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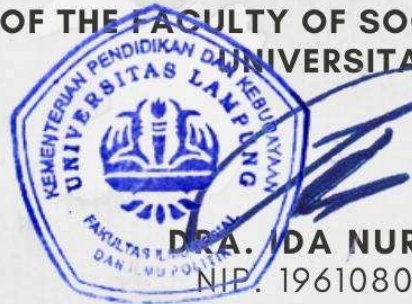
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DEAN OF THE FACULTY OF SOCIAL AND POLITICAL SCIENCES
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**Internet and Women of Small Business Actors Processed by Catfish in Rural:
Dilemma of Opportunities and Gaps in Digital Literacy**

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Universitas Lampung

Abstract

This article describes the marketing strategy carried out by IMK Abon Lele in Pagelaran District, Pringsewu Regency. Abon Lele (Catfish floss) is a product from the freshwater fishing industry in Pagelaran sub-district. The fishing industry in that area is the second largest contributor to GRDP after agriculture. To describe the condition of the marketing strategy carried out by IMK Abon Lele using a qualitative approach by measuring several aspects, namely the digital-internet strategy and brand awareness of the two catfish floss producers Erwinda and Bonile. The result showed that the use of digital marketing strategies using internet media had not been carried out by the two producers due to the low ability of technology skills to carry out digital marketing. The marketing strategy that had been carried out so far was only direct marketing from the surrounding environment and participating in the Pringsewu Expo which was currently difficult to do in the midst of the Covid-19 pandemic.

I. BACKGROUND

The government program, 1 Million Domains Program, which is launched by the

Ministry of Communication and Information (Kominfo) in 2016 facilitates various elements of society to use the internet as a medium that can contribute to development. This program is intended for various educational institutions, communities, and villages. The existence of this program is certainly expected to contribute to development of villages which will improve the welfare of village communities and of course can also increase village competitiveness.

Utilization of internet-digital media as a means of disseminating information about various village potentials can make the wider community aware of various products, services, village resources which have sale value, so that they can easily obtain information on how to obtain or access them. This is also in line with the Kominfo program in the realization of positive and productive content for the people of Indonesia. But unfortunately, not many village officials and village communities such as craftsmen or farmers communities, or micro-entrepreneurs in rural areas have taken advantage of this government program. For example, research results (Hestin Oktiani, 2019, 2020) showed that in villages that already have a village website, the management and utilization was not optimal, this is the case in Pesawaran Regency. Meanwhile in Pringsewu District, out of 15 villages only 2 villages had websites using the desa.id domain, 5 villages used the Pringsewu district sub domain, and the rest did not have village websites yet. Even though the advantages of using the internet for business development are very good.

Village business development by using internet is a big opportunity for the owner. This opportunity can be proven from internet users who continue to grow from year to year which reached 9% from 2018-2019, so that internet users in Indonesia currently reach 73.7% of the total population of Indonesia or equivalent to 196.71 million internet users. . This figure is predicted to continue to increase every year.



Figure 1 Internet Users in Indonesia in 2019

Source: <http://www.apjii.or.id>, 28 February 2021.

However, with the continued increase in internet users in Indonesia, it is not in line with the growth of the micro industry that uses the internet as an online marketing platform, only 8% (in 2017) of the total MSMEs in Indonesia (Kominfo.go.id). Go Online efforts for micro and small industries (IMK) continue to be improved so that the market reach can be wider so that production is carried out more and more and can absorb regional workers.

In Lampung Province, the Micro and Small Industry (IMK) absorbs a workforce of 202,775 people with the food processing industry group being the largest, at 42, 47%. Of the 88,111 workers, 51.79% are men, meaning that 48.21% are women. (Profile of Micro and Small Industries Lampung 2018, <https://www.bps.go.id> February 25, 2021) Given that their role is not as the head of the family as the main breadwinner, the number of 48.21% women who work as micro-industry owner is interesting to be studied further. Women in Lampung have played other roles besides managing the household but also being a source of income for the family.

