

ABSTRACT

Aquaculture or known as fish cultivation is a sub-sector that can help improve the welfare of society and fisheries. Currently, Indonesia places the second contribution of the world's aquaculture production. However, this higher level of contribution must be matched by growth in capabilities and knowledge. Apart from the limited capacity and knowledge growth of fish farmers on technology, climate is also one of the major influences on crop yields. Climate change manifests itself in the form of an increase in water temperature, changes in rainfall and water availability, an increase in the frequency and intensity of storms. All of these have an impact on fisheries production and fish biodiversity. To avoid the many factors that cause water quality and fish yields to decrease, eFishery with smart feeder technology that functions to facilitate the work of fish farmers to feed automatically and regularly is a solution for fish farmers. This report is made to discuss the form of directing in the form of micro film advertising which is designed to increase brand awareness of Smart feeder products from eFishery to fish farmers who still use conventional techniques, especially in Cirebon so as to facilitate and improve the performance and quality of the aquaculture industry in the technology sector.