



Department of Digital Business

Journal of Artificial Intelligence and Digital Business (RIGGS)

Homepage: <https://journal.ilmudata.co.id/index.php/RIGGS>

Vol. 4 No. 4 (2026) pp: 13615-13622

P-ISSN: 2963-9298, e-ISSN: 2963-914X

Digital Marketing, The Effective Solutions For Marketing Shredded Tuna Products From Fishermen Villages At South Of Malang

¹Trisno Susilo, ²Doni Nugrahendi

¹Teknik Perkapalan, Fakultas Sains dan Teknologi, Universitas Karimun

²Magister Teknik Kelautan, Universitas Hang Tuah Surabaya

susilotrisno@gmail.com, dnugrahendi@gmail.com

Abstract

Indonesia possesses an extensive coastline and abundant marine resources, resulting in high demand for fishery products in both domestic and international markets. However, a significant portion of foreign demand remains unmet, indicating substantial opportunities for expansion. Beyond fresh and frozen fish, value-added processed seafood products offer advantages in terms of convenience, storage, durability, and distribution, while also contributing to the economic welfare of fishermen and their families. These products range from large-scale factory outputs, such as canned fish, to small-scale home industries and MSMEs producing items like shredded tuna. Effective marketing is a critical determinant of success for processed seafood products. In the context of digital transformation, social media platforms—including Facebook, Instagram, TikTok, YouTube, and WhatsApp—provide cost-effective and rapid channels for product promotion and market expansion. This study focuses on shredded tuna produced by home industries in the fishing village of Sendang Biru, South Malang. Although the product has been marketed through several online marketplaces, its reach and demand remain limited, both in terms of consumer awareness and sales volume. Therefore, a structured, comprehensive, and large-scale digital marketing strategy is required to enhance product visibility and demand. This research aims to improve the economic conditions and welfare of the Sendang Biru fishing community while serving as a pilot project for university students to generate income through content creation. Consistent, educational, and engaging content on Instagram and TikTok is expected to influence consumer purchasing behavior, where increased content intensity is directly associated with higher market demand.

Kata kunci: Effective, Marketing, Shredded Tuna, Processed Products

1. Introduction

Information technology has become a fundamental driver of transformation across various economic sectors, including marketing and small-scale fisheries-based industries. The rapid development of digital technologies has generated significant positive impacts by increasing efficiency, accessibility, and innovation in human activities. In the context of marketing, information technology offers new mechanisms for value creation and communication between producers and consumers. Febriyantoro and Arisandi (2018) emphasize that technological innovation provides convenience and novel approaches for business actors to conduct marketing activities more effectively. This condition is particularly relevant for coastal and fishermen villages, where traditional marketing methods often limit market reach and competitiveness.

One of the most influential manifestations of information technology in marketing is social media marketing. Social media platforms are currently used by billions of users worldwide and have become a critical determinant of contemporary technological and business development. These platforms enable interactive, real-time, and two-way communication, allowing businesses to engage directly with consumers, build brand awareness, and foster long-term relationships (Kaplan & Haenlein, 2010). Compared to traditional marketing channels, social media offers broader reach, lower costs, and greater flexibility, making it especially suitable for micro and small enterprises, including shredded tuna producers in fishermen villages in South Malang.

Moreover, social media has increasingly replaced conventional media as a primary source of information regarding products, services, and brands. Consumers now rely heavily on digital content, online reviews, and social interactions before making purchasing decisions (Tuten & Solomon, 2017). However, the dynamic and

rapidly evolving nature of social media presents challenges for marketers, requiring continuous adaptation of strategies, content creation, and platform utilization.

There are many ways to develop a marketing strategy. The rapid advancement of science and technology is no longer just for exchanging information and news, but now technology has also begun to serve as the main tool and medium in the business world. Various social networking sites such as TikTok, WhatsApp, Instagram, Facebook, Twitter, Line, Pinterest, WeChat, LinkedIn, and others. The wider the area covered by product marketing, the greater the opportunity to gain profit, and the demand for the product will continue to flow. If this can be done, a business or company can survive in competition and also ensure business continuity. However, not many business managers are able to expand and capture new market shares. Marketing problems can actually be overcome by utilizing the existing online media that are currently widely used by the public, such as social networking platforms like Instagram, TikTok, Facebook, and YouTube.