The involvement of women in micro-industry activities will certainly make them also involved in product marketing-promotion activities. In the 4.0 era where the internet

has become increasingly popular, including in the business world, it means that the use of internet-digital media by women for business purposes is also increasing. The number of women who use the internet from year to year also continues to increase, in 2018 it reached 37.49% of the total internet users in Indonesia, and in 2019 according to the SUSENAS 2019 results conducted by BPS, this number increased to 44.86%. (<https://www.bps.go.id>, 25 February 2021)

Based on these data, it is clear that the number of women involved in micro-industry is quite large, and there are also quite number of women as internet-digital media users. This certainly has considerable potential, where women can become drivers or agents of micro-industry growth in rural areas. How the behavior of using the internet that they do as micro-industry players on the sidelines of their activities taking care of the household is an interesting thing to know further. The positive growth of the micro-industry supported by good marketing promotions by optimally utilizing the internet-digital media can be a means of realizing economic resilience in rural areas. The platforms that can be used as digital-based promotional media in this case include websites, social media, messaging services (messenger, wa and the like). On the other hand, this promotion can also be a means of indirect village promotion.

It is different with IMK in the engagement sector in villages in Pagelaran District, Pringsewu Regency, which experience various obstacles in developing their business, one of which is in terms of promotion and marketing of processed freshwater fish products into various types of food. In connection with this condition, how is the profile of the use of digital-internet media by micro-enterprises in rural areas becomes an important phenomenon to examine. This will provide a description of how the communication behavior of micro-enterprises in rural areas in promoting the products they produce and what obstacles they face, especially in the use of digital-internet media as a means of product promotion

In this regard, it is needed to be done research on the digital communication platforms they use, communication patterns, supporting facilities in digital communication, the

content and format of marketing-promotional messages (words, pictures, videos) of processed freshwater fish products made, as well as obstacles. -obstacles faced in the implementation of this digital media strategy. It is also necessary to know whether the digital-internet media strategy implemented is based on women's understanding of consumer behavior and good content design and is in accordance with the character of the media used.

II. METHODOLOGY

This research is a descriptive study with a qualitative approach. The description that will be generated from this research is the media strategy in digital-internet-based promotional activities carried out by Micro and Small Industries (IMK) for freshwater fish products in Pagelaran District, Pringsewu Regency, which includes the digital communication they use, communication patterns, supporting facilities in digital communication, content and format of marketing-promotional messages (words, pictures, videos) of processed freshwater fish products made, as well as the obstacles faced in the implementation of this digital media strategy. It is also necessary to know whether the digital-internet media strategy implemented is based on women's understanding of consumer behavior and good content design and is in accordance with the character of the media used. To interpret data with relevant substantive theories related to IMK responses that have implemented digital-internet. The flow of this research can be seen in the following chart:

