

Utilization of Digital Media in Export and Domestic Marketing Communication of Fishery Products: Case Study of PT. Matsyaraja Arnawa Stambhapura

Siti Bisma Pamungkas¹, Mas'Amah², Hotlif A. Nope^{3*}

^{1,2,3}University of Nusa Cendana, Kupang 85148, Indonesia

Received: 2025-5-03

Revised: 2025-5-15

Accepted: 2025-5-20

ABSTRACT

This study examines the use of digital media in the marketing communication strategy of fishery products of PT. Matsyaraja Arnawa Stambhapura in Kupang. Using a qualitative method with a case study, data was collected through interviews, observations, and documentation. The results of the study show that the company implements different strategies for export and domestic markets. The export market uses a formal approach via email, video conference, and an English-language website with a roda communication pattern, while the domestic market uses a personal approach via WhatsApp and Instagram with a bintang communication pattern. The main obstacles include digital infrastructure issues and export bureaucracy. The SWOT analysis identifies strengths in multi-platform integration and strategic collaboration, weaknesses in platform limitations, opportunities in expansion to TikTok and Facebook, and threats in global competition and international communication barriers. The study contributes to the Diffusion of Innovation Theory by showing the importance of adjusting the speed of innovation adoption to different market characteristics.

Keywords: Digital Media, Marketing Communication, Domestic Export Fisheries, Diffusion of Innovation

INTRODUCTION

The digital revolution has significantly transformed the business landscape, including in the fisheries industry. Traditional marketing has undergone a paradigm shift towards digital marketing that allows business actors to reach a wider market with higher cost efficiency. As explained by Kotler (2017), marketing has shifted from a traditional to a digital approach, creating opportunities as well as challenges for business actors, including in the fisheries sector [1].

PT. Matsyaraja Arnawa Stambhapura as a company engaged in export and domestic fisheries located in Kupang City, East Nusa Tenggara has adopted digital technology in its marketing communication strategy since its inception. Although the company was founded in 2015 in Denpasar Bali, in March 2019 they moved their base of operations to Kupang City and began full operations since January 2020.

In the increasingly competitive digital era, a strong presence on various social media platforms not only increases brand visibility but also builds consumer trust (Kotler and Armstrong, 2018). [2], Through this integrated digital marketing strategy, PT. Matsyaraja Arnawa Stambhapura continues to strengthen its position as a major player in the fisheries industry both in the domestic and international markets.

The platforms used are Whatsapp, Instagram and Website. The three platforms used have their respective roles. Instagram accounts are used to share video reels that contain marketed products and also collaborate with influencers. Influencers themselves are advertising supporters who are liked and respected by a number of people or consumers and are able to positively influence the actions and behavior of a consumer (Andrews & Shimp, 2018). [3],

Hartono (2012) stated that WhatsApp is a cross-platform messaging application that allows its users to exchange messages without SMS costs, because WhatsApp uses the same internet data package for email, web browsing, etc. [4], The WhatsApp business account itself functions as a powerful tool in customer relationship management and statistical features that allow companies to track the effectiveness of messages sent, response rates, and customer communication patterns.

According to (Kurniawan, 2019) One type of digital marketing that is very common is a website. [5], The website account itself is used to display a complete catalog with detailed descriptions, high- quality photos, and even interactive videos. Websites build trust which is very important, especially in the context of export transactions which often involve large values.

PT. Matsyaraja Arnawa Stambhapura really needs the right digital media marketing communication strategy. Analysis tools are needed to help make Instagram, WhatsApp, and Websites the right marketing communication media in facing competition, one of which is using SWOT Analysis (Tri Budiman, 2017). [6], This article reviews the communication strategy carried out by PT. Matsyaraja Arnawa Stambhapura in marketing and promoting products through digital media. With this SWOT analysis, it is hoped that there will be an evaluation process of the right and effective marketing strategy carried out by PT. Matsyaraja Arnawa Stambhapura in the future.

