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# Digital Marketing Acceleration of Shopee for Lapeo Marlin Shredded Fish Products as a Catalyst for Economic Resilience and Independence of Local Communities

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**Abstrak**

Desa Lapeo, Kecamatan Campalagian, Kabupaten Polewali Mandar memiliki potensi perikanan yang besar, Salah satunya olahan ikan marlin menjadi abon oleh Kelompok Usaha Rezky Kuliner Lapeo. Namun, potensi ini dibatasi oleh pemasaran konvensional, kemasan sederhana, serta belum adanya Standard Operating Procedure (SOP) usaha. Program pengabdian masyarakat skim kemitraan ini bertujuan mengakselerasi digital marketing melalui platform Shopee, melakukan redesign packaging, dan pembuatan akun QRIS sebagai wadah transaksi non-tunai serta menyusun SOP operasional guna membangun resiliensi dan kemandirian ekonomi mitra produktif (Rezky Kuliner Lapeo) serta mitra non-produktif (Tim Penggerak PKK Pokja III Desa Lapeo). Metode pelaksanaan meliputi sosialisasi, pelatihan intensif, pendampingan teknis harian, serta evaluasi berbasis data analitik. Hasil kegiatan menunjukkan peningkatan signifikan pada kapasitas mitra: terbentuknya identitas visual baru yang kompetitif dengan varian ukuran standing pouch yang marketable, pembayaran sudah lewat scan barcode QRIS, tersusunnya dokumen SOP yang diimplementasikan hingga 80% aktivitas usaha, serta beroperasinya toko resmi di Shopee. Hasil paling akseleratif ditunjukkan oleh performa toko Shopee membukukan penjualan pertama dalam waktu satu minggu setelah akun Shopee diverifikasi dan dinyatakan aktif. Keterlibatan aktif PKK Pokja III sebagai tim pendukung promosi digital turut memperkuat keberlanjutan ekonomi desa secara mandiri.

**Kata kunci:** ***Abon Marlin Lapeo, Digital Marketing, Shopee, Resiliensi Ekonomi***

***Abstract***

*Lapeo Village, Campalagian District, Polewali Mandar Regency holds significant fishery potential, notably the processing of marlin fish into shredded fish (abon) by the Rezky Kuliner Lapeo Business Group. However, this potential is hindered by conventional marketing, simple packaging, and the absence of a Standard Operating Procedure (SOP). This partnership-based community service program aims to accelerate digital marketing via the Shopee platform, redesign product packaging, create a QRIS account for non-cash transactions, and compile operational SOPs to build resilience and*



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*economic independence for both productive partners (Rezky Kuliner Lapeo) and non-productive partners (PKK Pokja III Lapeo Village). The implementation methods included socialization, intensive training, daily technical assistance, and data-driven evaluation based on data analytics. The results indicated a significant increase in partners' capacity: the creation of a competitive new visual identity with marketable standing pouch variations, implementation of payments via QRIS barcode scans, the formulation of SOP documents implemented in up to 80% of business activities, and the operation of an official store on Shopee. The most accelerated result was demonstrated by the performance of the Shopee store, which recorded its first sale within one week after the Shopee account was verified and declared active. The active involvement of PKK Pokja III as a digital promotion support team further reinforces the sustainable self-reliance of the village economy.*

***Keywords: Abon Marlin Lapeo, Digital Marketing, Shopee, Economic Resilience***

## Introduction

Lapeo Village, located in Campalagian District, Polewali Mandar Regency, is a coastal region with highly promising potential in the marine and fisheries sector. One of the leading local processed commodities developed by the local community is marlin shredded fish (abon ikan marlin). Marlin shredded fish possesses a high comparative advantage due to its distinctive flavor, dense nutritional content, practical consumption, and relatively long shelf life without harmful preservatives. This economic potential positions processed fishery products as an important instrument in supporting the national blue economy program to drive the economic wheels from villages and accelerate the eradication of extreme poverty, in line with the national development goals of Asta Cita.

Despite having bright market prospects, micro-entrepreneurs in Lapeo Village still face structural and managerial constraints that hinder their business expansion. This community service activity partners with the Rezky Kuliner Lapeo Business Group as the economically productive partner. Based on the pre-activity situation analysis, the partner had actually been producing marlin shredded fish with good taste quality using standing pouches. However, their business performance in the digital market was not optimal due to three main downstream issues: first, the existing packaging design was very simple and visually unappealing to compete in e-commerce; second, operational work management was not standardized due to the absence of written Standard Operating Procedures (SOPs); and third, product marketing remained highly conventional, relying on mouth-to-mouth promotion or local physical banners around the village.

This limited market reach was directly reflected in the product sales volume prior to the program's intervention. The following is the real sales data of the Rezky Kuliner Lapeo Marlin Shredded Fish Business for six months before the mentoring program commenced.