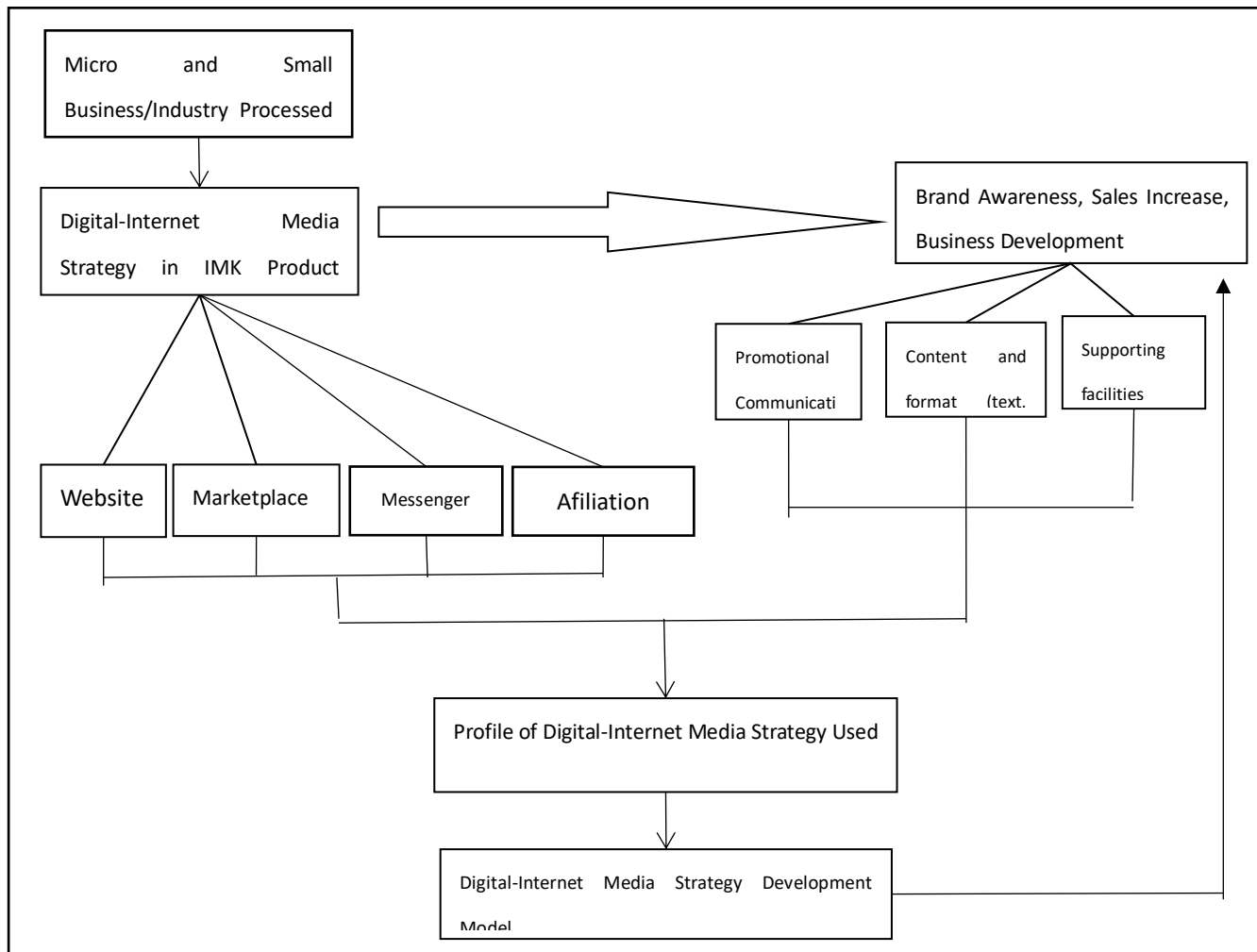


Figure 2. Research Stages

Based on Makmur (2018), seeing the digital-internet media strategy in the promotion of IMK products, there are 4 components, namely:

1. Website

The structure of a website is simply divided into 2 main things, the domain and hosting. The choice of a domain name must be adjusted to the desired goal which is the background for making the website. It must adapt to the mindset of the user who is looking for the needs of the item being sought. The user will type in the search engine

the words related to what is needed. The hosting is a place to store web base files that will be accessed online. (Makmur, 2018:3-6).

2. Marketplace

The basic principle of the marketplace is identical to that of offline stores in offline marketing, which is to increase the number of stores or branches in several locations, which will increase the opportunity to add customers and penetrate brand awareness.

3. Messenger

Instant messaging services such as WhatsApp, Line, Telegram and the like can be used to carry out digital-based promotions. The list of contacts in this messaging service is certainly known by the user. This is a distinct added value that allows intense communication based on trust.

