

Development of Social Networks in Women Traders Processing Fish in Kenjeran Beach Area of Surabaya during the COVID-19 pandemic

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Abstract

During the COVID-19 pandemic a number of entertainment venues in the Kenjeran area were temporarily closed, so the number of tourists visiting the area decreased. The temporary closure resulted in fish processing traders to make marketing innovations through the development of social networks during the COVID-19 pandemic. The purpose of the study is to find out more about the development of social networks in female fish processing traders in the Kenjeran area during the COVID-19 pandemic. Manuel Castells' network society theory was used as a research foundation. Research methods use qualitative research with interpretive approaches. Set social research on the development of social networks through digital media conducted by women traders processed fish to develop marketing in the COVID-19 pandemic. The study subjects were female traders processed fish in the Kenjeran area. Determination of informants by snowball technique. Data is obtained from primary data and secondary data. Data analysis techniques use data transcripts, data categorization, and conclusion withdrawal. The study found that digital media can be utilized by female fish processing traders to build and strengthen social networks during the COVID-19 pandemic. The existence of limitations in outdoor movement restricts female traders processing fish to interact physically so as to utilize digital media to interact virtually. Digital media has an important role in maintaining fish processing MSMEs during the COVID-19 pandemic.

Keywords: Female traders processed fish; Digital media; and COVID-19

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Introduction

The COVID-19 pandemic has been endemic in Indonesia since the beginning of 2020. Indonesia's response to the COVID-19 pandemic was to declare a national emergency on February 29, 2020 due to the rapidly spreading COVID-19 and the number of infected people is increasing every day. The COVID-19 pandemic resulted in a communication crisis and formed new social change ([Arief & Pangestu, 2021](#)). Social changes were also experienced by fish processing traders in the Kenjeran area during the COVID-19 pandemic. Kenjeran area is an icon of marine tourism in Surabaya, there are fish processing traders who sell along the Kenjeran area. The types of processed fish sold are processed smoked fish, fish krupuk, fish chips, handicrafts, and other processed fish that attract tourists to visit and buy processed fish.

The government implemented a number of policies to prevent the spread of the COVID-19 pandemic, namely PSBB (Pembatasan Sosial Berskala Besar) and PPKM (Pemberlakuan Pembatasan Kegiatan Masyarakat) In PSBB the community is still encouraged to do social distancing and physical distancing in maintaining a safe distance with others (kabarsurabaya, 2020). The development of COVID-19 cases still shows an exponential increase so that PPKM is enforced. The parameters used to establish the Regency or City in implementing emergency PPKM include the level of pandemic assessment level four, the level of bed availability (TT) or BOR more than 65%, there is a significant increase in active cases, and the achievement of vaccinations that are still below 50% of the total people targeted by vaccination (newssetup, 2021). The policy of preventing the spread of the COVID-19 pandemic resulted in a number of areas being temporarily closed.

Kenjeran beach area has entertainment venues that attract tourists to visit the area including Taman Hiburan Pantai Kenjeran (THP), Kenjeran Park (Kenpark), Jembatan Suroboyo, Sentra Ikan Bulak market and playground spread in kenjeran beach area. Kenjeran Beach becomes one of the tourist destinations in the Surabaya area, kenjeran area is crowded to visit on weekends (seconds.com,2021). However, during the COVID-19 pandemic the Kenjeran tourist area was temporarily closed to prevent an increase in COVID-19 cases. The temporary closure impacted fish processing traders in the Kenjeran area.

Fish processing traders in the Kenjeran area are generally women, this is seen along the road kenjeran area there are female traders processing fish who lined up peddling processed fish. During the COVID-19 pandemic, female fish processing traders experienced unexpected social changes. Before the COVID-19 pandemic, many tourists visited and bought processed fish in addition to customers still buying a considerable amount to be resold in stalls or elsewhere. While during the COVID-19 pandemic the government imposed PSBB and PPKM policies that resulted in tourist attractions in Kenjeran being temporarily closed. The temporary closure had an impact with a decrease in the number of tourists visiting reduced and customers did not always buy processed fish so that the income of female traders processing fish decreased by more than 50%.

