



Assistance in using Sipikan Website to increase sales of fishermen in Seri Village Sub-District Nusaniwe

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ABSTRACT

The viability of the fishing industry as a business depends on the sea's condition, as operating patterns rely on environmental factors affecting daily costs. Operational expenses tend to rise without proportional increases in turnover. One solution for fishermen is maximizing fish sales online via a website, reducing transportation costs and enabling better pricing. This service program aims to empower fishermen through digital tools to enhance efficiency and market access. Using Participatory Action Research (PAR), the program includes socialization, training, mentoring, and evaluation. Outcomes showed participants enthusiastically welcomed the Sipikan website. Training improved their comprehension and proficiency, while post-tests indicated increased confidence, initiative, motivation, leadership, and risk-taking. This program demonstrates digital platforms' potential to enhance the sustainability and profitability of small-scale fishing enterprises. Ongoing support is essential to ensure fishermen independently address challenges using the website. Additionally, government policies should encourage MSMEs, especially micro-scale associations, to adopt digital platforms for further growth.

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1. INTRODUCTION

Digitalization is an option for improving the competitiveness of traditional industries. Traditional industries that do not adopt digitalization in their operations will stagnate. This is because people in the digital era have high mobility, so they tend to need an easy and fast transaction process. Therefore, traditional industry players must adopt digital platforms to facilitate their transactions so as to attract customers. The easier and more useful a digital platform is, the more customers are encouraged to buy the products.

One of the traditional industries that has great potential for business actors in coastal areas is the fishing industry. Maluku, one of the provinces in Indonesia with a sea area of 92.4 percent, holds a variety of potential fishery resources. But unfortunately, the lives of fishermen business actors still experience various obstacles that hinder the growth of their business. One of the obstacles is the access to markets that are very far away, resulting in very high operational costs. Digital platforms help businesses to reach

out the market wider, so the potential to generate high sales is huge. Some research results show that market digitization can significantly increase business turnover (Jasri et al., 2022; Rakib et al., 2024). One form of digitization adopted by businesses is websites.

Tonda Fishing Fishermen Community, one of the fishing communities in Seri Village, comprises 25 fishermen and their spouses, who sell fish in the traditional market (Mardika Market). Al'Seri Port was the original name of this community when it was founded in 2020. According to the interview's findings, this community usually uses its own gear to capture fish. After catching the fish, the wives sell it to the traditional market, which is around 19.4 kilometers. There are several constraints in this sales process. The first is the exorbitant expense of transportation cost. The fishmongers must wait until the fish are sold before they may travel the same distance home by public transit. This cycle has persisted up until this point. Beside transportation cost, fishmongers also are required to pay market retribution, moving cost, consumption cost, and waiting cost. Waiting cost refers to all of the cost of domestic activities that the women can do in their household instead of selling fish. The waiting period lasts from morning to evening. In good seasons, fishmongers may leave early. Second, when harvest season approaches, there is an abundance of fish that regular markets cannot handle, which causes a sharp decline in fish prices. Fishermen likewise lack the abilities to further process seafood in the same state. Fish are harmed as a result, and fishermen lose out. Third, because they believe that selling fresh fish is the hallmark of their industry, fishermen are hesitant to innovate the fish to be another product. Fourth, fishermen do not often consider how to boost sales turnover over the long run because they are usually content with their daily turnover. This is demonstrated by the lack of effort to record revenue and costs or to develop the market, making it ultimately impossible to find out information on daily earnings. Fifth, fishermen typically lose out to Intermediaries in negotiations. Fishermen sometimes sell their products to Intermediaries. Intermediaries purchase it in large quantities at lower prices. Since products usually can be sold out in the afternoon or evening, fishermen typically select this option if they want to spend less time selling fish.

Using a website as an online sales platform can help fishermen minimize business constraints by saving time, energy, and costs (transportation costs, retribution costs, moving costs, consumption costs, and waiting costs in the market). Through the website, fishermen's sales turnover can also be completely recorded on the dashboard of the website. This helps fishermen to have information of sales and profit daily, weekly or monthly. Fishermen can also set the price directly and independently according to the quality of the product. To run this website, fishermen need a mobile phone, internet, digital literacy and adequate digital awareness. Therefore, this assistance begins with a brainstorming process (discussion) and socialization of the importance of digital markets for fishing businesses. It aims to build the initial foundation for the fishermen and their wives, hopefully awakening the spirit of entrepreneurship in the digital age.