4. Affiliation

The principle of affiliation is a link that can be considered viral, spread, and contains a certain value (monetize). With a clickable link, it's the same as recommending a product to others. The link spreader will always get a profit with a profit share system when the link is clicked by a new prospective customer. (Makmur, 2018: 14)

III. RESULTS AND DISCUSSION

Being one of the areas in Lampung Province, Pringsewu Regency currently has a population of 403,115 people (BPS Pringsewu, 2020) spread across several professions, one of which is IMK. In 2016 the biggest contributors to GRDP are agriculture and fisheries. Fisheries themselves occupy the second position in the contribution to GRDP with a contribution percentage of 22 percent (BPS Kabupaten Pringsewu, 2016). By having nine sub-districts in Pringsewu Regency, the potential for fresh water is quite good and is very popular with the people. However, another problem faced is the utilization of land that has the potential to be underutilized. One of them is Pagelaran

District which has a potential land area of 581.50 Ha but only 52.50 percent or 305.25 Ha has been utilized (Manalu et al, 2019).

One of them is the processing of freshwater fish which is a downstream of the potential of the freshwater industry there. The management of this freshwater fish is processed into catfish floss to light packaged snacks made from raw materials such as catfish, tilapia and so on. From the data found, there are two small and micro industries that focus on managing and marketing processed freshwater fish products in the Pagelaran District, namely Poklahsar Erwina with the Erwina brand and the Wanita Tani (KWT) Pangan Lestari Group with the Bonile brand.

The two industries that focus on processed freshwater fish in the Pagelaran District have long been established for Erwina was established in 2012 while Bonile itself was in 2014. The two brands are very consistent in maintaining product quality as evidenced by setting SNI standards. . However, in maintaining SNI standard quality, the two brands that focus on processed freshwater fish have challenges, namely consistent raw materials to the application of GMP and SSOP.

Besides, the challenge in facing the quality of SNI-standard products, another challenge faced is marketing. Some of the difficulties encountered include product distribution to use channels or media to carry out promotional activities so that their products can be reached by the people of Lampung who are not only known by the Pagelaran community. One of the factors that hinders the marketing strategy is HR which is only managed in a simple or "home-based" manner. The Bonile brand is all managed by 5 women ranging in age from 45 to 60 years. However, it is different from the Erwina brand which has adapted to technology to do marketing.

Various strategies were carried out to adapt to technology to increase distribution and enlarge the market so that it could be known by the wider community which previously was only promoted to neighbors and the surrounding environment.

“Initially, the promotion we did was only with the promotion of neighbors

and the surrounding. The orders are also made directly face to face. We see an opportunity from this catfish floss business, because the raw material for catfish floss itself is easy to obtain from the surrounding.” (results of interview with Nina Anriyani, Head of Marketing Erwina, July 2021)

The marketing strategy carried out in Erwina's early period still relied on face-to-face or direct marketing (direct selling). Direct marketing is interactive marketing directly to generate responses and/or transactions that can be measured at a location (Kotler, 1998). This activity is carried out to carry out certain areas that are the target of marketing by shopping directly from home. Kotler (1998) also said that shopping at home is fun, comfortable, and hassle-free. This activity was also carried out by the Bonile catfish floss owned by KWT Pangan Tani who did direct or direct promotions.

"For our promotional media, we usually communicate directly to neighborhood , but for official people they usually call or text (phones and whatsapp) to my number or other member numbers." (result of interview with Sri Erna Ningsih, Chairperson of KWT Pangan Lestari, July 2021)

This activity yielded good results for the two catfish floss producers in Pagelaran District, namely being acquainted by local governments such as the Department of Fisheries and Marine Affairs and the National Crafts Council (Dekranasda) of Pringsewu Regency. By being recognized by the local government, the two brands of catfish floss can participate in the Pringsewu Expo, an exhibition or bazaar managed by the local government of Pringsewu Regency to promote the potential and products of Pringsewu typical processed products.