Declining revenues and the implementation of COVID-19 pandemic prevention policies encourage people to interact through digital media. A study mentions that digital media varies to transmit social cues in addition to digital media can facilitate social presence through computer-mediated interpersonal communication ([Nguyen,](#)

[Gruber, Marler, Hunsaker, Fuchs, & Hargittai, 2021](#)). Another study mentions that digital media has spread, is everywhere and so commonplace that the public barely notices it ([Beverungen, Beyes, & Conrad, 2019](#)). The development of digital media gives rise to various applications that can be chosen by the public including Facebook, Whatsapp, Instagram, WeChat, and various other types. Digital media can be a means for female traders of fish processing to form and strengthen social networks and become a means of online marketing in the COVID-19 pandemic.

According to Castells community network is a society whose social structure is made of networks with the support of information and communication technology based on microelectronics (Castells, 2004). In the development of technology, society seems to be unable to escape the use of digital media in everyday life. Communication by utilizing digital media such as SMS, internet chat, and other digital media utilization signifies that technology has become a part of people's daily lives in interacting. The use of digital media can be utilized by female fish processing traders to interact with fellow traders, customers, and raw material agents during the COVID-19 pandemic.

Research methods

This research uses qualitative with interpretive approaches. Qualitatively relevant to discuss the development of social networks in women traders processing fish as a marketing effort strategy in the COVID-19 pandemic. Interpretive approach is done by observing the subject informant and making observations with the subject informant environment to obtain detailed data. Social setting of research on the development of social networks in female fish processing traders in the Kenjeran area during the COVID-19 pandemic. The study subjects were female traders processing fish who had Madura culture in the Kenjeran coastal area. Determining informants uses snowball techniques by looking for key informants first. Data collection techniques through primary data are in-depth interviews and observations and secondary data obtained through social media, online news, previous research, and articles. Data analysis techniques are carried out in stages, namely data transcripts, data categorization, and conclusion withdrawal.

Table 1: list of informants

No.	Name	Age	Education	Location	Work	Information
1.	Mrs. Tiwi	25	High school	Sentra Ikan Bulak	Female traders processing fish	Subject informant
2.	Mrs. Sofiya	42	Junior high school	Sentra Ikan Bulak	Female traders processing fish	Subject informant
3.	Mrs. Erni	46	Junior high school	Sukolilo Baru Street	Female traders processing fish	Subject informant

4.	Mrs. Dina	29	High school		Sukolilo Baru Street	Female traders processing fish	Subject informant
5.	Mrs. Maya	47	Elementary school		Kejawen Lor Street	Female traders processing fish	Subject informant
6.	Mrs. Astri	38	Junior school	high	Kejawen Lor Street	Female traders processing fish	Subject informant
7.	Mrs. Risma	42	Junior school	high	Sukolio Baru Street	Female traders processing fish	Subject informant
8.	Mrs. Sunarni	39	Junior school	high	Sentra Ikan Bulak	Female traders processing fish	Subject informant
9.	Mrs. Wiwin	40	Junior school	high	Sentra Ikan Bulak	Female traders processing fish	Subject informant
10.	Mr. Dadang	37	High school		Sentra Ikan Bulak	Office employee Sentra Ikan Bulak	Supporting informant
11.	Mr. Bram	27	High school		Sentra Ikan Bulak	Office employee Sentra Ikan Bulak	Supporting informant
12.	Mrs. Rahayu	56	-		Kejawen Lor Street	Female traders processing fish in THP	Supporting informant
13.	Mrs. Anik	69	-		Sukolilo Baru Street	Fish processed krupuk agent	Supporting informant
14.	Mrs. Chika	52	High school		Sukolilo Baru Street	Female traders processing fish in THP	Supporting informant
15.	Mr. Cahyo	33	Elementary school		Sukolilo Baru Street	Parking guard	Supporting informant

Source: Primary data (2021)

Results and discussions

Social changes in the Kenjeran area during the COVID-19 pandemic

Kenjeran area has two tourist attractions that are visited by many people there are Old Kenjeran and New Kenjeran. Old Kenjeran Beach leads to conventional tourist activities, while Kenjeran Baru Beach has a more modern concept there is Sanggar Agung Temple, Tian Ti Pagoda, and Waterpark (Liputan6.com,2019). On weekends the Kenjeran area is visited by people who want to travel or just buy processed fish. According to women traders processing fish over the weekend the number of people who visit and buy processed fish more than usual days. More weekend visits encourage female traders to sell more processed fish and various types of fish.