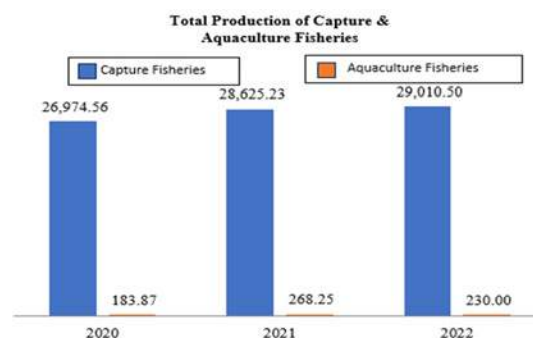


Figure 1. Total capture fisheries and aquaculture production
(Source: Ambon City Fisheries Service, 2022)

Since trolling fishermen fall within the catch fisheries category, this PKM activity centers on them due to their substantial productivity. Compared to aquaculture fishermen, who account for 99.2% of Ambon City's total fisheries production, capture fishermen's output is significantly higher, according to data from the Ambon City Fisheries Service for the years 2020 to 2022. This demonstrates that although catch fishermen—including trolling fishermen—are incredibly prolific, they are nevertheless losing money on marketing. The amount of output for the previous three years for the two groups of fishermen is displayed in Figure 1.

Figure 1 shows that from year to year, the production of captured fish is significantly higher than aquaculture fisheries. This is due to the large coastal area in Ambon City, so the fishermen are more interested in catching fish directly rather than farming fish. The innate skills possessed by fishermen also support this.

This community service activity aims to educate fishermen regarding the importance of digital markets in supporting sales growth and provide training and assistance in using the Sipikan website. In the end, the expected result is that fishermen experience increased awareness, increased understanding, and skills in using the website to sell fish so as to increase operational efficiency, market access, and business sales.

2. METHODS

Fishermen have a possibility to become internet sales tactics in the digital age. The issue is that fishermen have a poor degree of computer literacy, which makes it challenging for them to use platforms to sell seafood. Consequently, there are several stages to this community service program. First, the group offers socialization in the context of digital-era entrepreneurial ideals. The aim of this digital socialization process is to bring all fishermen's views on the value of changing with the times and the necessity of a digital market into alignment. Secondly, the group offers an overview and instructions on how to use the website. First-stage socialization is completed when it is reinforced by practical experience. As a result, the team instructs users on how to utilize the website and presents it. Third, in order to guarantee that fishermen can utilize the website on their own to sell fish, the team offers help for a period of two months. It is necessary to train and support fishermen as human resources in order to sell fish via the website. This is to make sure that in the digital age, fishermen can manage their business independently.

The activity approach with Participatory Action Research (PAR) seeks to provide scientific information, aid in the process of socio-religious development, and teach people how to solve issues and meet the practical demands of society.

Project Method

This community service program (PKM) employs the Participatory Action Research (PAR) methodology. This strategy is a teaching strategy to deal with problems pertaining to unmet community practical requirements. Small, vulnerable, and helpless communities like laborers, farmers, and fishers can benefit from this strategy. The cause is that unsolved social issues are common in these areas. By means of PAR, individuals may be brought to a collective critical consciousness, enabling them to shift towards an improved quality of life (Afandi, 2020).

PKM initiatives are broken down into four thorough stages and are thought to be able to address the issues that Seri Village fishing community is facing. Socialization, training, mentoring, and evaluation are some of these phases.

Pre-Test

Pre-test is a learning strategy that aids in the speaker's comprehension of the participants' skill levels so that the speaker may manage the caliber of their education. The speaker can ascertain the participants' results by use of the pre-test (Marithasari et al., 2023). Arikunto (2014) verifies that the pre-test is made up of a set of practice questions and additional tools used to evaluate a person's or a group's intellect, abilities, and knowledge. The speaker might use it to determine whether the procedure followed was effective or in line with the learning objectives.

The implementation team created a questionnaire with response options based on a Likert scale of 1 to 5 in regard to this PKM. The five components that made up the measured features of digital entrepreneurship knowledge and abilities were self-assurance, initiative, drive for success, leadership, and willingness to take chances.