Another impact that is felt after implementing direct marketing is expanding product distribution which is not limited to the Pegelaran District area. These two catfish floss products have succeeded in establishing product distribution by collaborating with snack shops and resellers (sales partners). Enlarging distribution is one of the marketing strategies called the marketing mix. Manufacturers or trademark owners need to pay

attention to the distribution (place), which is where the product can be found by the target consumer. The marketing mix is consistent with product, price, place, and promotion (Clown and Baack, 2012).

“We once tried to promote our products by dropping our products in several snack shops in Pringsewu. It has been several months but we are hampered by the time and cost of checking the goods.” (results of interview with Nina Anriyani, Head of Marketing Erwina, July 2021)

The same goal with a different strategy is also carried out by Abon Lele Bonile, which also places snack shops to SHELA restaurants. But the two catfish floss products that have problems in the process of developing product distribution are the problems they face in the form of not being able to meet the number of products requested, the cost of checking goods, to payments that are not smooth. So that the two catfish shredded products are difficult to develop a business in this way.

“Ada juga waktu itu kerabat dari anggota kami memasarkan produk kami, seperti ke rumah makan SHELA, toko-toko camilan, serta reseller. Namun tidak berjalan lama hanya sekali penjualan saja. Kami juga tidak mengerti apa penyebabnya. Mungkin karena pembayarannya yang tidak lancar atau karena sepi peminat kami juga kurang paham.” (hasil wawancara dengan Sri Erna Ningsih, Ketua KWT Pangan Lestari, Juli 2021)

“At that time, relatives of our members marketed our products, such as to SHELA restaurants, snack shops, and resellers. But it didn't last long, only one sale. We also don't understand what causes it. Maybe because the payment is not smooth or because there are no fans, we also don't understand.” (result of interview with Sri Erna Ningsih, Chairperson of KWT Pangan Lestari, July 2021)

Marketing strategies continue to be carried out to increase the amount of catfish floss production, especially during the Covid-19 pandemic. From the two catfish floss products, Erwina and Bonile are currently experiencing difficulties until the number of sales decreases so that they produce very little catfish floss. Like Bonile, doing production when getting an order in advance does not dare to have product stock because they are worried that after the product is made, no one will be interested. For Erwina products, which initially relied heavily on online events such as Pringsewu Expo, currently they feel very low sales because there are no offline events.

For other industries, especially those in big cities, many have adapted by using information and communication technology so that their selling products remain productive during this pandemic. They are able to adapt by utilizing technology such as websites, marketplaces, messengers, and affiliates. However, IMK Erwina and Bonile have difficulties in using and managing information and communication technology to expand promotions to increase sales.

The use of information and communication technology as a promotional medium is a challenge for Erwina and Bonile catfish floss products. If we look at the profiles of employees or members of catfish floss producers, they tend to fall into the category of digital immigrants, they need energy and time to learn how to operate these media.

"Online marketing has been carried out through trusted resellers of ERWINA to sell their products in several market places such as Shope, Tokopedia, Facebook social media, and Instagram. However, what is still unfortunate is that ERWINA's own internal party has not been able to handle it all, so ERWINA has delegated online product marketing to the reseller. Anyway, we determine the base price, it's up to the reseller to sell how much but we suggest not to be too far from our price." (results of interview with

Nina Anriyani, Head of Marketing Erwina, July 2021)

The results of searching secondary data through the internet, Erwina products already have an Instagram social media account, but the account still has few followers with a total of 10 pictures posted.