During the COVID-19 pandemic, the government urged the public to conduct activities from within the home or online (in the network) as a purpose to prevent the transmission of the COVID-19 pandemic. Kenjeran beach area that was previously crowded by people who traveled is now a quiet visitor. The temporary closure at kenjeran area tourist attractions resulted in the income of female fish processing traders down more than 50%.

Figure 1 : Sukolilo Baru Road kenjeran beach area



Source: Primary data (2021)

In figure 1 it can be known that Sukolilo Baru road located between Jembatan Suroboyo and Kenjeran Park (Kenpark) is deserted from tourist visits. Before the COVID-19 pandemic Sukolilo Baru road became one of the places that many people visited to buy processed fish. Female traders processing fish on Sukolilo Baru street generally sell in collaboration with her husband and extended family. In addition to Sukolilo Baru road there are other tourist attractions that become destinations that are visited by many people, namely Taman Hiburan Pantai Kenjeran (THP). Taman Hiburan Pantai Kenjeran provides a place for women traders processing fish to sell processed fish, a playground for children, a boat ride around the Kenjeran sea, and a place to eat processed fish. During the COVID-19 pandemic Taman Hiburan Pantai Kenjeran was temporarily closed, this resulted in female traders processing fish in the place to move to another place, one of which can sell at the Sentra Ikan Bulak (SIB) market.

Figure 2: Kenjeran Beach Amusement Park (THP) was temporarily closed during the COVID-19 pandemic



Source: primary data (2021)

Sentra Ikan Bulak Market is a place that is built in a modern, clean, and healthy form. The development of Sentra Ikan Bulak as an alternative for people who want to get various marine processed products, in addition to promoting and introducing various fishery products to the wider community ([Fakhrudin, 2017](#)). People can enjoy processed fish products in the form of cuisine, processed fish snacks, handicrafts, and ornamental fish at the Sentra Ikan Bulak market. During the COVID-19 pandemic, the Sentra Ikan Bulak market was temporarily closed to prevent the spread of the COVID-19 pandemic. The temporary closure resulted in female traders processing fish in the Sentra Ikan Bulak market to sell elsewhere or sell in another way, namely online marketing.

After a temporary closure in some tourist attractions kenjeran area reopened to the community. The place that was opened is the Sentra Ikan Bulak market, while for other tourist attractions it is still temporarily closed. According to women traders processing fish who sell at Taman Hiburan Pantai Kenjeran stated that there is still no clarity about the reopening of tourist attractions in the Kenjeran area until now. As for the informant's statement regarding the development of tourism in Kenjeran.

"I sell on the old beach (THP), the old beach is lock down (lockdown) so the sale here (Jalan Sukolilo Baru)... He said THP opened in July continued in August in 2020 and it said he wants to open again in June 2021 eh now it is not open again until now" (Chika)

Social changes experienced by female traders processing fish are the movement of places to sell processed fish during the COVID-19 pandemic. In maintaining the processed fish business required innovation developed by female traders processing fish. Social networks that can potentially sustain fish processing businesses during the COVID-19 pandemic. Existing social networks are developed in an expanded and maintained way. Social networks developed by female traders processing fish are social networks of fellow female traders processing fish, social networks with customers, and social networks with raw material agents. During the COVID-19 pandemic, people are encouraged to interact through digital media. In the development of social networks carried out by women traders processed fish digital media can be a means in the development of social networks that have the potential to maintain fish processed business.