Exports of Indonesian fishery products contribute significantly to foreign exchange earnings and encourage the growth of fishermen's income. International trade or foreign trade begins with the existence of profitable differences abroad and domestically. The benefits received by a country from foreign trade are increased national income, which in turn increases production and economic growth (Jhingan ML, 2004). [7],

Meanwhile, gross domestic product (GDP) is an important indicator in measuring the level of a country's economy. GDP is defined as the total production (output) whose results can be obtained from the government. Gross Domestic Product is a concept in calculating national income (Sukirno, 2015). [8],

Promotion cannot be avoided from the form or technique of marketing communication. Marketing communication used by PT. Matsyaraja Arnawa Stambhapura is marketing communication in online media or digital media, this is one thing that although not too new, is quite interesting for researchers to observe the phenomenon of marketing communication in digital media. Researchers associate it with communication patterns because according to the results of a brief interview with one of the staff at PT. Matsyaraja Arnawa Stambhapura that there are several awards that have been successfully achieved, one of which is in 2022 and 2023 receiving an award as the best exporter in the city of Kupang NTT, where this award was given by the Kupang City Customs & Excise and BKIPM (Fish Quarantine Agency, Quality Control, and Fishery Product Safety) Kupang City.

The communication pattern built between the company and the buyer is a fundamental aspect in managing a sustainable business relationship. The company has built a structured and professional communication system to ensure that every problem can be handled effectively and efficiently. (Rakhmat, 2001) describes five types of organizational communication patterns, namely wheel, chain, Y, circle, and star patterns, each of which has its own definition and description. [9], According to (Joseph A. Devito, 2016) divides communication patterns into five patterns, namely circle, wheel, Y, chain, and all channels (star) patterns. Each of these patterns has its own characteristics. The circle pattern does not have a clear leader, all members have the same position and authority. The wheel pattern has a leader in the center and is the only one who can communicate with all members. The Y pattern has a medium level of centralization with a clear leader, where one member can communicate with two other members. The chain pattern is similar to the circle pattern, but the member at the end can only communicate with one person, with the middle position playing a greater role as a leader. The all-channel or star pattern allows each member to communicate with other members, encouraging optimal participation in the group. [10],

This study uses the Diffusion of Innovation Theory approach developed by Everett (M. Rogers, 2003) as a theoretical framework. Diffusion of Innovation refers to the process of spreading new ideas, practices, or technologies from one party to another in a particular social system. Rogers defines diffusion as the process by which innovations are communicated through certain channels over time among members of a social system. [11], In the context of this study, digital media is seen as an innovation adopted by PT. Matsyaraja Arnawa Stambhapura in its marketing communication strategy. This adoption process takes place through four main stages: knowledge (awareness of innovation), persuasion (attitude formation), decision (adopting or rejecting), and confirmation (reinforcement of decisions). Digital media as an innovation in marketing communication requires not only technological infrastructure, but also adjustments to organizational culture and an understanding of market characteristics. This theory is relevant because it explains how companies adopt digital platforms as marketing communication channels to reach export and domestic markets.

The formulation of the problem in this study is How is the digital-based marketing communication pattern built by PT. Matsyaraja Arnawa Stambhapura to export and domestic consumers? Thus, the purpose of this study is to map the digital- based marketing communication pattern built by PT. Matsyaraja Arnawa Stambhapura to export and domestic consumers.

RESEARCH METHODS

This research uses an interpretivism paradigm that focuses on an in-depth understanding of how individuals make sense of the world in which they live and work (Creswell, 2014).[12], This approach allows researchers to explore how stakeholders at PT. Matsyaraja Arnawa Stambhapura interpret and utilize digital media in the context of marketing communications.

With qualitative research methods and case study approaches, this study attempts to comprehensively explore the phenomenon of digital media utilization. Data collection was conducted through in- depth interviews with key informants (company leaders and

marketing staff), supporting informants (export-domestic staff and the surrounding community who see marketing activities through digital media).

Data collection techniques also include content analysis of the company's digital platform, sales report documentation studies, and participatory observations in the field. The research was conducted at the company's location, namely Jl. Yos Sudarso, Tenau Fishery Port Complex, Alak District, Kupang City, with the consideration that PT. Matsyaraja Arnawa Stambhapura is a growing fishery company and is active in implementing digital marketing strategies.