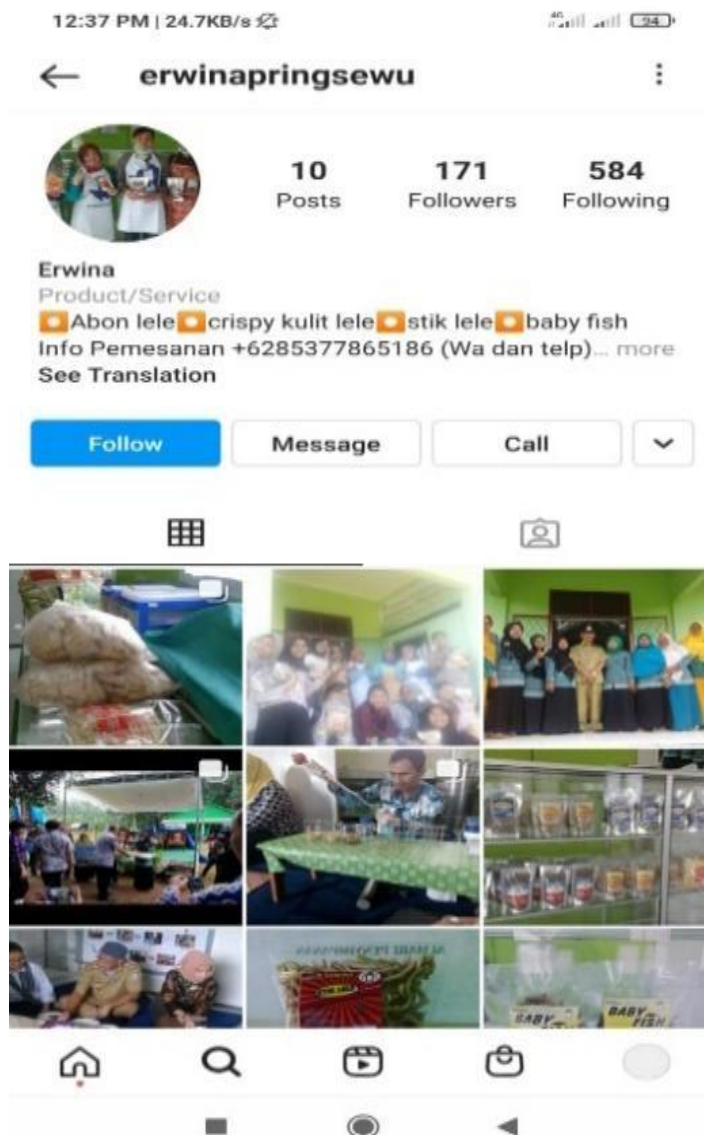


Figure 3. Abon Lele Erwina's social media account

Not only Instagram, Abon Lele Erwina already has an account on the marketplace which is also managed by resellers who only sell their products, they are not using an account called Erwina like Instagram social media accounts. The results found indeed indicate that the management of promotions by using internet media is still weak if managed by human resources from the producer of Abon Lele Erwina.

