

The purpose of this study is (1) to find out digital marketing communication strategies, (2) to find out how digital marketing communication messages are, and (3) to find out whether the strategy of choosing a large platform in introducing PT Laju Banyu Semesta Sidat is right on target.

The results of this study are expected to be a suggestion for farmers or sellers in marketing Sidat to the community and can also be a reference for further research.

## **Method**

This research uses a descriptive qualitative approach with an interpretive paradigm. Interpretive science views social science as a systematic analysis of 'socially meaningful action' through direct observation of social actors in a natural setting in

order to understand and interpret how social actors create and maintain their social world (Hendrarti, 2010: 4). The time of this study is six months from May 2021 to August 2021. This research data was taken from primary and secondary sources, namely:

### Primary data source:

#### 1. Key Informants

- The informant is part of PT. Laju Banyu Semesta
- The informant is a person who participates in making PT. Laju Banyu Semesta's Digital Marketing Communication strategy on social media @sidat.labas

#### 2. Non-Key Informants

- Is a follower of the @sidat.labas account
- Have done activities (buying products/visiting farms/participating in workshops and online events at PT. Laju Banyu Semesta related to Sidatfish) because of information from the @sidat.laba's account

Table 2. Informants

No	Name	Status	Information	Time and place of interview
1	Angga Kurniawan	General Manager PT. Laju Banyu Semesta	Key informants	Thursday, August 19, 2021 at 09.00 WIB via the zoom application
2	Suriyono	Manager Marketing PT. Laju Banyu Semesta	Key informants	Saturday, August 28, 2021, at 09.00 WIB via the zoom app
3	Edwin Arius	Follower Instagram dan Youtube PT. Laju Banyu semesta ES Talk Participants	Non-key informants	Friday, August 20, 2021 at 20.00 WIB Via WhatsApp phone
4	Muh. Herjayanto	Lecturer of fisheries science, Ageng University Tirtayasa  Follower sosial media PT. Laju Banyu Semesta  ES Talk Participants	Non-key informants	Saturday, August 21, 2021 at 20.00 WIB via WhatsApp Phone
5	Lutfiyah al adawiyah	Follower sosial media PT. Laju Banyu Semesta  University alumni of Fisheries Science	Non-key informants	Saturday, August 21, 2021 at 15.24 WIB via Instagram Direct Message
6	Khairani Ayu	Follower sosial media PT. Laju Banyu Semesta	Non-key informants	Saturday, August 21, 2021 at 15.19 WIB via Instagram Direct Message

7	Astrini Princess Wulandari	Follower sosial media PT. Laju Banyu Semesta  Customer of Sidat products PT. Laju Banyu Semesta  Consuming Sidats for health	Non-key informants	Thursday, September 16, 2021 at 14.54 WIB via Instagram Direct Message
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### Secondary Data Sources

This research uses secondary data in the form of journals, books, and reports related to problems in this study as support in answering research problems.

### Data Collection Techniques

The data collection method is an important step in researching because the collected data will be used as analysis material. (Moleong, 2004: 135). The methods that researchers use for data collection are:

1. Interviews: conducted by researchers to a number of informants.
2. Observation: conducted by observing digital platforms and participating in virtual activities by PT. Laju Banyu Semesta.
3. Documentation: through documenting information in Books, Research Journals, Statistical Data, and the official website of PT. Laju Banyu Semesta.

In this study, researchers also tested the validity of the data with the data triangulation method, which involves interviewing consumers who buy products and use services sold by PT. Laju Banyu Semesta.

### Discussion

PT. Laju Banyu Semesta (Sidat Labas) is a company engaged in Sidat farming, established in 2011. Sidat Labas is located in Cimanggu, Cibanteng (for Glass Sidat), Bogor Nirwana Residence (for Elver Fingerling), and Gadog (for enlargement), located in the Bogor area of West Java. Sidat Labas focuses on cultivating sibat fish, which has yet to be widely consumed by the people of Indonesia even though its nutritional content is very abundant. According to the *general manager* of Sidat Libas, the low popularity of Sidat is because it is not *well branded* or

promoted. In addition, myths given since the colonial era and continue to be passed down from generation to generation consider Sidat to be snake fish, stealth fish, or sacred fish that cannot be eaten. In addition, one of the speakers said that the prestige of Sidat could be better and many people need to understand its benefits so it is only sold cheaply.