**Table 1. Monthly Sales Volume of Rezky Kuliner Lapeo Marlin Shredded Fish Before Intervention**

| No | Month | Sales Volume (Pcs) |
|---|---|---|
| 1 | October | 55 |
| 2 | November | 56 |
| 3 | December | 55 |
| 4 | January | 50 |
| 5 | February | 57 |
| 6 | March | 95 |

*Source: Primary Data (Processed, 2025)*

In addition to partnering with the business actor, this program also engaged the Family Welfare Movement (TP PKK) of Lapeo Village, specifically Working Group III (Pokja III), as a non-productive partner. Pokja III, which oversees food, clothing, and household management, possesses strategic potential as an economic social support group for the village. However, their previous role was not optimal due to limited digital marketing and managerial literacy. Therefore, the community service program titled "MARLIN-DIGIPRENEUR: Digital Marketing Acceleration of Shopee for Lapeo Marlin Shredded Fish Products as a Catalyst for Economic Resilience and Independence of Local Communities" was implemented to integrate capacity building from upstream to downstream to realize sustainable community economic resilience.

## Implementation Method

The execution of this community service program was designed systematically by involving active participatory methods (Participatory Rural Appraisal) between the proposing team from the Faculty of Economics, Universitas Sulawesi Barat, and both target partners. The implementation phases are outlined as follows:

a. Socialization and Initial Observation Phase: Conducting field visits to identify the existing production flow, primary packaging constraints, and the digital literacy levels of the business owner and members of PKK Pokja III.

b. Formulation and Standardization of SOPs Phase: Formulating a standardized process flow for making hygienic marlin shredded fish, starting from raw material selection, washing, cutting, boiling, shredding using a mechanical shredding machine, spice mixing, frying, oil draining (spinning), to airtight packaging. This standardization was drafted in the form of a standard work flowchart.

c. Packaging Redesign and Visual Identity Phase: Developing a new packaging design that is more modern, informative, and marketable by including an official brand logo, product composition information, net weight, and formal legal identity supporting online sales.

d. Shopee Digital Marketing Intensive Training: Providing technical training regarding the utilization of the Shopee e-commerce platform, professional storefront management, marketplace Search Engine Optimization (SEO) through product keyword research, utilizing paid advertisements (Shopee Ads), and leveraging promotional features (shop vouchers, free shipping, flash sales).

e. Daily Technical Assistance and Content Marketing: Providing direct guidance in creating promotional video content, responding to consumer inquiries through chat and

comment sections, and implementing data analytics via the seller dashboard to monitor sales performance periodically.

## Result and Discussion

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Figure 1. Shopee Digital Marketing Training and Using QRIS

The MARLIN-DIGIPRENEUR community service program has successfully brought substantial changes to the business governance and marketing performance of Rezky Kuliner Lapeo. The success of this program was fully supported by the enthusiasm of the partners and the active contribution of the student team in conducting science and technology transfer. The program's achievements are discussed based on three main pillars of solution intervention:

*1. Production Process Standardization (SOP Compilation)*

Prior to the implementation of the program, the workflow for making marlin shredded fish was carried out conventionally based on memory and habit, which often resulted in inconsistent product quality (texture, taste, and moisture content). The team, together with the partner, drafted formal Standard Operating Procedures (SOPs) visualized in a process flowchart. The production stages begin with procurement of fresh marlin fish raw materials, followed by intensive washing to clean impurities and eliminate the fishy odor. The fish meat is then cut into several pieces for easy processing, then boiled or steamed for 20–30 minutes until perfectly cooked. The meat shredding process is now accelerated using a mechanical shredding machine to produce fine and uniform shredded fibers, followed by an even mixing of selected natural spices.

The seasoned meat is then fried over medium heat until the spices are fully absorbed and the water content decreases. Once dry, an optimal oil-draining (spinnering) process is conducted to minimize moisture levels so that the shredded fish

becomes crispy and long-lasting. Finally, the shredded fish is allowed to cool before being packed into airtight packaging. The implementation of this SOP was successfully applied to at least 80% of the core business activities, resulting in high quality consistency and significant production time efficiency.