Data analysis uses the Miles and Huberman model which includes data reduction, narrative data presentation, and drawing conclusions. To ensure the validity of the data, this study applies a credibility test through repeated observations and member checks, a transferability test through clear reporting, a dependability test through supervisor review, and a confirmability test to ensure that the findings are agreed upon by various parties (Sugiyono, 2012). [13],

RESULTS AND DISCUSSION

Based on in-depth interviews and observations conducted by researchers at PT. Matsyaraja Arnawa Stambhapura Company located on Jalan Jl. Yos Sudarso, Tenau Fisheries Port Complex, Alak District, Kupang City, East Nusa Tenggara. Researchers found several important points related to communication patterns built through managed digital media. The important points are:

Utilization of Digital Platforms in Export and Domestic Marketing Strategies

PT. Matsyaraja Arnawa Stambhapura implements a comprehensive digital marketing communication strategy to reach export and domestic markets. In the context of export, the company actively participates in the Seafood Expo in the United States, an international exhibition event attended by global fisheries entrepreneurs. During the exhibition, the company owner and marketing team set up a presentation booth by displaying samples of superior products offered to potential international buyers. These exhibition activities were documented and published through the company's Instagram feed as part of their digital communication strategy, thus expanding the marketing reach beyond physical interactions at the exhibition location.



Figure 1 – PT. Matsyaraja Arnawa Stambhapura participates in the Seafood Expo in the United States

For export to Australia, PT. Matsyaraja Arnawa Stambhapura developed a strategic collaboration with the airport cargo team tasked with escorting fishery products until they were loaded onto the plane. This collaboration resulted in video documentation that was then converted into digital content for the company's social media platforms. This approach not only serves as marketing material, but also demonstrates the transparency of the shipping process and the quality of product handling, thereby increasing international consumer confidence in the integrity of the Company's supply chain.

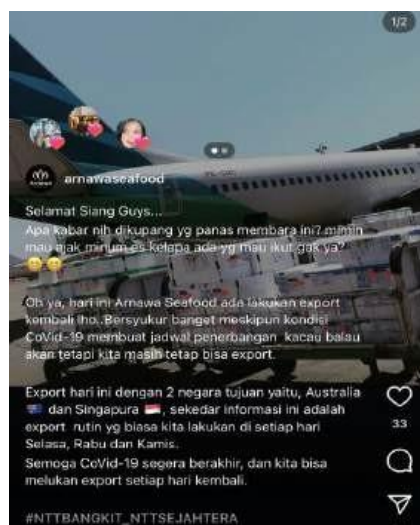


Figure 2 – Export documentation to Australia

Communication with international buyers is also facilitated through digital platforms such as WhatsApp and Email, with company contacts available through their official Website. This demonstrates the effective integration of direct communication channels and digital platforms in the marketing strategy. In addition, PT. Matsyaraja Arnawa Stambhapura utilizes facilitation initiatives from government agencies such as Customs and Excise which organize virtual meetings between Indonesian fisheries business actors and international buyers. In these virtual forums, foreign buyers articulate their specific needs related to fisheries products, and if PT. Matsyaraja Arnawa Stambhapura has the capability to meet the request, further communication is carried out via email or WhatsApp to finalize the transaction.



Figure 3 – Communication via Whatsapp with export customers

For the domestic market, the company implemented a strategy in the form of a quiz on the company's social media which provided incentives for consumers to provide the best reviews on the company's Google Apps platform. This initiative proved effective in increasing public awareness of the company's existence and driving traffic to their digital ecosystem.

SWOT Analysis of Digital Marketing Communication PT. Matsyaraja Arnawa Stambhapura

PT.Matsyaraja Arnawa Stambhapura has the **strength** in digital marketing through collaboration with influencers that have a significant impact. The company utilizes social media and websites to educate consumers about product excellence and food safety

[illegible]

Page | 60

Constraints and Strategic Solutions in the Utilization of Digital Media

PT. Matsyaraja Arnawa Stambhapura faces several digital bureaucratic obstacles in their export operations. The main problem that often occurs is the unsynchronization of the online quarantine system, where fish data that has been inputted by the company has not been read in the quarantine system, especially when approaching flight hours. This problem is generally caused by network instability. As a solution, the company must re-input up to 3-4 times before the data is finally read in the system.