Based on the results of the researchers' observations, only a few private and government institutions have discussed specifically about Sidat so its popularity is limited to certain circles. One of the institutions that actively promotes Sidat is PT. Laju Banyu Semesta (Sidat Labas), which actively conducts digital marketing communications through *websites* and Facebook and then develops to other platforms such as Instagram, YouTube, LinkedIn, *broadcasts* via email and *virtual workshops*. *The website* of Sidat Labas is [www.sidatlabas.com](http://www.sidatlabas.com) which contains various information such as national standard Sidat farming systems, Sidat processing results and training. Sidat Labas utilizes Instagram by creating two accounts, namely @sidat.labas and @labasacademy which have different target audiences. The account @sidatlabas intended for people aged 17 – 35 years. This account provides a lot of education about Sidat farming, training, *workshops* to *give away*. While the @labasacademy account is used to share information related to self-development so that they are ready to work in the world of fisheries.

PT. Laju Banyu Semesta Facebook account has a target audience, namely people aged 25 to 45 years who are assumed to have the capital to do business. The posts uploaded on Facebook and Instagram are quite different because of differences in target markets. LinkedIn accounts are used to share information connected to the *website*. The Sidat Labas Youtube account is intended for the general audience by sharing various activity videos and information about Sidat Labas.

Sidat Labat also utilizes *email* and *ads* or advertisements. Email is used to provide information about the latest training and activities that the company will carry out. The method used in delivering information is through *Broadcast*. The company already has an email database of customer interactions in previous activities. The *ads* feature is used on Instagram and Facebook platforms. The information advertised is usually about Sidat Labas's activities. This is done to speed up the dissemination of information. Advertisements usually occur at 19.00 – 22.00 WIB and 06.30 – 13.30

WIB. This time is adjusted to the analysis of the uptime of users whom the company targets.

In addition to using social media, Sidat Labas utilizes a virtual meeting *platform* to carry out Expert Sharing Talk or ES Talk which is the main gateway to convey Sidat information in outline or overview. Therefore, ES Talk is done for free. The company provides information related to Sidats with specific targets, namely students around 17 years old to 50 years old. The dissemination of ES Talk information is carried out through Facebook, Instagram and WhatsApp platforms. In addition, data is also disseminated through partners because they are involved in these activities. Based on data submitted by the *marketing manager* of PT. Laju Banyu Semesta the largest data dissemination is from WA as much as 30%, and the rest is spread from other *platforms*.

PT. Laju Banyu Semesta has a special digital program conducted to introduce Sidat intensively. Mari Usaha Sidat workshop invites people who have a desire to farm Sidat. MUS is a program previously referred to as training. Only now because people are less interested when they hear the word training, the company follows the customer's wishes, which is to make its name more attractive and give the impression of inviting, not giving the impression of selling training. This is done as a strategy to attract people's attention.

### **Strategy of Digital Marketing Communication Advertisement Sidat by PT. Laju Banyu Semesta**

According to Thurlow (2004:15), the focus of Computer-Mediated Communication refers to communication between humans with whatever is achieved using the help of computer technology. The first assumption of the theory of Computer-mediated communication (CMC) is communication. Communication is the activity of delivering messages with a specific purpose. The purpose of digital marketing communication carried out by PT. Laju Banyu Semesta is to introduce Sidat to the public that Sidat is a native fish originating from Indonesia, has high nutrition, even twice that of salmon, and is a promising commodity. Communication carried out has also fulfilled four core concepts of communication in CMC, namely:



1) Dynamic communication

Communication is done through social media. This communication is 2-way and allows feedback from the audience so that it is dynamic.

2) Transactional communication

Communication is about negotiating meaning between individuals. The speaker and receiver have roles back and forth all the time as the conversation progresses. The negotiation of meaning occurred in some content posted by PT. Laju Banyu Semesta social media accounts. For example, content in the form of a Giveaway invites followers to give follower views on something.

3) Multifunctional Communication

Communication has many different functions and there is usually more than one function at any given time. Digital marketing communication activities carried out by PT Laju Banyu Semesta are not only to introduce Sidat, but also to lead the public's perspective on Sidat. A further goal is for the audience to be able to cultivate and consume Sidat.

4) Multimodal communication

Language is one of the many ways that humans have to communicate. Verbal communication messages are always present with other messages, usually referred to as non-verbal modes of communication. Communication carried out by PT. Laju Banyu semesta is not only in the form of verbal communication, but also uses non-verbal communication, such as using symbols and images in its content.

Strategy in SOSTAC contains a plan to meet the objectives to be achieved. Strategy requires the ability to see the big picture. There are nine components to consider in determining a digital marketing communication strategy. Researchers used four points to analyze PT. Laju Banyu Semesta's marketing communication strategy, namely:

a. Digital Marketing Communication Target of PT. Laju Banyu Semesta

PT. Laju Banyu Semesta Sidat marketing communication targets are divided according to the platform used to convey the information. Youtube is intended for all circles, the information provided is in the form of Sidat farming knowledge.