Social network of fellow female traders processing fish during the COVID-19 pandemic

The social network of fellow female traders processing fish in the Kenjeran area had been formed before the COVID-19 pandemic broke out in Indonesia. Female fish processing traders in the Kenjeran area are people who live in the area and have long sold processed fish. The social network of fellow female traders processing fish during the COVID-19 pandemic is getting closer and stronger, this is due to the interaction that is quite often done by female traders processing fish. In interacting women traders processing fish can tell complaints related to family problems, economy, types of fish that are in season caught by fishermen, the price of food, assistance from the government, and exchanging processed fish.

During the COVID-19 pandemic, the Kenjeran area was quiet visits from the public to travel or buy processed fish while the income of women traders processing more fish was more from tourists visiting the Kenjeran area. The spread of the COVID-19 pandemic and the temporary closure of tourist attractions in Kenjeran resulted in reduced community visits resulting in an impact on the income of female fish processing traders. In the face of social changes, women traders processing fish in the Kenjeran area exchange processed fish products, this is done to avoid greater losses. Processed fish production is reduced but can take processed fish at other traders. The exchange of processed fish products during the COVID-19 pandemic can develop and strengthen the social network of female fish processing merchants. Before the COVID-19 pandemic, female fish processing traders could produce various types of processed fish in large quantities, but during the COVID-19 pandemic women fish processing traders did not produce processed fish in large quantities. As for the opinion of fish processing traders regarding social networks developed by female traders of fish processing.

"I recommend to other stores, because in the COVID-19 pandemic the type of krupuk is reduced, only the production is most purchased by the same people. Each store has a quality taste, the crew is different. Customers usually know that, people here also already know" (Erni)

Directing shoppers to other stores is one proof that the social networks of female fish processing merchants are well looked after. In maintaining the social network of fellow female traders processing fish during the COVID-19 pandemic digital media is needed to exchange messages quickly. Smartphones and whatsapp social media become a means of interaction between female traders processing fish in the Kenjeran area. Female traders processing fish do not directly exchange their products with other traders, a deal is required first before making an exchange. The agreement covers the price, amount, and quality of the products that can be exchanged. Interaction to fulfill the agreement is done through whatsapp social media. Whatsapp social media is used by female fish processing merchants to interact with fellow traders, the public, and online marketing. This was seen when researchers visited the Kenjeran area that whatsapp numbers were listed on banners or store names.

Figure 3: the inclusion of whatsapp social media in the banner of the name of the fish processing women's merchant shop in kenjeran area



Source: primary data (2021)

Figure 3 shows that digital media has been utilized by female fish processing traders in interacting with the community. The use of whatsapp social media can be developed into online marketing that makes it easier for female traders of fish processing to develop social networks and market products during the COVID-19 pandemic. According to Castells media in the network community presents a wide variety of communication channels that can increase interaction (Castells, 2004). The existence of Whatsapp social media utilized by female fish processing traders shows that digital media has become part of interaction in the community during the COVID-19 pandemic.

The social network of fellow female fish processing traders in the Kenjeran area is divided into several areas, there is a social network of female fish processing traders in the Bulak Fish Center market, a social network of female traders processing smoked fish, and a social network of female traders on Sukolilo Baru street. The existence of this social network grouping makes it easier for female traders of fish processing to exchange processed fish products and know the quality of processed fish from other traders. The social network of female traders in the Bulak Fish Center market is entwined quite close and strong, this is seen when female traders processing fish help each other tidy up the store when it will open or will close.

Female traders processing fish in the Market Sentra Ikan Bulak maintain social networks by interacting with each other when the market is empty of buyers. Direct interaction can foster the familiarity of fellow female traders processing fish. Competition between female traders processing fish in the Market Sentra Ikan Bulak avoided to maintain social networks that have been built long enough, one way that is done is not to seize customers or buyers of other traders.

The social network of female traders on Sukolilo Baru street had been formed before the COVID-19 pandemic. The social network on Sukolilo Baru street can be said to be quite modern, this is seen when female traders make video calls with other processed fish female traders to be delivered new processed fish products. The use of technology as a means of interacting certainly has more value in the COVID-19 pandemic. The added value of the internet as a medium of communication is its ability in the process of information delivered in real time or time to choose from (Castells, 2001). Ease in interacting through digital media can be utilized by female fish processing traders to interact quickly without the need to meet physically. The ability

of digital media that conveys messages quickly can be utilized to develop social networks and maintain fish processed businesses during the COVID-19 pandemic.