The company has also experienced problems with the Customs system due to network disruptions from the center. This situation requires the creation of a manual Export Notification of Goods (PEB), which requires intensive coordination with Customs.

Other administrative issues related to the tax system also become obstacles to the smooth running of the digital export process. The delay of tax consultants in providing SPPT resulted in late payments, which resulted in the blocking of the Export Service Note (NPE) system of Customs because it was considered that tax obligations had not been paid. To overcome this, Customs helped by allowing manual document input.

Interestingly, despite facing various barriers in the formal digital system, companies are leveraging WhatsApp as an effective communication solution. Issues related to network constraints and administrative challenges are communicated quickly and directly through WhatsApp, creating an informal yet efficient communication channel that helps companies overcome barriers in the formal digital ecosystem.

DISCUSSION

This study discusses the digital marketing communication strategy of PT. Matsyaraja Arnawa Stambhapura based on several main concepts, namely the use of digital media and marketing communication patterns. In today's digital era, marketing strategies have shifted from conventional to online (Firdaus et al., 2021). [14], PT. Matsyaraja Arnawa Stambhapura as a distributor of fishery products has adapted to this change by developing a comprehensive digital marketing communication strategy to serve export and domestic markets.

As the main communicator for consumers, the marketing communications team of PT. Matsyaraja always coordinates with the company's leadership regarding the content to be created and uploaded. This coordination is crucial especially when there are negative issues that can tarnish the company's image. The speed of the social media team's response in handling customer complaints is one of the strengths of their digital communications strategy.

The digital marketing communication strategy implemented by PT. Matsyaraja aims to increase consumer trust and strengthen the company's image as a producer of quality fishery products. The implementation of this strategy includes collecting data in the form of product photos and videos which are then uploaded to digital platforms such as the company's website, Instagram, and WhatsApp. For the domestic market, the company also utilizes influencer marketing as a form of strengthening digital marketing and in the early phase of operations in East Nusa Tenggara, the company initiated a gamification strategy in the form of a quiz that provides incentives for consumers who provide the best reviews on the company's Google Apps platform. This initiative has proven effective in increasing public awareness of the company's existence and driving traffic to their digital ecosystem, including the Google Apps platform, website, and social media.

SWOT analysis of PT. Matsyaraja's digital marketing communication strategy identified several key strengths. Among them are differentiated communication strategies for export and domestic markets, integration of various digital platforms, video documentation of the shipping process that increases consumer confidence, strategic collaboration with airport cargo and influencers, and ownership of quality standard certificates. Identified weaknesses include the suboptimal use of other digital platforms, digital bureaucratic constraints and network problems, miscommunication related to products for the domestic market, lack of innovation in digital communication strategies, and problems with the digital tax system.

Opportunities that can be utilized include expanding reach through other digital platforms, utilizing facilitation initiatives from government agencies, and collaborating with more influencers and e-commerce platforms. Threats include intense competition in the global fisheries market, international communication barriers, disruptions to government digital systems, and increasing consumer demand for digital experiences.

Based on the SWOT analysis, several strategies that can be considered by PT. Matsyaraja include content development, expanding collaboration with influencers, optimizing other digital platforms, developing a digital product checking system, utilizing collaboration with the government, differentiation through quality certification, developing a multilingual communication strategy and implementing an AI-based automatic response system in order to remain competitive in every digital development.

PT. Matsyaraja builds a special communication pattern with export and domestic consumers. For export consumers, the communication pattern is characterized by the use of straightforward business language with technical data, regular communication schedules, communication staff who master the target market language, and a quick response system. Meanwhile, for domestic consumers, the communication pattern is more dynamic and interactive, with the use of more casual language, message adjustments based on local cultural characteristics, and openness of information about the supply chain and production process.