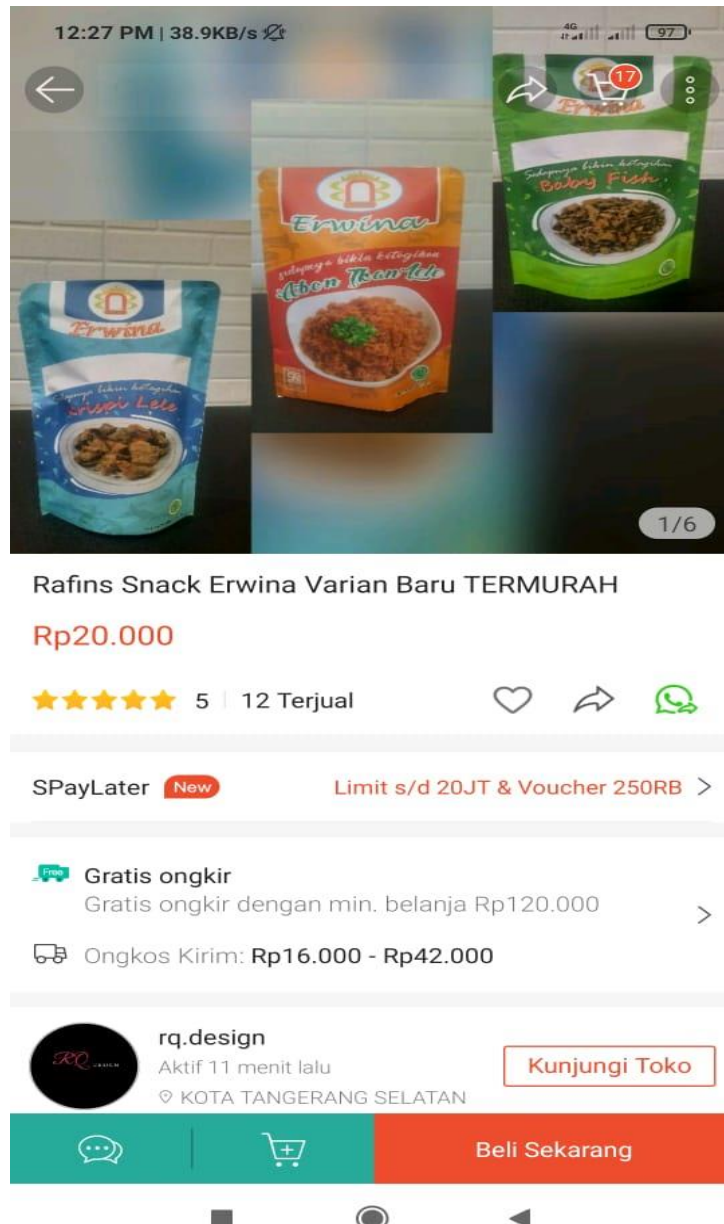


Figure 4. Erwina Catfish Floss Products on the Shopee marketplace

Not much different from Abon Lele Bonile, which has not promoted online either using the website, social media or marketplace. Abon Lele Bonile is not even listed in online media, either managed independently or by resellers. One of the problems faced in adapting to the use of information and communication technology as a marketing support tool is the age factor of the manager of Abon Lele Bonile which is included in the category of digital immigrants. Even when they were asked about promotion using internet media they don't know how to do it and they just answer, "let the young do

that."

Tabel 1 Membership of KWT Pangan Lestari

No	Name	Age	Education	Position	Promotion Understanding		
					Active	Medium	Passive
1	Ibu Suratin	43	SMA	Ketua	X		
2	Ibu Suranti	43	SMP	Bendahara	X		
3	Ibu Boniyem	55	SD	Anggota			X
4	Ibu Rohayah	60	SD	Anggota			X
5	Ibu Tukiye	62	SD	Anggota			X
6	Bpk. Sardi	65	SD	Anggota		X	

The use of internet media as promotion is not enough to have accounts on social media and marketplaces. The need for promotional materials related to the products is also a serious problem for catfish floss producers in Pagelaran District. Promotional materials are always related to communication content in the form of photos, videos and texts to strengthen product descriptions.

The two producers of catfish floss already have knowledge about the importance of promotional materials in the form of photos and videos. In fact, these two producers already have photo and video materials used for the needs of the Pringsewu Expo. However, the promotional materials they have are not the work of the manager of the catfish floss producer.

"For a promotional video, there was once a KKN student from Polinel a who made a promotional video of this catfish processing, from the beginning to the end it was recorded and a promotional video was made, the video was made by Saburai University KKN students. Apart

from that, it's just simple pictures and writing." (results of interview with Nina Anriyani, Head of Marketing Erwina, July 2021)

Abon Lele Bonile membuat materi promosi juga dibantu oleh pihak eksternal yaitu mahasiswa KKN.

Abon Lele Bonile made their promotional materials also assisted by external parties, KKN students.

"If like videos or posters are not available yet, maybe only the videos from KKN students, but we don't know what kind of videos, we also don't understand about that thing, just video from KKN students. Before there was COVID-19, Alhamdulillah, there were people who ordered, because we did pre order system, to minimize losses, such as not selling. The stock is not much, just as an example of the products. Our orders rely on KKN students (from Polinela, and from Pringsewu) to help promotion, besides that there are also those from the government as described above. Besides that, most of them are from relatives and family members. Right now the pandemic is quiet for orders so it can be seen that we don't produce before there are orders." (result of interview with Sri Erna Ningsih, Chairperson of KWT Pangan Lestari, July 2021)

Obstacles in creating promotional material content are not limited to just having ideas and message but must have supporting facilities. From the results of the field survey conducted, these two producers did not have any supporting suggestions for promotional media. They only have supporting advice such as smartphones, production machines, machines for packaging only.