Socialization

Socialization is the second phase of PKM activation. The process of directly and interactively presenting information to an audience is known as socialization. According to Parke et al. (2008) communication with a variety of official and informal social actors is a key component of socialization, which has several dimensions. Socialization may occur in both public and private settings. This approach facilitates participants' comprehension of the information or principles that the implementation team presents. In order to encourage participants to implement the offered content, socialization is required.

The materials that were presented during the socialization process in relation to this PKM include information about the digital market's urgency, the definition and strategy of digital marketing, aspects of digital entrepreneurship, skills related to entrepreneurship, advantages of digital fishing, and, lastly, information about the team's Sipikan website. By making these principles available, we hope to inspire fishermen to live by them and incorporate them into their everyday operations. Socialization also aims to bring participants' and the implementing team's perspectives into harmony, which promotes goal achievement in unison. Participants who are fishermen may not have the same comprehension as the resource person. Thus, before moving on to the introduction and training phases of utilizing the website, socialization is required to bring the two parties' perspectives into alignment. A further factor in participants' increased literacy is socialization.

Training and Simulation

The third stage is training. In accordance with Masadeh (2012) training is a deliberate process designed to enable people and organizations to accomplish objectives, namely efficient performance. When learning takes place in a real-world setting, people retain more of what they are taught. For this reason, if simulation is included, training is considered complete. Participant application of the actions taught during training is aided by simulation. Workers with training are better equipped to satisfy market demands. Lalaun et al. (2023) discovered that business actor performance is significantly impacted by training. Their performance as business actors gets better the more training they receive.

The training format for this PKM starts with an overview of the Sipikan website, moves on to training, and ends with simulation. Participants are instructed to utilize it after becoming familiar with it. Every participant is split up into groups, each of which has an implementation team with them. Everyone is welcome to practice and ask questions in groups. Participants directly apply this approach hence it is assured to be able to increase participants' comprehension and abilities. The website's display on the LCD screen, sufficient internet access, and the participants' devices all help the training, tutorials, seminars, and continuing software provider support are examples of training. According to previous research,

worker resistance to change can be reduced, and technology adoption can increase with proper training (Kalandia, 2022; Ito et al., 2021).

Mentoring

Mentoring is a process that teaches people how to use a new tool that will benefit them. Participants' knowledge and abilities can be further enhanced through mentorship. Mirosea et al. (2024) claimed that providing user help is a crucial part of implementing digitalization. Every business actor must make sure they are proficient with new software and know how to use it. Ongoing support is meant to make sure business actors can solve any issues and keep current with new features added to the platform. The goal of the support in this PKM is to teach business actors how to use the Sipikan website more independently. Participant gadgets and internet networks are required devices.

Evaluation

The PKM activity plan's last phase involves evaluation. The goal of the evaluation is to identify any gaps in the website and what needs to be added. The implementer must now double-check the activity success indicators. The three (3) criteria's listed will serve as the fundamental standard for completing training tasks. When fishermen are able to use the website on their own and business actors see a rise in turnover, the activity's deployment has been successful. Another indicator of success is if the group can explain things to participants so they can overcome challenges when they practice producing goods. Moreover, the effectiveness of the implementation team's communication throughout the activity's execution and the team's appropriate attendance rate in relation to the predetermined number of meetings are additional indicators of its success. In Figure 2, the steps are displayed.



Figure 2. Stages of the Participatory Action Research (PAR) approach

The goal of community service program is reflected in the whole set of activities shown in Figure 2. These include fostering an entrepreneurial spirit in the digital age and offering support and guidance to the fishing community at Al'Seri Port so that, ultimately, the fishermen can operate as business actors and sell fish online. This will turn fishermen into tech-savvy, independent, and competitive business actors.

3. RESULTS AND DISCUSSION

Results

Four (4) major actions are carried out to accomplish the goals of the service by using the PAR method to apply PKM. These activities include introducing and training the usage of digital platforms for online sales, as well as developing an entrepreneurial spirit through the presentation of information.

Pre-Test

Participants in a pre-test get an assessment method prior to the presentation of the PKM activity content. Pre-tests are useful for determining if understanding has changed before and after performing community service (Figure 3). When the community program activity is over, the same instrument that

was used in the pre-test will be utilized in the post-test. This exam also seeks to point participants toward the content that will be provided because the information about market digitization for fishermen and business actors is fresh. Aligning participant and implementation team perspectives is another objective.