According to DeVito (2016), there are several main communication patterns, namely circle, chain, wheel, star/all channels, and Y patterns. Based on its characteristics, PT. Matsyaraja applies a wheel communication pattern for export consumers, where communication is formal and structured with the company as the center of communication. For domestic consumers, the company applies a star/all channels communication pattern, which is more dynamic and interactive.

As a marketing communications team, the digital marketing division of PT. Matsyaraja acts as a problem-solving facilitator. They determine strategic steps to respond to feedback from export and domestic markets by examining emerging issues, then deciding whether the issue requires a response or not. Identification of opinions is carried out through media monitoring and digital data analysis, which is divided into monitoring for export markets (email-website) and domestic markets (WhatsApp-Instagram).

This study significantly strengthens the Diffusion of Innovation Theory (Rogers, 2003) in the context of digital marketing strategy. This theory explains how, why, and at what rate new innovations (such as technologies or practices) spread through a particular culture and social system.

The application of the Diffusion of Innovation Theory is clearly seen in PT. Matsyaraja Arnawa Stambhapura's strategy in terms of Gradual Adoption of Digital Media - The company demonstrates an adoption process that is in accordance with the innovation diffusion curve, starting from the use of websites and email marketing (early adopters) to expanding to social media platforms. Segmentation Based on Technology Readiness - The communication strategy that is differentiated between export and domestic markets reflects an understanding of the different positions of the two segments in the innovation adoption curve. A more conservative approach for the export market and a more experimental approach for the domestic market shows an adaptation to different levels of innovation acceptance. Gradual Persuasive Communication - The company implements Rogers' innovation decision process stages (knowledge, persuasion, decision, implementation, confirmation) through different digital content strategies for each stage of the consumer journey. Utilization of Opinion Leaders - The strategy of collaboration with influencers and the formation of digital communities shows the application of the concept of opinion leaders which is a key element in the theory of innovation diffusion to accelerate product adoption. Continuous Innovation - The development of digital platforms and continuously updated content reflects the continuous nature of the diffusion process, where innovation continues after initial adoption.

The findings of this study extend the Diffusion of Innovations Theory by showing that in the context of international marketing, the speed of innovation diffusion needs to be adjusted to the characteristics of different markets. This complements Rogers' original theory which tends to focus on diffusion within a single social system, by providing a perspective on how companies can manage diffusion in parallel across multiple social systems (export and domestic markets) with different characteristics.

Overall, PT. Matsyaraja Arnawa Stambhapura has successfully developed an effective digital marketing communication strategy to serve the export and domestic markets. Through differentiation of communication approaches, the company is able to build strong relationships with consumers from various market segments. This strategy not only increases consumer trust but also strengthens the company's image as a producer of quality fishery products. Although there are still some challenges, the company has many opportunities to continue developing its digital marketing communication strategy in the future.

In the ever-evolving digital era, PT. Matsyaraja needs to continue to adapt to new trends and technologies to maintain its competitive advantage. Optimizing other digital platforms, and developing multilingual communication strategies can be the focus of future development. With the right approach, PT. Matsyaraja can continue to strengthen its position in the global and domestic fisheries market through innovative and effective digital marketing communication strategies.

CONCLUSION

Utilization of Digital Media in Export and Domestic Activities PT.

Matsyaraja Arnawa Stambhapura implements a differentiated digital marketing communication strategy for export and domestic markets. For the export market, the company uses a formal approach via email, video conference, and an English-language website. Communication is professional with a focus on legal documents, price offers, and complete technical product information. For the domestic market, the company adopts a more personal approach via WhatsApp and Instagram, with more dynamic and interactive content such as polls, quizzes, and challenges on social media. Visual documentation in the form of product photos and videos is an important component of marketing communications in both market segments.

SWOT Analysis of Digital Marketing Communications The company's main strengths include digital multi-platform integration and strategic collaboration with influencers and airport cargo that strengthens product credibility. Weaknesses include limitations of the platforms used and digital bureaucratic issues such as disruptions to the quarantine and Customs systems. Opportunities that can be utilized include expansion to platforms that have not been optimized (TikTok, Facebook). Threats include fierce competition in the global market and cultural, language, and time zone barriers in international marketing communications.