The social network of female traders processing smoked fish had been formed before the COVID-19 pandemic, but the social network of female traders processing smoked fish was different despite the location of selling close to each other. For female traders processing smoked fish who sell at kiosks have their own social network in the process of fumigation to sales. Female traders processing smoked fish using carts have their own social networks. According to female traders processing smoked fish this is formed from a place during the process of fumigation of fish, capital, and a place to sell.

During the COVID-19 pandemic, the social network of smoked fish traffickers was stronger than before the COVID-19 pandemic. The reduction in the amount of production resulted in female traders processing smoked fish buying processed products of smoked fish at other traders. The purchase of processed smoked fish products was made when the customer owned by the female merchant asked for the desired fish processed product but the female merchant did not sell the type of fish requested. In maintaining good relations with customers, female traders can buy processed fish to other traders to fulfill customer orders. The activity of buying or exchanging processed fish production during the COVID-19 pandemic can be the development of social networks of fellow female fish processing traders in the Kenjeran area.

Digital media is used by female fish processing traders in the Kenjeran area to exchange messages quickly without the need to meet physically. According to Castells the development of communication technology can be understood as a process of face-to-face reduction directly and can choose time in sharing information. The objectives of technological development in network societies are financial markets, transnational production networks, media networks, and forms of global government networks (Castells, 2004). In this case related to the utilization of digital media in the lives of people and women traders processing fish, digital media has become part of the networking community in everyday life ranging from interaction to the economy.

Social network of female merchants processing fish with customers

During the COVID-19 pandemic, the government urged people to carry out activities from inside the home. Digital media is used to interact with each other in the community during the COVID-19 pandemic. In addition, digital media can be a means in the development of online social networks. According to online-based networking studies is a virtual community that allows people to connect and interact with each other on topics or simply "get together" online ([Peng, Zhou, Cao, Yu, Niu, & Jia, 2018](#)). While according to Featherstone social distance and prohibition of face-to-face interaction directly certainly stimulate indirect forms of communication and other virtual interactions ([Featherstone, 2020](#)). The development of digital media that gave rise to various types of applications can be chosen by female fish processing merchants to build and form social networks with customers.

Acts of courtesy and emotional warmth can affect customer actions, courtesy and customer satisfaction can provide social support for business owners or employees ([Henkel, Boegershausen, Rafaeli, & Lemmink, 2017](#)). During the COVID-19

pandemic, female fish processing merchants first contacted customers to offer processed fish products. Customers can feel a priority when female fish processing merchants offer processed fish products. Female fish processing merchants offer their products through digital media during the COVID-19 pandemic.

"The old customer bought him a ball - ball an (wholesale) every buy always bring his own car... Customers are always Whatsapp 'want this fish to order' so I prepare first when the customer comes just brought. The customer's suffrification is not a little bit. Sometimes I sell sometimes also not so if you want to buy a lot of money must first be able to go through Whatsapp. Processed fish not from factory materials but from nature, from the sea of Surabaya." (Sofiya)

In maintaining social networks with customers, female fish processing merchants sometimes give fish processed bonuses to customers, this aims to make customers feel happy when buying processed fish. The existence of customer experience on service and product quality can be a value for business people. The brand name remains a consideration for making purchasing decisions, but service and product quality can be the main considerations in the future ([Klaus, 2019](#)). Female fish processing merchants get customers when customers visit the Kenjeran Beach area, through the meeting customers ask for a phone number or Whatsapp number. Booking via Whatsapp or phone makes it easy for customers if they want to order in large quantities or order without the need to come to kenjeran beach area.

In the community economy there is e-bussiness. E-bussiness is a new form of running a business using the internet and computer networks. E-bussiness is at the heart of the emergence of a new economy characterized by the important role of self-programmable labor, technological innovation, and financial market valuation as economic drivers (Castells, 2001). Digital media can be utilized to develop social networks and marketing development. The existence of online marketing can expand social networks and maintain the processed fish business that has long been undertaken by female fish processing traders.

