

Marketing Strategy on Fish Cultivation Products As An Effort to Increase Community Income (Study at Jl. Tamalabba Manggatiga Pacceraakang)

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ABSTRACT

In the business world, it is inseparable from marketing theory. Marketing in In the business world, it is inseparable from marketing theory. Marketing in business is very important to introduce the goods or services offered to the general public. To offer products or services can be done by using existing social media by branding the products we have. The problem that then arises is how the marketing strategy applied by the cultivators related to fish cultivation on Jl. Tamalabba Manggatiga Pacceraakang in increasing family economic income. Then what are the determinants of the marketing of fish farming products at that location. To achieve this goal, researchers used data collection techniques through observation, interviews, and documentation. The data obtained from the results of the research were processed using descriptive qualitative. The results showed that the marketing strategy implemented was a combination of the marketing mix, namely producing 4 indicators, namely product, distribution, promotion, and price. What was then carried out was a direct promotion process where the system went directly to the field to introduce what fish farming was like, hatchery to the product ready for harvest at what age and size. Then regarding the determinants of food produced by fish farming in that location, it can be seen from internal factors (strengths and weaknesses) and then external factors (opportunities and threats).

Keywords: Marketing strategy, Fish Culvation, Community Income

INTRODUCTION

In the business world, it is inseparable from marketing theory. Marketing in business is very important to introduce the goods or services offered to the general public. To offer products or services can be done by using existing social media by branding the products we have.

Branding is a word that comes from the basic word brand, which means brand. But when the word branding is searched in the English dictionary, the exact meaning is

not found. The definition of a brand according to Kotler & Armstrong (2004) is a name, term, sign, symbol, design, or a combination of all of these that are intended to identify goods or services. (Muis, 2016).

Indonesia is known to have quite a large wealth of fishery resources, especially in the treasury of fish species. It is estimated that about 16% of fish species are found in Indonesian waters. According to data, the total number of fish species found in Indonesian waters reaches 7,000 species. Almost about 2,000 species of them are freshwater fish (Khairul Amri and Khairuman, 2008).

Fish farming business in Indonesia is not a new thing, there are already many fish cultivators with different types of fish. The marketing strategy in the focus of business administration alludes to issues of entrepreneurship, marketing methods, management administration, and depending on cultivators in seeing existing market opportunities. It is also undeniable that fish farming is a home-based business that promises to increase income.

Types of fish for cultivation, both fresh water fish and marine fish, are fish that are well known and popular with some people. Thus, the fish is relatively needed and marketable. For the cultivating community, apart from being consumed by the family, fish can be used to supplement income or as a livelihood by selling it to people in need (Suprianto Cahyo, 2010).

One potential that can be exploited is information technology. The current development of information technology has made humans no longer concerned about the boundaries of distance, space and time. Information technology gave birth to the internet, the internet offers many benefits for SMEs to improve their product marketing. In addition, the internet also provides benefits to increase the opportunity for SMEs to cooperate with other entrepreneurs. One of the internet technologies that is developing rapidly with great potential to boost SME marketing is social media. Social media has the potential to connect many people easily and for free (Purwidianoro et al., 2016).

Fish maintenance (cultivation) business in Indonesia has considerable potential, both in cultivation areas and the types of organisms cultivated. Indonesian aquaculture areas include public waters (fresh water) in the form of rivers, reservoirs, lakes, swamps and other bodies of water; mangrove forests, tidal areas, and deep sea. (M. Ghufon H. Kordi K, 2009)

One of the best agribusiness to be developed and has good prospects is aquaculture. Aquaculture is the fastest growing food-producing sector and its development and improvement are occurring in almost all regions. The increasing global population is also increasing the demand for aquatic is also increasing. For developing countries which produce 90% of the world's output, aquaculture is a source of protein, jobs, income and foreign exchange. (Rumimpunu et al., 2017)

The pricing strategy is creating an increasing challenge for many companies, due to regulations, information from buyers, intense global competition, slow market growth and market opportunities to improve its market position. Ultimately, price has an impact

on financial performance and has an important influence on the value a brand positions in the minds of customers. The selling price can be a reflection of product quality when customers find it difficult to evaluate complex products. (Wiwik Lestari, 2018)

Fish farming consists of several activities, which include site selection, hatchery, making culture containers, maintenance or enlargement, feeding, handling pests or diseases, as well as the handling of crops. Fish cultivators usually do these things in carrying out their cultivation.