Facebook's target audience is people aged 25 to 45 years and its reach is Jabodetabek. Instagram targets young people aged 17 to 35 years, the content varies from Sidat introduction content, how to cultivate to giveaways.

b. Digital Marketing Communication Objectives of PT. Laju Banyu Semesta

The purpose of PT. Laju Banyu Semesta digital marketing communication is to create stigma in the community. First, make people familiar with Sidat. Second, after getting to know the community will try to maintain around his house. Third, after raising, the family sells and eats the produce. PT. Laju Banyu Semesta said this goal is related to the number of Sidat farmers still small in Indonesia. Indirectly, this goal will encourage the trend of Sidat farming, leading to regulation.

c. Positioning

PT. Laju Banyu Semesta wants to position Sidat into three things in the community's minds. First, Sidat is a native fish originating from Indonesia. Second, Sidat has very high nutrition, even two times higher than salmon. Third, PT. Laju Banyu Semesta wants people to perceive that this Sidat can be used as a promising business.

d. The sequence of delivery of communication messages to achieve goals

Digital marketing communication is delivered for the first time through social media. Social media is appropriate to provide initial information to the public about Sidat. Next is the delivery of information through ES Talk activities; in this activity, a big picture will be given about the potential of Sidat and inserted information about Mari Usaha Sidat (MUS). ES Talk is a gateway or opening to provide information to the public.

### **Message Kcommunication Pemasaran Digital Ikan Sidat by PT. Laju Banyu Semesta**

In formulating the second research on digital marketing communication messages, researchers analyzed using the second assumption of Computer-Mediated Communication (CMC) theory, namely Mediation. Mediation is the simple process or meaning of something transmitted, be it a message, validating, or sound. However, CMCs typically limit what technology means to machines designed, built, and used for information exchange and communication purposes. Mediation in the Sidat digital

marketing communication strategy by PT. Laju Banyu Semesta includes delivering messages.

The process of delivering messages begins with creating a marketing communication strategy, determining the target audience (demographics, age, and region), the form of the message to be delivered (Image or video), and the time of delivery of information. Researchers also interpret the process of delivering this message as a process carried out by PT. Laju Banyu Semesta in leading the audience's perception of Sidat.

In the SOSTAC Model, the process of delivering messages is included in tactical elements, namely how the message is delivered and when to choose the right time to deliver the message. In discussing this message, researchers included factors hindering the delivery of Sidat digital marketing messages by PT. Laju Banyu Semesta. Here is an analysis of the message using tactical elements from SOSTAC:

a. Communication messages

Communication messages are delivered in packaging through graphic information and video. The content of the message includes information about the explanation of Sidat, cultivation procedures, quotes from the management of PT. Laju Banyu Semesta that describe the company's vision and mission, dilabas activities, and messages that invite the audience to interact on the labas digital platform.

b. Through what activities/activities is the message conveyed?

Messages are conveyed through digital content and activities. The message in the content can be seen from the title and content. There are also messages conveyed with giveaway content that encourage interaction with the audience so that the audience will find out more about Sidat to answer questions in the giveaway. In the delivery of messages through digital activities, for example, information about Sidat is conveyed in outline, then inserted information about Mari Usaha Sidat (MUS) activities intended for people who are interested in Sidat.

c. How is the timing of the delivery of communication messages?

The timing of the delivery of the message is divided into two. First, on social media platforms, the delivery of information is carried out according to the analysis of the time that most people use social media, namely night at 7 to 10

pm and morning from 7 to 2 pm. Second, the delivery of information when there are digital activities. Information about MUS is stored at the end of the webinar so the audience is interested.

d. Obstacles and opportunities in message delivery

Based on the information obtained by the researchers, 3 things are obstacles in delivering the Sidat message by PT. Laju Banyu Semesta. First, the popularity of Sidat is still very low, making PT. Laju Banyu semesta have to give extra efforts in order to introduce and provide understanding to people who have never heard of Sidat before. The content created must attract others to be interested in Sidat information. Second, policies and collaboration with relevant agencies are still not comprehensive. PT. Laju Banyu Semesta really hopes for support and assistance from other parties, especially the government to introduce this Sidat. It is very unfortunate if the fish have very good potential, but because the marketing reach is limited and those who promote small agencies, the results are not optimal. In the end, the best way is through government so that it reaches wider. The waste that PT. Laju Banyu Semesta has to convey messages is through competitors. If there are more competitors or Sidat companies, the marketing communication will also be more still, and the impact can be more comprehensive. All players in the Sidat industry can collaborate to introduce this fish.

### **Tactics for choosing a digital platform for digital marketing communication by PT. Laju Banyu Semesta**

Tactics are special steps where the plan that has been prepared at the strategy stage is then mixed with digital tools in order to realize the goals of the digital marketing strategy. Tactics emphasize what marketing communication tools will be used to achieve the company or organization's goals. These communication tools include communication tools such as advertising, sales *promotion* and *sales force*, *exhibition*, internet, and others; Selection of media such as newspapers, magazines, radio, television, and others; The message to be conveyed; *Timing*/timing right. Tactics also detail goals, target audiences, and resources (Rahayu, 2015).

