

Marketing of Processed Fish Products and Influencing Factors

Pemasaran Hasil Olahan Ikan Laut dan Faktor yang Mempengaruhinya

Yefrina Akhyudelpa^{1*}, Ratni Prima Lita¹, Yulia Hendri Yeni¹

¹Management Science Doctoral Program, Faculty of Economics and Business, Andalas University
Limau Manis, Kec. Pauh, Kota Padang, Sumatera Barat 25175

*email: akhyudelpa.yefrina@yahoo.com

Abstract

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The boundaries of the water's Exclusive Economic Zone in West Sumatra Province are $\pm 186,500$ km², and have the potential to produce as much as $\pm 340,930$ tons/year in 2004. In 2007, there was a decrease in marine fish production to 187,092 tons. Three important elements of the market, namely (a) human will; (b) the desire to have; (c) the ability to shop. A group of people in pursuing the business of processing fresh fish, making semi-finished products, as well as finished products is the purpose of fish processors. The environment around the business that has a direct impact on business operations is the marketing environment. The big influence that also affects the marketing of fish to fishery business actors or micro, small and medium enterprises in the city of Padang is also caused by environmental factors used to In this study using a survey method that looks directly at each activity and conditions that exist in the research area related to problems that occur when marketing processed fish which is also an analysis of the factors that can affect fish consumption by consumers of Micro, Small and Medium Enterprises Micro, Small and Medium Enterprises.

Keywords: Marketing, Marine Fish, Influencing Factors

Abstrak

Batas perairan Zona Ekonomi Eksklusif Provinsi Sumatera Barat ± 186.500 km², dan berpotensi menghasilkan sebanyak ± 340.930 ton/tahun pada tahun 2004. Pada tahun 2007 terjadi penurunan produksi ikan laut menjadi 187.092 ton. Tiga unsur penting pasar, yaitu (a) kemauan manusia; (b) keinginan untuk memiliki; c. kemampuan untuk berbelanja. Sekelompok orang dalam menekuni usaha pengolahan ikan segar, pembuatan produk setengah jadi, maupun produk jadi merupakan tujuan dari pengolah ikan. Lingkungan sekitar bisnis yang berdampak langsung pada operasional bisnis adalah lingkungan pemasaran. Besarnya pengaruh yang turut mempengaruhi pemasaran ikan kepada pelaku usaha perikanan atau usaha mikro, kecil dan menengah di Kota Padang juga disebabkan oleh faktor lingkungan yang digunakan. yang ada di daerah penelitian terkait dengan permasalahan yang terjadi pada saat pemasaran olahan ikan yang juga merupakan analisis faktor-faktor yang dapat mempengaruhi konsumsi ikan oleh konsumen Usaha Mikro, Kecil dan Menengah Usaha Mikro, Kecil dan Menengah.

Kata Kunci: Pemasaran, Ikan Laut, Faktor yang mempengaruhi

1. Introduction

The province of West Sumatra has a sea area with an ZEE boundary of $\pm 186,500$ km², in 2004 it produced $\pm 340,930$ tons/year, and in 2007 as many as 187,092 tons. Geographically, the city of Padang is located on the west coast of Sumatra Island, with a coastline of 84 km. The area of Padang City is 694.96 km², and more than 60% of the area, approximately ± 434.63 km² is hilly area covered by protected forest, while the rest is an effective urban area. While the city's topography varies, 49.48% of the land area of Padang City is in an area with a slope of more than 40% and 23.57% is in a sloping area. This has the potential to be managed and developed. It can be seen from the data taken from 2007 to 2011 as much as 196,511.5 tons. Furthermore, the amount of fish available for per capita consumption for the average population of West Sumatra in 2021 will only reach 31 kg/capita/year, while the government has targeted intake of animal protein from fish as much as 32 kg/capita/year. The fisheries sector is a source of support for economic problems that has played a role in creating and developing the national economy in providing benefit and strategic value, and is able to increase financial and economic benefits, especially in the provision of protein-based food, increase foreign exchange, and increase employment opportunities. So far, aquaculture has provided brilliant value and has increased in the field of the national economy. We can get this from the contribution of the National Fisheries seen in GDP that has increased which has reached around 12.4%. Even the fishing industry can provide jobs for as many as 16 million fishermen (Dahuri, 2004). In 2011, Indonesia had an increase in fish consumption of 30.47 kg/capita/year, and at that time, the Ministry of Maritime Affairs and Fisheries had targeted an increase of 32 kg/capita/year. However, the results that have been achieved so far are relatively low in terms of the Indonesian nation having enormous potential, especially in maritime affairs and fisheries (Direktorat Jenderal Perikanan Tangkap, 2001).