The benefits include the ability for people to easily find the products offered, enabling prospective buyers to compare with other products before making a purchase transaction, launching or promoting new products as efficiently as possible, minimizing promotional costs, and limiting reach or market share because anyone can access it from anywhere (S. Abdullah et al., 2020). According to Halim (2013), the development of the internet has produced many new things, one of which is the medium for transactions or shopping for goods or services electronically (online).

Currently, the internet is considered a very suitable marketing solution because it can be accessed by people at any time and place without limits. Online-based marketing can be said to be a prospective business nowadays. Digital marketing is currently considered a highly suitable marketing solution because it can be accessed by people at any time and by others from anywhere. Online media marketing can be said to be a very promising business today. In addition, the Internet can help companies perform more effectively and efficiently, thus it is expected to improve performance and reduce errors caused by human factors by enhancing the performance of a store or company. Now, one of the main reasons companies use social media is for customer engagement.

People who use social media can provide direct feedback, comment on products or services, and express their views about products or producers. Furthermore, people also share their feelings about products with friends, family, colleagues, and more customers and clients who may be involved. This interaction is not instantly obtained through conventional marketing.

It was never imagined that the effects of the development of information technology would be like this. Consumer or market demand is not limited by space and time. Consumers just hold a gadget and surf the virtual world, and buying and selling activities can be carried out. The demand for products is not limited by space, time, or quantity. At any time—morning, afternoon, evening, or even at night—producers will receive notifications of product demand. The impact of information technology, especially social media, is so tremendous.

With the increasing amount of online shopping activities, some people see this as an opportunity to be accommodated in a single online shopping platform. The more consumptive the population of Indonesia becomes, taking advantage of online shopping activities, the more marketplace platforms there are in Indonesia. And all of these platforms are successful..! As a result, more and more labor is absorbed by this sector. Consequently, price competition also becomes tighter and fiercer. This should be a concern for the government to actively participate in controlling online-based trade.

The role of the campus community/campus citizens in marketing processed seafood products is very important. This is inseparable from the current campus condition, which is mainly inhabited by the millennial generation (those born between 1980-1990) and Generation Z (those born in the early 2000s) (pskp.kemdikbud.go.id/produk/artikel/detail/3133/gen-z-dominan-apa-maknanya-bagi-pendidikan-kita). Why is it so important?

Social media nowadays has become not only a form of entertainment but also a means of interaction, education, and information, making it a necessity. It seems as if we cannot escape social media. From the moment we wake up until we go back to rest, our hands and attention are never free from social media on our gadgets. The presence of Millennials and Gen Z always dominates every content available on social media.

Content uploaded on social media is like a double-edged sword. It absolutely depends on who creates it and the purpose/intention behind uploading it (man behind the gun). By creating positive content with educational and informative value, the content will have a significant influence on its audience. If the campus community/campus citizens, mostly Millennials and Gen Z, take the initiative to create educational and informative content with detailed and interesting material, it will become a very effective marketing tool. Of course, if it gets many subscribers and reaches a certain number of viewers, it will generate income for both parties: the content creators and uploaders, and the increasing demand for products.

2. Research Method

2.1. Research Approach

This study adopts a qualitative research approach, which is particularly suitable for exploring and understanding complex social and business phenomena in their natural context. Qualitative research emphasizes the interpretation of meanings, experiences, and processes as perceived by research subjects, allowing researchers to gain an in-depth understanding of real-world conditions. In this study, the qualitative approach is employed to comprehensively examine the implementation of digital marketing strategies and their effectiveness in marketing shredded tuna products produced by fishermen villages in South Malang. This approach enables the researchers to capture contextual factors, behavioral patterns, and strategic practices that cannot be adequately explained through quantitative measurement alone.

The research design is descriptive in nature, aiming to provide a systematic and accurate depiction of the phenomena under investigation based on existing conditions. Descriptive qualitative research is conducted to identify problems, analyze patterns, and propose practical solutions grounded in empirical evidence. Rather than testing hypotheses, this study focuses on describing marketing practices, challenges, and opportunities faced by local fishermen-based enterprises in adopting digital marketing platforms. Through this design, the study seeks to generate insights that are relevant, applicable, and responsive to the real needs of the research subjects.