Marketing of cultivated products needs to be carried out, in addition to earning income, as well as a way to promote cultivated products to the public in general. The marketing process for fish cultivation yields is marketed through social media and directly. The majority of the people around the location are mostly homeless people and employees of private companies.

On Jl. Tamalabba Manggatiga Paccarakang, only 1 location has implemented fish farming. Approximately 13 years, quite a long time in business development, especially fish farming which is quite famous in this era. On the other hand, in addition to the success achieved by these fish cultivators, this business also has various kinds of obstacles that can hamper the fish farming business itself.

Regarding the products produced from fish farming, they are quite satisfactory in terms of size. The average cultivated fish is quite large when compared to fish caught by fishermen. Fishermen do not look at the size when they take the fish they catch, but cultivated fish have special points starting from the maintenance aspect until the fish can be harvested.

The problem with the distribution of fish cultured products, there are two options given by the owner of the cultivation, the people who buy the cultivated fish can come directly to the cultivation location to pick up the fish he has ordered, and can also be delivered directly by the cultivator to the location requested by the consumer. According to the cultivator's speech, they deliver the product requested by the community if asked to be delivered.

The growing trend of using social media among the public and the growing development of internet technology, of course, brings exciting opportunities for business people in general, this condition is supported by the increasingly advanced mobile devices that are increasingly being used by the public. Observing the development of community activities in the use of social media which is considered to be a primary need (Rizal et al., 2020).

RESEARCH METHODS

Approach and Type of Research

This research uses a type of qualitative research with a descriptive approach. According to (Sugiyono, 2012) in qualitative research, the research focus is temporary and will develop after research in marketing. The focus in this research is the Marketing Strategy of Fish Farming Products. The indicators used in this study are:

1. Products

Product is something that is offered to other people to be traded.

2. Distribution

Distribution is needed in marketing activities where Distribution is an activity to distribute goods sold to buyers without reducing product quality.

3. Promotion

Promotion is a way to introduce products that are sold to the local community or widely.

4. Price

Setting the selling price of the expected product, namely the price that does not drop the seller and does not burden the buyer according to the quality of the product offered.

Data Types and Sources

In this study, the data required consists of primary data and secondary data (Sugiyono, 2010)

1. Primary data is data directly obtained from research results. This primary data was obtained by researchers through interviews with informants.

2. Secondary data is data obtained either unprocessed or processed, both in the form of numbers and descriptions.

Data Validity Check

According to (Sugiyono, 2011) explains that testing the validity of data in qualitative research includes testing credibility (internal validation), transferability (external validation), dependability (reliability) and confirmability (objectivity).

1. Credibility (internal validation)

Whereas the test of data credibility or trust in qualitative research data can be carried out by:

a. Observation Extension

With the extension of the researcher's observations back to marketing, making observations, interviewing again with sources that have been encountered or new ones.

b. Increases Perseverance

Researchers make observations more carefully and continuously.

c. Triangulation

Triangulation in this credibility test is defined as checking data from various sources, various methods, and various times.

d. Peer Discussion

This needs to be done by researchers, because discussions with colleagues can usually bring up new ideas. Can also give each other input to the spirit of doing research.

2. Transferability Testing

To be able to understand the results of qualitative research so that it is possible to apply the research, the researcher in making his report must provide a detailed, clear, systematic, and reliable description.

3. Dependability Testing

In qualitative research, the dependability test is carried out by conducting an audit of the entire research process (Sugiyono, 2012).

4. Confirmability Testing

Testing confirmability means testing research results, associated with the process carried out. If the research results are a function of the research process carried out, then the research meets the confirmability standard.

RESULTS AND DISCUSSION

The data analysis method used in this study is marketing qualitative data analysis method, because the data obtained is descriptions in the form of descriptions. Qualitative is a research procedure that produces descriptive data, namely written sources or expressions and observed behavior of humans. (Ashafar, 2004)

Every consumer certainly has various considerations before deciding to buy a product. And a strategy is also needed in marketing its products to the public in general. According to Kurtz (2008: 42) who also combines theory from Kotler about the marketing mix, there are several factors that must be considered in terms of marketing strategy by reviewing several things such as explaining that to determine target markets and satisfy consumers, companies build a combination of elements from the marketing mix. such as product, distribution, promotion, and price (Prastyoko et al., 2016).