Castells' opinion on the development of technology that information technology and the communication revolution after being observed experiencing new capacities in the last three decades that produce expansive technology to process communication as well as digital technology has the ability to recombell information with the basis of repetitive interactive communication (Castells, 2004). In repeated interactive communication can be observed from online marketing through the World Wide Web (WWW) or certain platforms that provide the same information to each individual, for example the product description that has been described in the e- catalog upload so that the person who will buy the product can understand the form of the product sold.

Online marketing can be a means in the development of social networks of processed fish businesses. In the development of online marketing there are two types of marketing, namely marketing through social media and marketing through e-commerce. According to Castells regarding the role of information technology and electronic communication available, a networking society can spread its own activities beyond the historical boundaries of networking as a form of organization and social interaction (Castells, 2004). Social network development strategies and online

marketing through digital media are used by female fish processing merchants by contacting customers personally and offering processed fish products.

According to Castells the proper availability of technology is a necessary requirement for the technological and communication revolution. In the development of technology, society can use the potential of microelectronics-based communication technology (Castells, 2004). The right digital media can reach a wider layer of society to market processed fish products. The spread of the COVID-19 pandemic globally also accelerated the transformation of the digitalization of the community economy (Xiarewana & Civelek, 2020). Meanwhile, during the COVID-19 pandemic people chose to shop online which increased by 38% in early 2020, the reason people chose to shop online was because of the convenience of shopping from home and the convenience of transactions without the need to visit the intended store ([Permana, Reyhan, Rafki, & Rakhmawati, 2021](#)). In this case, female fish processing traders can utilize the right digital media for online marketing in the COVID-19 pandemic. The right digital media can be social media and e-commerce that are popularly utilized by the public.

In developing social networks and online marketing, female fish processing merchants are more focused on the use of social media. The use of social media makes it easier for female traders to interact with the wider community without the need to meet physically in person, this encourages the formation of social networks online. Good product reviews from buyers through social media make it easy for female traders processing fish to get a greater number of buyers. Social media influencers become a means of assistance for female traders processing fish to be better known by the public at home and abroad. Influencer Zaini Abuy conducted a review of processed fish products in the Kenjeran area, the results of Zaini Abuy's review brought in buyers from Surabaya, outside the city of Surabaya, and abroad. In the COVID-19 pandemic, digital media became a means of information to customers and the public that female traders processing fish continued to sell processed fish in Kenjeran area.

Figure 4: netizen comments on Zaini Abuy's vlog video in the episode "kerupuk teripang ter enak di Surabaya #Toko Zahra#



Source: Secondary data

In building a social network online can be through the help of social media influencers. Figure 4 shows that social networks can be shaped by the help of influencers who appear for marketing in various industries, influencers allow businesses to promote products in a more organic and trust-affirming way compared to paid forms of advertising ([Kemp, Mcdougall, & Syrdal, 2018](#)). During the COVID-19 pandemic,

female fish processing merchants used digital media to develop social networks and online marketing.

Female fish processing merchants take advantage of features on social media to upload processed fish products and contact customers personally to offer processed fish products. Social networks with customers can grow by utilizing digital media that is popularly used by the public. Whatsapp social media selected female fish processing merchants to interact with customers during the COVID-19 pandemic. According to female traders, whatsapp social media processing is easier and simpler to use to interact with customers. The existence of internet networks and smartphones makes it easier for female fish processing traders to develop social networks with customers during the COVID-19 pandemic.

Social network of female traders processing fish with raw material agents

The COVID-19 pandemic resulted in social changes in society, one of which was a change in the social network between female traders processing fish and raw material agents. During the COVID-19 pandemic, female fish processing merchants needed raw material agents to obtain the main ingredients in fish processing. One of the informants, Mrs. Erni, got raw materials from her subscription raw material agent in the market, before buying raw materials Mrs. Erni first called the raw material agent to ask the type of materials available. The raw materials ordered by Mrs. Erni were prepared by the agent to be taken home immediately. Mrs. Erni's social network with raw material agents has been formed for quite some time. The background of Mrs. Erni still buys raw materials at the agent because the materials sold are already in a clean state so that Mrs. Erni only cleans certain parts only.