The research method incorporates retrospective data analysis and a comprehensive literature review. Retrospective data are used to examine past marketing practices, digital adoption processes, and business performance trends of shredded tuna producers prior to and after the utilization of digital marketing channels. This method allows the researchers to identify changes, patterns, and strategic shifts over time, thereby providing a deeper understanding of how digital marketing initiatives have influenced market reach and product visibility. Retrospective analysis is particularly valuable in contexts where longitudinal primary data collection is limited or not feasible.

In addition, a literature review is conducted to establish a strong theoretical foundation and contextual framework for the study. Relevant academic journals, books, and empirical studies related to digital marketing, social media marketing, small and medium enterprises (SMEs), and fisheries-based industries are systematically reviewed. The literature review serves to identify best practices, conceptual models, and gaps in existing research, which are then used to inform the analytical framework of the study. By integrating empirical findings with theoretical perspectives, the study ensures analytical rigor and enhances the credibility of its conclusions.

Overall, the qualitative descriptive approach, supported by retrospective data and literature review, enables this research to produce a holistic understanding of digital marketing as an effective solution for marketing shredded tuna products in fishermen villages. The findings are expected to provide practical recommendations for local business actors and policymakers in designing sustainable and context-appropriate digital marketing strategies.

2.2. Research Location

The research was conducted in the Sendang Biru Fishermen's Village, located in the southern coastal area of Malang Regency, East Java, Indonesia. Sendang Biru is one of the most prominent fishing villages in South Malang and serves as a central hub for capture fisheries activities, particularly tuna fisheries. The village is strategically positioned adjacent to the Indian Ocean and is supported by the presence of a fish landing port, which facilitates fishing operations, fish processing, and local trade activities.

Sendang Biru Fishermen's Village was selected as the research location due to its significant potential in fisheries-based small and micro enterprises, especially those engaged in processing tuna into value-added products such as shredded tuna. These household-based enterprises play an important role in supporting local livelihoods and contributing to the village economy. However, despite the availability of raw materials and established production practices, marketing activities remain largely conventional and limited to local markets, intermediaries, and face-to-face transactions.

In recent years, the increasing availability of internet infrastructure and smartphone usage in Sendang Biru has created opportunities for the adoption of digital marketing. Social media platforms such as Instagram, Facebook, TikTok, and WhatsApp are increasingly accessible to local business actors, although their utilization for structured marketing purposes is still at an early stage. This condition makes Sendang Biru an appropriate setting for examining the implementation and effectiveness of digital marketing strategies in fisheries-based products.

Furthermore, the socio-economic characteristics of the Sendang Biru community—such as strong social ties, community-based business management, and varying levels of digital literacy—provide a rich context for qualitative research. By focusing on this location, the study aims to capture real conditions and local dynamics that influence digital marketing adoption and its role in improving market access and business sustainability for shredded tuna products.

2.3. Research Object

The research object is content uploaded on social media, which contains educational, informative, and innovative messages so that the message in the content can be easily absorbed by the audience. It can have a positive influence and can encourage viewers to decide to purchase the products featured in the content. The content will be uploaded on social media, Instagram, and TikTok. The content analyzed in this study encompasses various forms of visual and audiovisual materials, including images, short videos, captions, hashtags, and interactive features, that convey educational, informative, and innovative messages to the audience. These messages are intended to increase consumer awareness, understanding, and interest in the featured products, as well as to communicate product value, quality, and uniqueness.

Educational content refers to information that enhances audience knowledge about the product, such as the nutritional benefits of tuna, processing methods, product safety, and the role of fishermen communities in sustainable fisheries practices. Informative content includes practical details such as product variants, pricing, packaging, ordering methods, and distribution channels. Meanwhile, innovative content emphasizes creative presentation, storytelling, and the use of platform-specific features, such as short-form videos, trending audio, and visual aesthetics, to attract attention and improve engagement levels.

The selection of Instagram and TikTok as the primary platforms is based on their high user engagement rates and strong visual orientation, which make them effective tools for product promotion and brand storytelling. These platforms also enable interactive communication between producers and consumers through likes, comments, shares, and direct messages. Such interactions are essential for building trust, strengthening brand perception, and influencing consumer decision-making processes.

2.4. Research Subjects

In addition to focusing on tuna floss products marketed through social media platforms such as Instagram and TikTok, this study also examines the content materials and the actors involved in delivering the digital messages. The research subjects include the content creators and presenters, who may consist of members of the campus community and representatives of the fishermen community. Their involvement plays an important role in shaping message delivery, audience engagement, and content credibility.