Figure 3. Completing the pre-test questionnaire

Socialization

The first step is socialization, which involves explaining what a digital market is, why fishermen should use it, and how (Figure 4). For fishers, this explanation is combined with the inculcation of entrepreneurial ideals. In practice, socialization takes place at a single meeting that is split into two parts, a PowerPoint presentation of the topic, and an introduction to the website for each participant. The website URL is displayed on the LCD screen as part of the introductory activity, and each fisherman uses their own cellphone to view it.



Figure 4. Material explanation stage

Training

Training is the second phase (Figure 5). Every implementer participates in each split group at this point. Everybody is split up into seven (7) groups. There is only one implementer per group. Fishermen are required to visit the website individually during this training phase and complete a simulation in which they must register as sellers and provide fish names, pricing, images, and other details.

Mentoring

Mentoring is the third step (Figure 6). At this point, the implementer really mentors the fishers on how to use the website for the sales process directly. After socialization and training are completed, mentoring occurs. Currently, fishermen promote their fish goods using their own equipment. The first step is to click on the team's specified internet URL, which is www.sipikan.com. Participants register

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as sellers by clicking the register option, choosing the seller registration box, and then accessing the website homepage. Participants provide all of their personal information in this area, including their login, password, first name, business name, gender, email address, cellphone number, province, city, address, and postal code. Participants are required to fill in each of these identities. After completing the forms thoroughly, users can select "register as a seller."



Figure 5. Training session



Figure 6. Mentoring session

Participants who receive help using a mobile device to establish an account as a seller (merchant) on the Sipikan website are depicted in Figure 6. Participants create an account, fill it up, and add pictures of fish goods and their corresponding costs. Once the data entry process is finished, clients may view the entered items on the Sipikan internet page's all products menu.

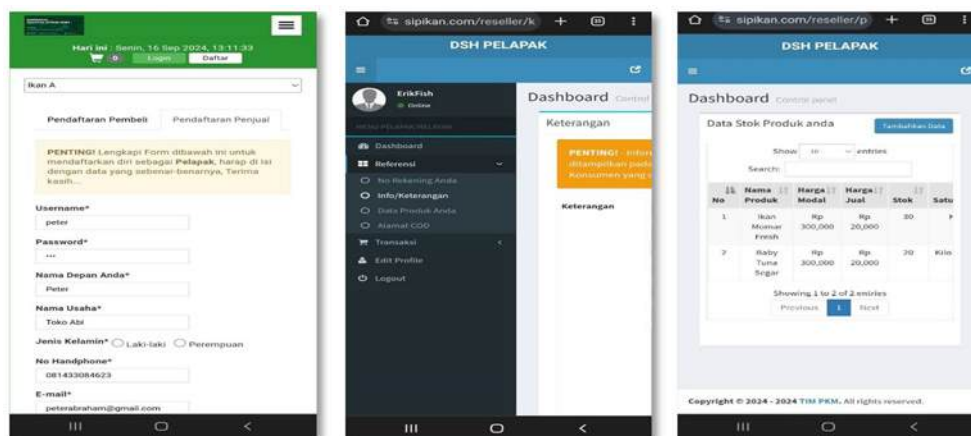


Figure 7. Registration page, website menu, product data sub menu

The mentorship findings demonstrated that participants were eager to practice the material provided, particularly when they received guidance from the PKM implementation team, which made them feel more at ease and supported. Participants explored the website, entered fish photos, established pricing, and checked the fish stock after creating an account. The exercise proceeded well from beginning to end with the assistance of a strong enough internet connection. The Head of the Hamlet actively sponsored this program and gave everyone involved free access to Wi-Fi. As a result, all users needed to access the website was a cellphone.

Evaluation

The evaluation step is the last one. At this point, the implementation team finds areas where the website is lacking and needs further development and repair. Fishermen typically contact us at this point with questions regarding features and other requirements that are not met by the website. As an illustration, consider the Cost on Delivery (COD) function that is not connected to the courier delivery system. This serves as evaluation material so that the group may work together to strengthen its deficiencies.