As for other opinions from Mrs. Sunarni who sells processed fish foods including lontong kupang, scallop satay, and fried fish. In the COVID-19 pandemic, Mrs. Sunarni gets raw materials from customers in the market, if in the past can buy raw materials every day now Mrs. Sunarni only shop once a few days. The purchase of raw materials by diluting due to the lack of buyers during the COVID-19 pandemic. As for Ms. Sunarni's statement regarding social networks with raw material agents during the COVID-19 pandemic.

"Buying materials in the market is sometimes direct fishermen. Often in the subscription buy it used to be order (this message), (this fish) will be directly antarkan here the same person. Buy it but not as much as before, yes sometimes I call if I want to buy. If before COVID directly delivered if now the phone first about sometimes do not buy, quiet people here". (Sunarni)

The social network between Ms. Sunarni and raw material agents is different from before the COVID-19 pandemic. Before there was a COVID-19 pandemic Mrs. Sunarni waited for raw materials to be delivered to her stand but during the COVID-19 pandemic Mrs. Sunarni decided to buy raw materials every few days. In getting raw materials Mrs. Sunarni can directly visit fishermen or come to bulak market. The existence of the COVID-19 pandemic resulted in the relationship between Ms. Sunarni and raw material agents unlike before.

The COVID-19 pandemic resulted in social changes in society including changes in the social networks of female traders processing fish with raw material agents. The change is seen from the way female traders process fish get raw materials. Before the

COVID-19 pandemic, raw material agents can deliver directly to their destinations with large quantities, but during the COVID-19 pandemic in women processing fish contacted the raw material agent first to buy the material to be purchased. The purpose of female traders processing fish while maintaining social networks with raw material agents, namely 1) has long known raw material agents. This is seen from the period of time that female traders of fish processing buy raw materials to the agent, 2) ease of interaction and communication between female traders processing fish and raw material agents. This is seen when female traders processing fish call in advance to the raw material agent to order the required products, 3) make it easier for female traders processing fish to get raw materials that are in accordance with the required fish processed products.

In maintaining social networks with raw material agents, female fish processing merchants utilize the internet network as a medium of interaction and communication. According to Castells, the new information and communication technology represents the flexibility that enables the distribution of information processing in a wide variety of contexts such as communication, economic activity, and personal interaction (Castells, 2004). The Whatsassp application is used by female traders processing fish in communicating with raw material agents. This shows that the internet network has become part of economic activity for female traders processing fish in the Kenjeran area.

Conclusion

Social networks developed by fellow female traders of fish processing aim to develop fish processing businesses during the COVID-19 pandemic. As for the form of social networks of fellow female traders processing fish, namely exchanging processed fish products, exchanging information, and cooperating with each other in the marketing of processed fish products. The social network of female traders processing fish with customers, this aims to let customers know that female traders processing fish continue to market products during the COVID-19 pandemic. The social network of female traders processing fish with raw material agents, this relationship is done with the aim of making it easier for female traders to process fish to get the necessary raw materials.

Restrictions on outdoor community activities are encouraging the use of digital media to be more massive. Digital media has an important role in the development of social networks that can potentially sustain fish processing businesses in the Kenjeran area during the COVID-19 pandemic. The development of digital media and social changes unexpectedly triggered women traders processing fish increasingly developing social networks with the aim of facilitating the marketing of processed fish online and can reach a wider range of society.

Suggestion

Female fish processing traders should use a variety of digital media that can be utilized in online marketing. The utilization of whatsapp social media has a disadvantage in online marketing that is necessary to save numbers to interact. Processed fish can not all survive in outdoor temperatures so there are some types of fish that cannot be marketed online and shipped out of town for more than 24 hours. In this case, there is

a need for the development of online marketing that can deliver processed foods in less than 24 hours. The development of online marketing can increase people's purchasing power and prosper merchants.

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