The content materials are designed to be flexible and varied, depending on the characteristics of the target audience. Content themes may include product information, nutritional benefits, production processes, storytelling related to fishermen livelihoods, and promotional messages. This variation is intended to maintain audience interest and ensure that the messages remain relevant and easily understood.

To support consistency and effectiveness, the content creation team develops a structured posting schedule, such as uploading content every two days or three times per week. Regular scheduling is expected to improve visibility on social media platforms, strengthen audience engagement, and enhance the overall effectiveness of digital marketing efforts.

3. Results and Discussion

The rapid growth of internet usage in Indonesia has created substantial opportunities for the development of digital-based marketing strategies. As of early January 2023, the number of internet users in Indonesia reached approximately 212.9 million, reflecting an increase of around 5.2% or nearly 10 million users compared to the previous year (inet.detik.com). This growth indicates that internet penetration has reached a significant proportion of the population and continues to expand, making digital platforms increasingly relevant as channels for economic and commercial activities.

Data released by the independent survey agency We Are Social further demonstrate the intensity of internet usage in Indonesia. On average, Indonesian internet users spend approximately 7 hours and 42 minutes per day accessing the internet. This duration places Indonesia among countries with the highest levels of daily internet consumption globally, suggesting that online platforms have become deeply embedded in everyday life. The extensive amount of time spent online provides a strategic opportunity for businesses to engage consumers continuously through digital content and online interactions.

In terms of social media utilization, We Are Social reports that approximately 167 million Indonesians, or around 60.4% of the total population, are active social media users. Among the most widely used platforms are YouTube, accessed by around 139 million users, followed by Facebook with 119.9 million users, TikTok with 109.9 million users, and Instagram with approximately 89 million users. These figures indicate that social media platforms play a dominant role as sources of information, entertainment, and commercial content.

The high penetration and active usage of social media platforms highlight their strategic potential as effective marketing channels, particularly for small and medium enterprises. Platforms such as Instagram and TikTok, which emphasize visual and short-form video content, are especially suitable for promoting consumer products and influencing purchasing behavior. Consequently, the widespread adoption of internet and social media usage in Indonesia provides a strong empirical basis for implementing digital marketing strategies as an effective solution to expand market reach, increase product visibility, and enhance consumer engagement, including for fisheries-based products such as shredded tuna from fishermen communities.

Based on empirical data regarding internet penetration and social media usage in Indonesia, this research places a strong emphasis on TikTok and Instagram as primary digital marketing platforms. These platforms are particularly relevant because they are predominantly used by Millennials and Generation Z, demographic groups that play a central role in shaping digital consumption patterns, online interactions, and purchasing behavior. Previous studies have shown that Millennials and Gen Z are not only heavy users of social media but also act as opinion leaders who influence trends, brand perceptions, and consumer decisions within digital ecosystems (Djafarova & Rushworth, 2017; Priporas et al., 2017). Therefore, focusing on TikTok and Instagram provides a strategic advantage in reaching audiences that are highly responsive to visual storytelling and short-form content.

The ease of content production and distribution offered by TikTok and Instagram significantly supports the implementation of digital marketing strategies for small-scale and community-based enterprises. Kaplan and Haenlein (2010) argue that social media platforms enable user-generated content that facilitates participation, openness, and community building. These characteristics are especially beneficial for fisheries-based products, where storytelling, authenticity, and social values are key differentiators. In the context of this study, the creation of positive, educational, and informative content serves not only as a promotional tool but also as a medium for knowledge dissemination related to nutrition, local production processes, and coastal community livelihoods.

The involvement of the campus community, particularly students from Millennial and Gen Z cohorts, in content creation emerges as a critical success factor. Research by Tuten and Solomon (2017) highlights that younger generations possess a strong understanding of social media culture, platform algorithms, and audience

engagement mechanisms. Their participation introduces creativity, innovation, and relevance, allowing marketing messages to be delivered in ways that resonate with contemporary digital audiences. This aligns with the findings of this study, which indicate that content concepts that are unconventional, authentic, and entertaining tend to generate higher engagement and visibility on TikTok and Instagram.

Moreover, social media marketing effectiveness is closely linked to consistency and strategic planning. Kotler and Keller (2016) emphasize that marketing communication must be integrated, continuous, and aligned with clear objectives to build brand equity. In this research, content creation is not treated as a one-time activity but as a structured and periodic process. Regular uploads help maintain audience interest, strengthen brand recall, and improve algorithmic performance, which is essential for sustaining digital visibility in competitive social media environments.