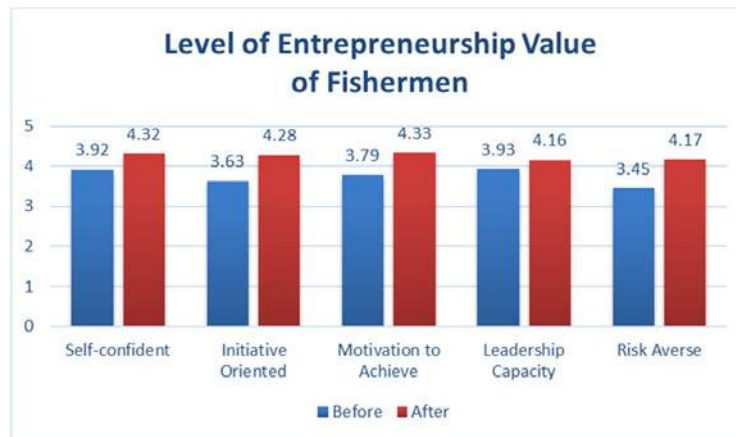


Figure 8. Level of understanding before and after PKM

Figure 8 illustrates how the evaluation findings reveal variations in knowledge and abilities prior to and during socialization, training, and mentoring activities. Prior to PKM, the score was lower than following PKM. This demonstrates that participants' knowledge and proficiency with the website increased. In order to verify these findings, a conversation was held with the leader of the Al'Seri Port fishing community to ascertain the true effects of these mentoring, training, and socialization initiatives.

"We fishermen, particularly those from Al'Seri Port in Seri Village, are appreciative since, now that we are aware of and comprehend the usage of online fish marketing systems, we discover that these systems are highly beneficial to us, particularly in growing our turnover-related business. We are optimistic that if the training procedure and the material are successful, our turnover will go up in the future. Because, despite the positive outcomes thus far, it is unable to help us increase our revenue or turnover as fishers. This is a result of our expensive operating expenses. Although this initiative is new, we already have an idea of how it can improve fishermen's revenue in the future (Mr. Peter Abrahams)"

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Table 1. Results of PKM evaluation

Aspects	Indicators	Pre-Test Score	Post-Test Score	Description
Self-confident	Dare to convey ideas in the fishermen community forum	3.94	4.15	Participants felt confident to adopt the online sales system. From the interval 1-5, the average value given to this aspect was 4.32.
	Able to implement a website-based online sales system well	3.87	4.42	
	Dare to ask people who understand more about online sales	3.94	4.36	
	I am sure that selling fish through a website can provide big profits.	3.90	4.36	
	Average	3.92	4.32	
Initiative-oriented	Inviting fellow fishermen to sell fish online	3.42	4.30	After participating in this PKM activity, participants began to have the initiative to use the website independently without relying on others. The average response value given was 4.25.
	Looking for information on how to sell fish online	3.68	4.33	
	Actively looking for buyers on social media and around the hood	3.84	4.12	
	I adore showing friend how to use the internet.	3.58	4.27	
	Average	3.63	4.28	
Motivation to Achieve	Motivated to use the website in the fish sales process	3.81	4.24	Participants were highly motivated in using the Sipikan website because they wanted to achieve high turnover. From a range of 1-5, the average value given by participants was 4.33.
	Using a sales website because you want to achieve high turnover	3.58	4.42	
	A strong enthusiasm for entrepreneurship	4	4.33	
	Average	3.79	4.33	
Leadership Capacity	Able to persuade friends in one community to sell fish online	3.87	4.06	Through this PKM, the participants' leadership spirit increased, meaning that participants felt capable of bringing themselves to adopt this fish sales website. The average score given was 4.16.
	I can communicate well with fellow fishermen regarding the process of implementing online sales	3.90	4.30	
	In order to improve my fish sales process, I enjoy hearing other people's opinions and suggestions	4.03	4.12	
	Average	3.93	4.16	
Risk Averse	Tend to sell products on websites even when you are unsure of the number of buyers	2.97	4.06	Participants began to be challenged to implement a website-based sales system even though this was something new for them. From a maximum of 5 answers, participants gave an average response of 4.17.
	In spite of the distance, I continue to bring fish to my customers' houses	3.55	4.39	
	Enjoy the challenges in website-based online sales processes	3.84	4.06	
	Average	3.45	4.17	

According to the community leader's response above, the existence of the Sipikan website serves as a kind of reaction to the demands that fishermen have up to this point. They have been selling fish in the 11-kilometer-distance traditional marketplaces thus far. Fishermen's wives, or papalele, are required to pay the going rates in traditional marketplaces, which causes the enterprises of fishermen to either stagnate or not grow. Fishermen often wait until the fish are sold out at the market, after which they travel the same distance back to their village, for a day total of 22 kilometers in fish sales. Since fishermen have long followed this traditional method, it is believed that the sales value chain now in use may be made simpler through the Sipikan website. This can lower the operating expenses that fishermen incur, such as those related to market fees, transportation, and consumption.