#### a. Platforms used in digital marketing communications

PT. Laju Banyu Semesta's digital marketing communication message delivery activities are done through a digital platform. Digital platform is a computer device connected to the internet network. Digital platforms are the third assumption of Computer mediated communication (CMC) theory, namely computers. Some forms of CMC carried out by PT. Laju Banyu Semesta include:

1. Website: the main digital media created to convey messages about Sidat and the business of PT. Laju Banyu Semesta. Visitors to other digital platforms will eventually be directed to the [www.sidatlabas.com](http://www.sidatlabas.com) website.
2. Social Media: PT. Laju Maju Semesta uses several social media to convey its digital marketing communication messages, namely through Instagram, YouTube, Facebook, and LinkedIn.
3. Instant Messaging: PT. Laju Banyu Semesta has a special group to convey information about ES Talk webinars. The platform used is WhatsApp.
4. Video Conference: ES Talk and MUS are activities using the Virtual Conference Platform. This activity was an alternative to offline activities during the COVID-19 pandemic.
5. Email: PT Laju Banyu Semesta uses Email to provide information about the latest training and activities to be carried out by the company. The method used in delivering information is through Broadcast.

#### b. Features used in digital marketing communications

Of all the digital platforms, the most actively used for digital marketing communication are YouTube, Instagram, and Facebook. Features used on Instagram are feeds, Instagram stories, and the latest is rSidats.

Based on the researchers' analysis of the data that has been obtained, PT Laju Banyu Semesta has carried out several tactical tools suggested by PR Smith in the SOSTAC model, namely with the following details:

**Tabel 1.1 Tabel *Tactical Tools***

<i>Tactical Tools</i>	PT Laju Banyu Semesta
Advertising	PT. Laju Banyu Semesta has used the ads feature on Instagram and Facebook platforms to reach a wider and faster audience.
Exhibition	PT. Laju Banyu Semesta has conducted online training and seminars to convey information related to Sidat, this is included in the type of exhibition tactics)
Direct Mail	PT. Laju Banyu Semesta uses Email as a medium to deliver information related to Sidat training and workshop. Delivery is done by broadcasting to the audience's email in the company's database.
Word of Mouth	PT. Banyu Laju Semesta has been using social media platforms to get interaction and feedback from the audience. But there still needs to be more feedback from the audience. This is based on analysis from the Tagline on the Instagram account @sidat.labas.

The tactics that have been carried out are then controlled and evaluated. According to Smith (2014: 116), the control stage applies the digital marketing plan framework to monitor and measure the goal-based performance set in stage two. PT. Laju Banyu Semesta has controlled digital marketing communications on various platforms. The results of these controls are then evaluated monthly and presented in the form of reports. This evaluation is seen *from insight, follower growth, account reach, content interaction with followers, unique viewers, and YouTube subscribers*.

The manager of PT. Laju Banyu Semesta stated that the digital marketing communication strategy carried out has given good results. This can be seen from visit data, questionnaire *feedback* that states the suitability of the target audience on social media, and an increase in sales.

## **Conclusion**

Based on the results of research from the Sidat digital marketing communication strategy conducted by PT. Laju Banyu Semesta, the following conclusions:

1. PT. Laju Banyu Semesta conducts digital marketing communication strategies targeting all circles. The messaging is age-adjusted and disseminated on different

social media platforms. For example, Youtube for all circles, Instagram for millennials (aged 17 to 25), and Facebook (25-50 years). The purpose is to introduce Sidats. PT. Laju Banyu Semesta wants the public to know that Sidat is a native fish of Indonesia with high nutrition and a promising superior commodity.

2. Digital marketing communication messages are packaged in graphic designs and videos, and some are delivered during ES Talk activities. In delivering the message, PT. Laju Banyu Semesta chooses a specific time to convey the message to a wider audience. In addition to conveying information, the message is a form of multi-dimensional communication to lead public perception of Sidat. Two things become obstacles in delivering digital marketing communication messages, namely: 1) the popularity of Sidat, which is still very low, makes PT. Laju Banyu Semesta have to give extra efforts in order to introduce and provide understanding to people who have never heard of Sidat before. 2) policies and collaboration with relevant agencies still need to be comprehensive.
3. PT. Laju Banyu Semesta has carried out 4 of the ten tactics described by PR Smith. This platform selection tactic is fruitful and on target. The results can be seen from the increase in monthly visits and contacts with the audience, while the target is by the age segmentation of the audience on each digital platform.

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