Availability of high quality raw materials, uniform type and size is a modern processing requirement in sufficient quantities according to industrial capacity. The above is an overview that needs to be developed. This activity must be supported by the availability of fish resources. FAO (1974), in conventional processing which is also called "traditional cured", that is, the process is passed down from generation to generation. That is, fish is dried and smoked into preparations such as crackers, nuggets, meatballs, and the like scattered in various places. This situation resulted in the distribution of raw materials to be inefficient. The economic condition of fishermen that is currently happening is that they are poor, even though they live in the territorial waters of marine resources which have potential sources of fish with relatively high market demand (Dahuri, 2001). There needs to be an increase in quality that starts with inspecting raw materials, processing, until the community with the hope of being able to penetrate foreign markets obtains the product. Quality can be related to taste, physico-chemical-biological appearance, safety, durability in the sense of being able to support the availability of food that can be safely and able to meet people's needs. The purpose of processing fish is to get added value so that the fish can still be processed and used then the processed fish is sure to last long and last if stored for a long time, so consuming fish can be done at any time and easy to get. This is related to the resistance of fish to spoil easily because it is easy to decompose, due to reactions from substances and microorganisms that can damage the quality of fish

2. Material and Method

2.1. Method

Namely by using a survey method that looks directly at every activity and condition that exists in the place under study which is related to problems that occur when marketing processed fish which is also an analysis of factors that can influence fish consumption by consumers of Micro, small and medium Enterprises. Medium Micro, Small and Medium Enterprises.

2.2. Sample

Sampling was carried out using a census system where this research was carried out by all Micro, Small and Medium Enterprises engaged in marine fish processing which were recorded in the data from the Padang City Maritime Affairs and Fisheries Service, all of this was carried out in the hope of obtaining data on problems that would be assessed that is about the industry, micro, small and medium enterprises that have a formal legal entity under the auspices of the Government of the City of Padang, especially the types of processed fishery commodities. The sample criteria for this small industry are: (a) management is carried out by the owner himself; (b) have at least several permanent employees; (c) owner or employee owner who wants to help in filling out the questionnaire.

2.3. Data Collection

Data is collected through primary data and secondary data. Primary data means the acquisition of data taken when going down to the location, through direct debriefing with respondents with the help of questionnaires to company directors, production and marketing managers, and employees, as well as staff on a census basis.

3. Result and Discussion

3.1. Marketing/Distribution Channels

The marketing channel is a collection of various interdependent groups involved in the process of making products or services that are prepared for use and can be consumed (Kotler, 2005). To facilitate the management of efforts to market products in the form of goods and services from producers to consumers, namely choosing the right marketing to choose. Direct distribution in marketing occurs because business actors can sell their fish to small fish storage warehouses such anchovies including processed fish food to be served to buyers, without going through agents or retailers.

3.2. Factor Analysis

Kotler (2005) explains that marketing is an interaction between one person and many people to get something they need through the manufacturing process and bargaining from various parties. The marketing environment is an area that exists around the business towards business operations, a very broad impact on business actors. From the data, it is explained that there are problems that occur for marketing to MSMEs in Padang City, namely the difficulty in obtaining raw materials due to seasonal factors, minimal education, and unstable prices in storage warehouses.

Table 1. Types of Processing Results in the City of Padang

No	Types of Products	Ingredients	Process
1	Anchovy shell	Anchovy (<i>Stolephorus</i> spp)	Drying in the sun Boiling
2	Fish nugget	Mackerel (<i>Scomberomorus commerson</i>)	Boiling
3	Fish meatball	Mackerel (<i>S. commerson</i>)	Boiling
4	Fish crackers	Mackerel (<i>S. commerson</i>)	Boiling, drying and frying
5	Crispy Maco	Ponyfishes (<i>Leiognathus</i> spp)	Frying
6	Sala Ikan (Salalauk)	Salted mackerel (<i>Rastrelliger faughni</i>)	Frying
7	Tuna floss	Tuna (<i>Thunnus thunnus</i>)	Serundeng process

Table 1 shows that processed products in Padang City are very diverse, but dried anchovy products dominate processed seafood products circulating in Padang City. In general, micro, small, and medium enterprises produce processed dried anchovies as their main marketing product, while other types of products are by-products when raw anchovies are difficult to obtain.

Based on the data collected from the questionnaire, that raw materials are part of the main chain in marketing, if there are no raw materials then the process of making fish cannot be carried out, and the same is true with marketing it. 62.5% of the total 72 respondents said that in order to obtain raw materials, we depend on the season. If there is a continuous intensity of rain, the supplier fishermen do not go to sea, so there will be difficulties in obtaining raw materials for processed products.

The existence of similar products on the market is caused by product price volatility, but the quality is also determined by price variations. If the product is of high quality, it will increase the price, conversely, if the processed fish is of poor quality, the price will decrease 51.38% stated that this was a problem that often occurred in the dried anchovies they produced.

Based on the results of the questionnaire data collection aimed at the anchovy processed storage warehouse, it was found that there was a variety of prices. Processing warehouses choose quality products, which are accepted by storage warehouses and the prices are still low. Abnormal prices are also caused by the scarcity of processed raw materials because it is very dependent on climatic conditions and fish yields obtained by fishermen which will be distributed to business actors who produce processed fish. Unstable prices are an obstacle to marketing.

4. Conclusion

From the research, the results were obtained, namely: 1) the level of education that is still relatively low has resulted in the poor promotion and the lack of desire from the local government that has made it difficult for MSMEs in Padang City to progress. 2) the government must be able to provide good management regarding this fish processing problem by examining every aspect related to marketing, be it in terms of promotion, marketing, as well as innovations that can be applied to various types of fish production which can be processed into a source of income that can be sold and consumed by the surrounding community, with local regulations that support fish processing programs, the economic level of the community can increase. 3) There is assistance, coaching, and training from the local government to business actors in marketing processed marine fish products in Padang City in marketing processed fish products.

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