"My supporting tool is a personal cellphone which is always standby for communication with the customer, personal android and along with its quota, glass storefronts, buildings as production houses, spinner machines as oil dryers, government aid freezers, sealer machines for the packaging process, blender, and other tools that can not be mentioned one by one. This is also still not complete." (results of interview with Nina Anriyani, Head of Erwina Marketing, July 2021)

"Hand phones, computers, laptops, internet networks such as wifi, quotas, storefronts, shops, and others. For the Spinner machine is produced by PT CPP and the Fisheries and Marine Service of Pringsewu Regency, IRT and Pringsewu District Health Office permits and halal certificate from MUI with the assistance of the Regent." (results of interview with Sri Erna Ningsih, Chairperson of KWT Pangan Lestari, July 2021)

There are still many obstacles faced by catfish floss producers in Pagelaran District to adapt to using technology to develop their business. Not only skills but also the availability of supporting device is also an obstacle for them to transform to digital marketing. As a result, they are only able to rely on direct marketing, face-to-face to Expo which is difficult to survive during the Covid-19 pandemic which has been done by many other IMKs to maintain product sales.

IV. CLOSING

In the background, it has been described the potential of Pringsewu Regency, especially in the Pagelaran District which is abundant from the production of freshwater fish, one of which is catfish. This condition makes it easy for downstream industries related to freshwater fish to obtain raw materials, including the floss industry made from catfish. However, the abundance of staples to produce catfish floss is not in line with the abundant demand for catfish floss products in Pagelaran District,

namely Erwina and Bonile. Added by the Covid-19 pandemic, they are even worse off.

The two catfish floss producers always innovate to expand product distribution through various marketing strategies, one of which is by collaborating with gift shops, developing a reseller network, and participating in the Pringsewu Expo. Through the Pringsewu Expo, these two catfish floss producers were able to increase sales, but during the current pandemic, Pringsewu Expo was never held again, their sales also decreased.

During the Covid-19 pandemic, digital marketing by using internet media was mostly done by IMK to maintain its sales. But not for these two catfish floss producers, they find it difficult to adapt to using the internet to increase marketing. This factor is caused by members of the catfish floss producers who are included in the digital immigrant category where this condition requires more time and energy to understand the application of technology. This proves that women who are IMK actors in the village have technological limitations that have an impact on the growth of the businesses they manage. To overcome this problem, active assistance are needed from the government, universities, and technology-loving communities to be able to introduce and improve their abilities about digital promotion.

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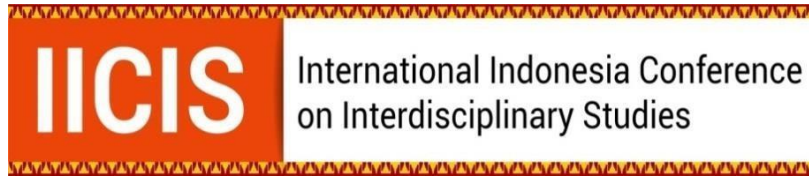
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Bandar Lampung, 18 September 2021

Dear Authors,

We are pleased to inform you that your abstract has been accepted as an oral presentation for the 2nd Indonesia International Conference on Interdisciplinary Studies (IICIS) 2021, which will be held as an Online Webinar on 26-27 October 2021.

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For the full paper, we have uploaded the guideline in the IICIS 2021 website. Authors are required to strictly follow the guidelines.

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We would like to thank you for your contribution to the conference, and look forward to seeing you in October.

Warmest regards,

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By Hestin Oktiani

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