Evaluation and feedback mechanisms play a central role in optimizing digital marketing performance. Each piece of content uploaded is subject to follow-up and assessment based on both qualitative and quantitative indicators. According to Felix, Rauschnabel, and Hinsch (2017), social media marketing effectiveness can be evaluated through metrics such as engagement rate, reach, impressions, and audience interaction. These metrics provide actionable insights that enable content creators to refine messaging, improve visual quality, and adjust strategies based on audience responses. The iterative process of evaluation and correction ensures that subsequent content episodes offer novelty, relevance, and increased persuasive power.

The analogy of content creators as “processors” within this project underscores the strategic importance of human creativity in digital marketing. Content creators function as directors who translate ideas, values, and objectives into short audiovisual narratives. Despite their brief duration, social media videos must communicate clear explicit messages—such as product information and purchasing instructions—while also conveying implicit values related to trust, quality, and social responsibility. According to Ashley and Tuten (2015), effective branded content on social media integrates emotional appeal, informational value, and entertainment to influence consumer attitudes and behavioral intentions.

The flexibility of content dissemination through multiple accounts further amplifies the impact of digital marketing initiatives. Uploading content through individual student accounts as well as community-managed accounts increases exposure, diversifies audience segments, and enhances the potential for virality. Berger and Milkman (2012) explain that content is more likely to go viral when it evokes emotional responses and is shared across interconnected social networks. In this study, the use of multiple accounts creates a network effect, where each account contributes to expanding reach and reinforcing message repetition, thereby increasing public awareness of tuna floss products.

From a content perspective, the focus on tuna floss as the primary product offers strong competitive advantages that align with contemporary consumer preferences. Modern consumers increasingly value functional foods that provide health benefits beyond basic nutrition. According to Verbeke (2006), awareness of the health benefits of fish consumption positively influences consumer attitudes and purchase intentions. Tuna, as a source of high-quality protein and omega-3 fatty acids, particularly eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA), holds significant appeal for health-conscious consumers.

The emphasis on omega-3 fatty acids in content messaging is particularly relevant for targeting families and parents. Numerous studies have documented the role of EPA and DHA in supporting cognitive development, brain function, and overall health in children (Innis, 2007; Swanson et al., 2012). By highlighting these nutritional benefits, the content not only differentiates tuna floss products but also positions them as healthy, value-added food options. This approach aligns with the concept of value-based marketing, where consumers are attracted not merely by price but by perceived benefits and social meaning (Kotler et al., 2021).

Integrating nutritional education with creative storytelling strengthens consumer trust and enhances brand credibility. Trust is a crucial factor in online purchasing decisions, particularly for food products. According to Hajli (2014), social media interactions and user engagement significantly influence trust formation in online environments. In this research, educational and informative content contributes to building transparency and credibility, which in turn supports positive purchasing decisions and long-term customer relationships.

Beyond commercial outcomes, the digital marketing initiative discussed in this study has broader socio-economic implications. By expanding market access and reducing reliance on traditional intermediaries, digital

marketing empowers fishermen communities and small-scale producers. This finding is consistent with previous research indicating that digital platforms can enhance the economic resilience of rural and coastal communities by enabling direct market participation (UNCTAD, 2019). The increased visibility and sales potential of tuna floss products contribute to income diversification and improved livelihoods in Sendang Biru Fishermen's Village.

Overall, the discussion demonstrates that the strategic use of TikTok and Instagram, supported by the creative involvement of Millennials and Gen Z from the campus community, constitutes an effective digital marketing solution for fisheries-based products. The integration of consistent content production, continuous evaluation, creative storytelling, and value-driven messaging aligns with established digital marketing theories and empirical findings. Social media, when utilized strategically, functions not only as a promotional tool but also as a catalyst for community empowerment and sustainable economic development.

In conclusion, the findings of this study reinforce the relevance of social media marketing as a transformative approach for small-scale coastal enterprises. By leveraging the strengths of digital platforms and the creativity of younger generations, fishermen communities in Sendang Biru can enhance product visibility, strengthen market competitiveness, and improve overall welfare. This study contributes to the growing body of literature on digital marketing and community-based economic development, while offering practical insights for policymakers, educators, and practitioners seeking to promote sustainable fisheries-based industries in the digital era.