The marketing strategy outlines the broad marketing logic with what the business unit is trying to achieve and the specific target market, position and level of marketing spending. Marketing strategy outlines the specific strategy of each element in the marketing mix and describes how to respond to threats and opportunities. That is why marketing strategy is thick with SWOT analysis theory (Petra, 2011).

SWOT analysis (Strengths, Weakness, Opportunities, and Threats) is a systematic identification of various factors to determine company strategy. This analysis is based on logic that can maximize strengths and opportunities, but can simultaneously minimize weaknesses and threats (Rangkuti, n.d.).

Presentation of data in this study is data that has been obtained from interviews with informants and other documents that support this research. In the following, the results of a marketing study will be described which are closely relevant to the focus of the problem being examined regarding the marketing strategy of fish farming as an effort to increase people's income. Data collection through interviews with location owners, cultivators and people who buy the fish cultivation results.

Fish farming is a promising home-based business if carried out carefully. Fish farming can be carried out in unused home locations such as the back of the house or the front or side yard. The manufacturing process is quite easy, and the materials are easy to find such as tarpaulin and iron as the walls, especially smooth clean water.

The qualifications for determining the location are seen from the height of the location which is not a flood location, then the most important thing is the availability

of clean water at that location, as well as the ability and desire factors of the residents of the intended area to start a fish farming business. By reviewing the variables product, price, distribution channel and promotion.

Cultivating fish, starting from hatchery, enlargement until ready for harvest, takes approximately 3 to 4 months. The fish produced can also be resold and can also be consumed by themselves. The problem with the target market is that it is widespread, the harvest can be sold to the market, or it can also be traded to fellow cultivators. This cultivation business has been running since 2009 which is located on Jalan Tamalabba Manggatiga Paccarakang with the business name CV. Puang Si Lele Fam.

Apart from using social media to market the fish he cultivates, Mr. Aso also uses the direct method by visiting locations where fish farming is possible. Judging from the marketing determinants that exist around the location of fish cultivators. By looking at internal factors (strengths and weaknesses) and external factors (opportunities and threats). Where the strength factor in question is the location that Mr. Aso has is in the middle of a population that has close access to markets, ports where fish seeds are located, then easy to reach from any area. Then what becomes a weakness is in terms of product distribution to consumers' hands, because what is being used is animate product, there is definitely a potential for fish death during delivery.

Based on the external factors described above, there are also external factors that influence the determinants marketing that is from the factors of opportunities and threats. The opportunities and threats factors that the researchers described from the results of the interviews are because Mr. Aso is still consistent with the vision and mission that he built from the start until now, which has made this fish farming business grow over time. The number of competitors is no longer the main point of Mr. Aso's fear, but it is self-consistency that is even more enhanced.

Thus it can be concluded that the SWOT analysis, in this case the marketing determinants to find out the strategy used by Mr. Aso in the process of marketing his cultivated fish, is to use the direct method by looking at internal and external factors which then make competitors no longer the main threat in running a fish farming business. this.

The results of the interviews submitted to informants regarding the marketing strategy used in marketing with the aim of increasing people's income are using the direct approach method. According to the land owner and founder of the fish farming business on Jalan Tamalabba Manggatiga Paccarakang, that was the initial way to introduce his business to the field of aquaculture.

The direct approach in question is Mr Aso traveling to each area to review possible locations for fish farming. Location assignment qualification is seen from the height of the location which is not a flood location, then the most important thing is the availability of clean water in that location, as well as the ability and desire of the residents of the intended area to start a fish farming business. By reviewing product variables, prices, distribution channels and promotions.

Regarding the determinants of the marketing of fish culture products in these locations, it can be seen from the willingness to try and get. Because the majority of people around the location work in private companies every day and spend more time at the office and at home. Which means that the existence of a fish farming business in the midst of a dominant community at home is one of the suitable businesses to run. It is proven that there used to be several houses running businesses like this and unfortunately they stopped because they were not strong enough with the existing market competition. That is, fish farming is quite popular with the surrounding community but loses out in terms of marketing.

Conclusion

Based on data analysis and discussion in the previous chapter regarding the marketing strategy of fish farming products at CV. Puang Si Lele Fam is a marketing strategy used not only using social media, but also directly introducing the fish farming business being run. Then regarding the determinants of marketing can be seen using SWOT analysis media raises several points, namely:

- a. Strength factor : Easily accessible location from any area
- b. Weakness factor: Distribution process
- c. Opportunity factor: Consistent with his business
- d. Threat factor: First yourself then market competitors.

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