In order to learn more about what the fishing community expects from the Sipikan website going forward, follow-up interviews were also carried out. The implementation team needs this data in order to determine whether fishermen are willing to receive assistance until they can use the website on their own.

"We anticipate further support beyond this. The implementing team has communicated that for the next month, there will be continuous training with the following goals in mind: (1) Enhancing our ability to use the website for product marketing; (2) Demonstrating a clear market reach, at least within the Ambon community; and (3) Potentially meeting the needs of the Ambon City Community, particularly the requirement to purchase fresh fish from Seri (Bapak Peter Abrahams)."

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Post-Test

The last in a line of community service programs is the post-test. The purpose of the post-test is to enable the implementation team to gauge how well the PKM exercises are working. More precisely, it assesses users' comprehension of the website's navigational elements and sociability materials. It can be concluded that the community service program was successful if the post-test score is greater than the pre-test score. The post-test findings are displayed in Figure 8.



Figure 8. Completing the post-test questionnaire

There were 33 participants in all, 16 of whom were fishermen and 17 of whom were fish salesmen, during the training. Thirty-three individuals completed the post-test questionnaire, indicating that

they followed the sequence of exercises through to the end. This demonstrates how committed the participants are to embracing the digital market for their business.

Discussion

The following are outcomes from the implementation of this mentoring and training. First of all, the participants were quite excited to take part in the PKM exercises. This is evident from the participants' active questioning, timely arrival, and serious participation in the activities up to the last session. Second, the significance of implementing a digital marketing system for fish sales has been comprehended by the participants. It is acknowledged that this can help reduce operating expenses. Third, users have been successful in marketing fish using the website in accordance with industry norms. Participants who registered, uploaded product photographs and pricing, and independently described items may attest to this. Fourth, during the continuous mentoring phase, participants are prepared to put in the time.

Table 1 also provides an explanation for the rise in digital entrepreneurial values that the fishermen experienced as a result of this activity. The self-confidence, self-initiative, drive to enhance turnover, leadership to embrace digital markets, and bravery to take chances while managing digital markets all increased among fishermen. These results concur with the results of community service programs from [Mardjudo & Asrawaty \(2019\)](#), [Lastriani et al. \(2024\)](#), and [Pujiastuti et al. \(2024\)](#).

The first aspect is the aspect of self-confidence where post-test results show that the average score of participants' self-confidence after participating in the socialization and training is 4.32. This score increased from 3.92, meaning there was a 10 percent increase from the previous score. This shows that the socialization and digital training helped increase fishermen's confidence to adopt the website. Before the socialization and mentoring, the fishermen and fishmongers did not have strong confidence. This can be caused by the lack of knowledge possessed by fishermen and fishmongers.

The second aspect is the self-initiative where the results of post-test show that the average score of participants' self-confidence after participating in the socialization and website training is 4.28. This score increased from 3.63, meaning that there was an increase of 17.85 percent from the previous score. This shows that the socialization and training succeeded in encouraging the initiative of fishermen to utilize the website in selling fish. As a visible action, after the training ended, a few weeks' later fishermen began to utilize the website to sell their fish to consumers. The 17.85 percent increase in score shows that the increase in self-initiative is greater than the increase in fishermen's confidence (10 percent).