4. Conclusion

That the active role of the campus community/campus citizens in conducting digital marketing to help promote seafood products in the form of Tuna Floss from the fishing village community in Sendang Biru, South Malang, through social media platforms such as Instagram and TikTok, has shown a very positive effect. This has led to an increasing market demand for these products. In line with this, the welfare and economy of the Sendang Biru fishing village community will improve further. In the future, there will be an expansion in the types of products and other seafood processing, or product diversification, to make the offerings more varied. In the future, there will be an addition of product types and other processed seafood products, or product diversification, to make it more varied. Consumers can choose products according to their preferences and needs. The expected ultimate outcome is to improve the living standards and welfare of the residents of the Sendang Biru fishing village, South Malang, through economic empowerment by utilizing social media in collaboration with the campus community/campus citizens.

Referensi

1. Akmal Abdullah¹, Andi Baso Adil Natsir², Sumarni³, *EFEKTIVITAS SISTEM PEMASARAN MELALUI SOSIAL MEDIA PADA UMKM PRODUK OLAHAN IKAN*
2. Abdullah, S., et al. (2020). Digital marketing strategy and its impact on consumer purchase decisions. *Journal of Business and Management Research*, 12(2), 45–58.
3. Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15–27. <https://doi.org/10.1002/mar.20761>
4. Berger, J., & Milkman, K. L. (2012). What makes online content viral? *Journal of Marketing Research*, 49(2), 192–205. <https://doi.org/10.1509/jmr.10.0353>
5. Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
6. Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research*, 70, 118–126. <https://doi.org/10.1016/j.jbusres.2016.05.001>
7. Febriyanto, M. T., & Arisandi, D. (2018). Pemanfaatan digital marketing bagi usaha mikro, kecil dan menengah pada era masyarakat ekonomi ASEAN. *Jurnal Riset Manajemen dan Bisnis Dewantara*, 1(2), 61–76.
8. Hajli, M. N. (2014). A study of the impact of social media on consumers. *International Journal of Market Research*, 56(3), 387–404. <https://doi.org/10.2501/IJMR-2014-025>
9. Halim, A. (2013). *E-commerce dan sistem informasi bisnis*. Jakarta: Mitra Wacana Media.
10. Innis, S. M. (2007). Dietary (n-3) fatty acids and brain development. *The Journal of Nutrition*, 137(4), 855–859. <https://doi.org/10.1093/jn/137.4.855>
11. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
12. Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
13. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Wiley.
14. Priporas, C. V., Stylos, N., & Fotiadis, A. K. (2017). Generation Z consumers' expectations of interactions in smart retailing: A future agenda. *Computers in Human Behavior*, 77, 374–381. <https://doi.org/10.1016/j.chb.2017.01.058>
15. Swanson, D., Block, R., & Mousa, S. A. (2012). Omega-3 fatty acids EPA and DHA: Health benefits throughout life. *Advances in Nutrition*, 3(1), 1–7. <https://doi.org/10.3945/an.111.000893>

DOI: <https://doi.org/10.31004/riggs.v4i4.5428>

Lisensi: Creative Commons Attribution 4.0 International (CC BY 4.0)

16. Tuten, T. L., & Solomon, M. R. (2017). *Social media marketing* (3rd ed.). Sage Publications.
17. UNCTAD. (2019). *Digital economy report 2019: Value creation and capture—Implications for developing countries*. United Nations Conference on Trade and Development.
18. Verbeke, W. (2006). Functional foods: Consumer willingness to compromise on taste for health? *Food Quality and Preference*, 17(1–2), 126–131. <https://doi.org/10.1016/j.foodqual.2005.03.003>
19. Halim, M. (2013). PENGGUNA INTERNET MELALUI SITUS JEJARING SOSIAL
20. Abdullah, S., Daud, L., Bunyamin, & Purwanti, R. E. (2020). Pengembangan Dan Pemasaran Online Produk Aneka Olahan Ikan Sebagai Sumber Pendapatan Alternatif Wanita Nelayan Di Masa Pandemi Covid -19 Di Kelurahan Purirano Kota Kendari
21. pskp.kemdikbud.go.id/produk/artikel/detail/3133/gen-z-dominan-apa-maknanya-bagi-pendidikan-kita
22. kominfo.go.id/content/detail/8566/mengenal-generasi-millennial/0/sorotan_media