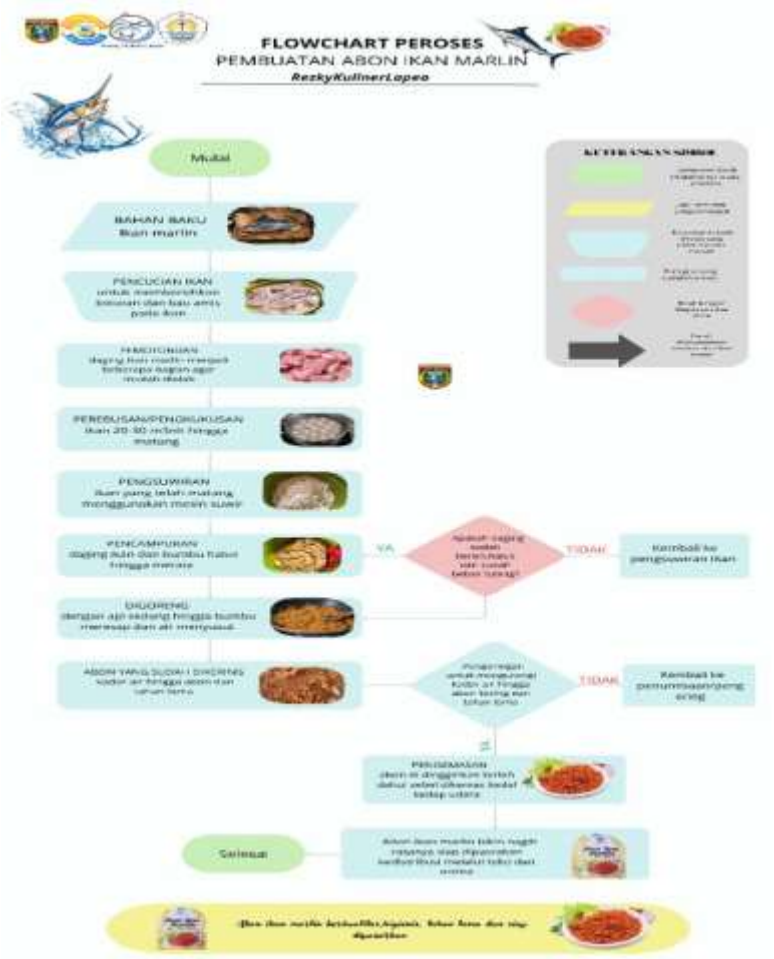



Figure 2. Flowchart of Standard Operating Procedure (SOP) for Marlin Shredded Fish Production

*2. Product Packaging Redesign and Visual Identity*

Strengthening the visual aspects of a product plays a crucial role in the e-commerce market because products compete directly with rivals from various regions in digital storefronts. Through this program, the packaging of Lapeo Marlin Shredded Fish underwent a total overhaul. The new packaging design utilizes a standing pouch with premium aluminum foil material equipped with an airtight zipper to maintain product crispness. The packaging label was professionally designed with a dominant golden-yellow color that stimulates appetite, displaying the official brand logo "Rezky Kuliner Lapeo", the product tagline "Bikin Nagih Rasanya" (Addictive Taste), material composition, net weight, and clear marketing contact information. Furthermore, this new packaging has been synergized with the 2025 Blue Economy campaign from the Ministry of Marine Affairs and Fisheries (KKP) and the Indonesian Golden Blue Food program to increase product credibility in the eyes of national consumers.




Figure 3. New Packaging of Marlin Shredded Fish

*3. Digital Marketing Acceleration via the Shopee Platform*

The product downstream acceleration step was carried out by performing a full migration from conventional marketing to the Shopee digital ecosystem. The team assisted the partner starting from official shop account creation, identity verification, to uploading high-resolution aesthetic product photos accompanied by persuasive copywriting. The optimization strategy applied includes six main pillars of partnership: (1) Professional utilization of the Shopee e-commerce platform; (2) Utilizing paid product advertisements (Shopee Ads) to increase shop visibility; (3) Implementing data analytics via the seller dashboard; (4) Executing creative video-based content marketing regularly; (5) Optimizing marketplace SEO through product title optimization ("Premium Top Lapeo Marlin Shredded Fish") and search tags; and (6) Strengthening shop operational management capacity independently by the partner, fully supported by the PKK Pokja III Team as co-promotion administrators.

As a follow-up activity, the implementing team will conduct regular monitoring and evaluation. This evaluation focuses on the marketing obstacles faced by the partner after account creation training, shop management, and content creation. The initial phase evaluation showed positive developments, where the partner successfully

booked their first sale within one week after the Shopee account was verified and declared active. Additionally, early consumer response was excellent, proven by obtaining five-star ratings. For electronic (cashless) payment services, a QRIS account was set up at BSI. To monitor the sustainability of marketing results, the team will re-engage in monitoring and evaluation at the end of the year (the first three months). Through market expansion from a local to a national scale after this account verification, sales volume is expected to continue to increase significantly.




Figure 4. Shopee Store of Marlin Shredded Fish (Rezky Kuliner Lapeo)

## Conclusion

The execution of the MARLIN-DIGIPRENEUR partnership-based community service program in Lapeo Village has proven successful in providing a tangible contribution to transforming conventional business models into a resilient digital ecosystem. Through the standardization of production SOPs, the Rezky Kuliner Lapeo Business Group is able to maintain sustainable product quality consistency. The application of the new representative packaging design that synergizes with the KKP Blue Economy program successfully enhanced the product's aesthetic competitiveness in the digital market. Transactions are no longer limited to cash payments but also include non-cash payments via barcode scanning via QRIS. The most accelerated result was demonstrated by the performance of the Shopee store, booking its first sale

within one week after the Shopee account was verified and declared active. The positive synergy with the TP PKK Pokja III Team of Lapeo Village has proven capable of strengthening the pillars of local community socio-economic independence, ensuring the program has a strong sustainable impact moving forward.

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