Digital Marketing Communication Patterns The study identified two distinct communication patterns: the wheel communication pattern for export markets and the star communication pattern for domestic markets. The wheel pattern for export markets is formal and structured with the company at the center of communication, allowing for consistent professional messaging. The star pattern for domestic markets is more dynamic and interactive, allowing for more personalized two-way communication and higher consumer engagement.

Obstacles and Solutions in Utilizing Digital Media The main obstacles include digital bureaucratic problems in the quarantine and Customs systems that often experience network disruptions. Delays in the digital tax system also cause the blocking of the Customs NPE system. As a solution, the company uses the WhatsApp application as an informal but efficient communication channel to overcome digital bureaucratic obstacles, send proof of error screenshots and discuss alternative solutions with relevant officers.

This study confirms that the use of digital media in marketing communications has a significant influence on the success of marketing fishery products, with an effective digital strategy being able to increase product visibility and expand market reach. The key to success lies in the company's ability to adapt communication strategies according to the characteristics of each market segment, as well as integrating various digital platforms in a comprehensive marketing communications ecosystem. The implementation of the diffusion of innovation theory can be seen from the gradual adoption of digital media and the adjustment of communication strategies based on the different levels of innovation acceptance between export and domestic markets.

REFERENCE

1. Kotler, P., Kartajaya, H., and Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. Hoboken, New Jersey: John Wiley & Sons, Inc. Laudon, Kenneth.,
2. Kotler, P., & Armstrong, G., "Principles of Marketing," 17th Edition, Erlangga Publisher, Jakarta, pp. 112-124, 2018. (book style)
3. Andrews, J. C., & Shimp, T. A. (2018). *Advertising, promotion, and other aspects of integrated marketing communications* (10th ed.). Cengage Learning.
4. Hartono. (2012). *PAIKEM; Active, Innovative, Creative, Effective, and Enjoyable Learning*. Pekanbaru: Zanaf.
5. Kurniawan, K. (2019) *Digital Marketing 2019 - Complete Beginner's Guide* -Projasaweb.Avaliable at: <https://projasaweb.com/digital-marketing/> (Accessed: 4 February 2020).
6. Tri Budiman. 2017. *SWOT Analysis in Small and Medium Enterprises*. LP3ES. UI. Salemba. Jakarta.
7. Jhingan, M. (2012). *Development Economics and Planning*. Jakarta: PT.Raya Grafindo Persada.
8. Sukirno, Sadono. (2015). *Macroeconomics: Introductory Theory*.
9. Rakhmat,J.(2001). *Communication psychology*. PT Remaja Rosdakarya.DeVito,J.A.(2016).*The interpersonal communication book* (14th ed.). Pearson.
10. Rogers, E.M. (2003). *Diffusion of innovations* (5th ed.). Free Press.
11. Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). SAGE Publications.
12. Sugiyono. (2012). *Understanding Qualitative Research*. Bandung: Alfabeta
13. Firdaus, A., Razak, A., Febriani, R., Haswati, S., & Astuti, D. (2021). *Digital Marketing Strategy: Transformation from Conventional to Online in the Digital Era*. *Journal of Management and Marketing*

AUTHOR PROFILE

The Last Lady Bisma is a student of Communication Studies Program at Nusa Cendana University. His research interests include digital marketing communication, new media, and innovation diffusion in a business context.

Dear Siris is a lecturer in the Communication Studies Program, Nusa Cendana University. He has expertise in strategic communication, business communication, and the use of digital technology in marketing communication.

Hotlif A. Nopeis is a lecturer in the Sociology Study Program, Nusa Cendana University. His research focuses on marketing communication, intercultural communication, and digital communication strategies for local business development.



How to cite this article:

Hotlif A. Nope et al. Ijssrm.Human, 2025; Vol. 28 (5): 56-64.

Conflict of Interest Statement: All authors have nothing else to disclose.

This is an open access article under the terms of the Creative Commons Attribution-NonCommercial-NoDerivs License, which permits use and distribution in any medium, provided the original work is properly cited, the use is non-commercial and no modifications or adaptations are made.