The third aspect is the self-motivation aspect. The post test results showed that the average score of self-motivation after attending the socialization and website training was 4.33. This score increased from 3.79, meaning there was a 14.34 percent increase from the previous score. This shows that socialization and digital training succeeded in increasing fishermen's self-motivation to adopt the Sipikan website. Before socialization and mentoring, the fishermen and fishmongers had low self-motivation to sell fish online. This is because there was no encouragement from other parties so the fishermen were reluctant to try something new. The third aspect is the self-motivation aspect. The post test results showed that the average score of self-motivation after attending the socialization and website training was 4.33. This score increased from 3.79, meaning there was a 14.34 percent increase from the previous score. This shows that socialization and digital training succeeded in increasing fishermen's self-motivation to adopt the Sipikan website. Before socialization and mentoring, the fishermen and fishmongers had low self-motivation to sell fish online. This is because there was no encouragement from other parties so the fishermen were reluctant to try something new. The fishermen were motivated because they saw that there was a PKM team accompanying them safely for one full month so that when they were confused, they were sure that there were parties who would help them in using the website.

The fourth aspect is leadership where the post test results show that the average leadership score of participants after participating in the socialization and website training is 4.16. This score increased from 3.93, meaning there was an increase of 6.92 percent from the previous score. This shows that socialization and digital training helped improve the leadership spirit of fishermen and fishmongers in terms of adopting a website. Although the increase is only 6.92 percent, it can be seen that after the materials and training are provided, the fishermen's leadership spirit grows more. The increase in this aspect is small because all this time, to do something group-based, the fishermen tend to listen to the head of the fishermen group. They are more comfortable being directed than leading themselves to use the website. This is due to the lack of knowledge about the website and how to use it.

The fifth aspect is risks averse. The post test results show that the average score for risks averse after attending the socialization and website training is 4.17. This score increased from 3.45, meaning there was a 20.9 percent increase from the previous score. This shows that socialization and digital training succeeded in increasing the risk-taking spirit of the fishermen and fishmongers. This increase is very significant compared to the other four aspects. This is thought to have occurred because the presentation of the material included every benefit and risk so that fishermen became more understanding. This makes them more willing to take risks if they enter fish sales through the Sipikan website.

The outcomes of this community service program align with the outcomes of the PKM initiatives conducted by [Hutajulu \(2023\)](#) who trained fishermen in PKM in Sungai Kupah Village, Sungai Kakap District, Kubu Raya Regency, West Kalimantan. The objectives of the training were to broaden the fishermen's understanding of digital marketing, help them become more sales-oriented, and motivate them to stay up to date with advancements in the field. Additionally, something similar was carried out by [Imbayani et al. \(2020\)](#) for fishermen in Jimbaran Village, South Kuta District, Badung Regency. This PKM's objective is to assist fishers in selling fish online. Similar activities have also been conducted by [Putri et al. \(2024\)](#) on MSME actors in Tungkal Ilir District, West Tanjung Jabung Regency, Jambi, Indonesia. Business actors are urged to use digitization in this activity while creating financial reports. With the help of the given application, the activity was successful in enabling fishermen to create financial reports. Digital training and mentoring focused at enhancing fishermen's turnover should be conducted regularly and continually, according to the activity outcomes.

4. CONCLUSION AND RECOMMENDATIONS

The goal of this community service program is to provide fishermen more information and abilities about using the Sipikan website for sales. The program's goal is for participants to be able to utilize the website independently and effectively to sell fish, with the ultimate goal of increasing daily turnover over time. There are six phases to the execution of this program: socialization, training, mentoring, and evaluation. The primary components of this program's success include supporting infrastructure like power, hamlet leaders' and the community's support, availability of locations, gadgets and internet networks, partner engagement, and assistance. The capacity and proficiency of fishermen in utilizing the website to market fish to residents of Ambon City in particular and to individuals outside of Ambon City in general are the outcomes attained. It is envisaged that this activity would raise fishermen's awareness of the need to change with the times and become business actors who can thrive in the new environment.

To ensure that the residents of Ambon City and the surrounding areas are aware of the Sipikan website's existence and purpose, socialization and advertising of its presence are necessary. The goal of this is to increase the market penetration of Seri Village fishermen and enable preorders from clients. In order to boost the catch, pre-orders from clients will undoubtedly motivate fishermen to sharpen their techniques and use more advanced gear. A fishing community may develop from this pattern to

become competitive fishers in the future. Partners must receive ongoing coaching and oversight in order for this program to be regularly extended. To discover if there is a broader reaction to the fish sales website created by this implementation team, it is preferable if the program can be continued through cooperation with additional partners or parties outside the institution. Partners can offer helpful information on what will be needed to improve the website in the future, so that its appearance will more meet partners' demands.

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