

**MARKETING STRATEGIES TO INCREASE FISH SALES AT UD. UDIN JAYA IN MATTIRO  
BAJI VILLAGE, KEPULAUAN TANAKEKE DISTRICT, TAKALAR REGENCY**

**Sri Wahyuni**

Faculty of Economics and business, Makassar State University  
Correspondensi author email: [sri210401@gmail.com](mailto:sri210401@gmail.com)

**Marhawati Najib**

Faculty of Economics and business, Makassar State University  
[marhawati@unm.ac.id](mailto:marhawati@unm.ac.id)

**Muhammad Rakib**

Faculty of Economics and business, Makassar State University  
[m.rakib@unm.ac.id](mailto:m.rakib@unm.ac.id)

**Agus Syam**

Faculty of Economics and business, Makassar State University  
[agus.syam@unm.ac.id](mailto:agus.syam@unm.ac.id)

**Asmayanti**

Faculty of Economics and business, Makassar State University  
[asmayanti@unm.ac.id](mailto:asmayanti@unm.ac.id)

**Abstract**

*This research aims to analyze the appropriate marketing strategies to increase fish sales at UD. Udin Jaya. The study employs a qualitative method with a case study approach using SWOT analysis. Data were obtained through interviews with the owner of UD. Udin Jaya, employees, and customers. The results indicate that UD. Udin Jaya has a focus that allows the company to leverage its strengths and opportunities, thereby generating various strategies to enhance sales at UD. Udin Jaya.*

**Keywords:** SWOT Analysis, Marketing Strategy, Fish Sales.

**Abstrak**

Penelitian ini bertujuan untuk menganalisis strategi pemasaran yang tepat untuk meningkatkan penjualan ikan pada UD. Udin Jaya. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus menggunakan analisis SWOT. Data diperoleh melalui wawancara dengan pemilik UD. Udin Jaya, karyawan, dan pelanggan. Hasil penelitian menunjukkan bahwa UD. Udin Jaya memiliki fokus yang dimana perusahaan dapat memanfaatkan kekuatan dan peluang yang dimiliki sehingga menghasilkan berbagai macam strategi untuk meningkatkan penjualan pada UD. Udin Jaya.

**Kata Kunci :** Analisis SWOT, Strategi Pemasaran, Penjualan ikan.

## INTRODUCTION

SMEs refer to businesses that have an annual sales turnover of a maximum of IDR 1 billion and are owned by Indonesian citizens. According to Law No. 20 of 2008, MSMEs are categorized into three types based on specific criteria, namely micro enterprises, small enterprises, and medium enterprises. (Intan, 2019) MSME stands for Micro, Small, and Medium Enterprises, which are categories of productive businesses owned by individuals or business entities. SMEs play an important role in Indonesia's economy, serving as a driving force for development and a source of employment. SMEs are people's businesses that currently receive attention and privileges mandated by law, including assistance with low-interest business loans, ease of business license requirements, support for business development from government institutions, as well as several other conveniences. (Sedyastuti, 2018)

In the era of globalization and advancements in information technology, the role of technology has become crucial in various aspects of life. One area that continues to experience significant development is marketing strategy. A deep understanding of strategies in marketing is becoming increasingly important given the rapid changes in global dynamics, challenges, and opportunities faced by modern society. (Lukitaningsih, 2013)

Competition in the world is becoming increasingly dynamic, and this is driving the emergence of many companies, whether they operate in services or goods. (Handayani et al., 2018). The development of Indonesia's economic growth has increased competition among companies, from advancements in technology and business systems to the rising interest of consumers due to globalization and the presence of a free market economy. Economic development is marked by changes that bring various obstacles to the growth of business enterprises. (Islam et al., 2020) The current business growth conditions are quite high, as reflected in the emergence of new companies with similar products as competitors. In this case, to create market share and consumer competition, companies must understand the market where the products or services they produce are offered or marketed. There is a lot of competition among entrepreneurs, especially traders, in attracting consumers to boost sales. (Wulandari et al., 2020).

In a company, good leadership is essential for the organization to survive. Management includes planning, organizing, controlling, supervising, and human resource planning. (Sope, 2023) The company has several integrated managers, financial management, production management, marketing management, and so on. Management is one of the units within a company. Depending on their area of

expertise, each administration has its own tasks that must be interconnected with other administrations.(Bertha & Sutejo, 2006).

The main goal of a company is profit, which can also serve as a measure of whether the company has succeeded in achieving its objectives. In addition, the company must operate its business effectively and efficiently.(Awang Surya & Wilarso, 2022) Efficiency refers to marketing strategies implemented with careful calculation and consideration, ensuring that no costs are wasted in operations or advertising and promotion. Efficiency is about selecting the right marketing strategies and aligning them, adapting to the market served by the company so that the established goals are achieved.(Nurhikmat, 2023)

Marketing strategy is a field that cannot be separated from society with an independent visual perspective.(Rahayu et al., 2021) With marketing strategies, it helps entrepreneurs to set detailed goals that will be achieved both in the short term and long term. Marketing strategies include strategies for the elements of the marketing mix, which are the four main interacting variables of the marketing system: product, price, place, and promotion.(Marlius, 2016) .

The task of a marketing manager is to develop marketing strategies. Marketing strategy is a plan that outlines a company's expectations regarding the impact of various marketing activities or programs on the demand for its products or product lines in a specific target market. This often varies in its application of integrated marketing programs or is implemented collectively. However, there are also situations where business leaders must choose the best marketing program due to budget constraints. After selecting the best marketing program, the marketing manager must first develop and communicate a clear marketing strategy.(Putri Setiawan & Muzdalifah GP, 2024).

In theory, according to Kotler and Armstrong, marketing is a social management process through which individuals and groups obtain what they need and want by creating or exchanging products and value with others. The goal of marketing is to understand consumers and their needs so that the products or services align with consumer desires and can be sold easily. Marketing professionals are expected to understand the core issues of their field and to be able to present a clear and focused picture of the company's operations.(Fatyandri & Muchsinati, 2014)

Market segmentation, target groups, and market positioning that will be implemented will not succeed if they do not follow the right marketing strategy. Therefore, marketing strategy is the spearhead for reaching as many consumers as possible; in addition, the purpose of the marketing strategy is also to overcome opponents or to face current and future competitive attacks.(Fahad et al., 2023)

Strategy refers to the steps that a company must take to achieve its goals. Each step must be carried out and guided carefully. To achieve business goals, one must be willing to compete against both small and large competitors. In addition, every time new competitors continue to emerge, especially when the products offered provide advantageous benefits, these competitors are referred to as barriers or obstacles to selling products to customers.

Because consumers are too heterogeneous, companies must divide the market into segments and then select and establish specific market segments as target groups. With this background, the company is assisted in better identifying market opportunities, developing the right products, determining the appropriate and effective sales and advertising channels, as well as managing the market. There are three main steps to consider when implementing a target market: market segmentation, target market definition, and product positioning.(Adenuddin Alwy, 2022).

Marketing strategy is a process that can provide significant marketing opportunities for organizations/companies to increase sales and achieve the expected profits. Marketing strategy is also an important tool for companies to stand out from the competition. It is often assumed that competitors are also a driving factor for a company to enhance creativity and efficiency, as well as to develop effective and efficient innovations to become a company that the world can be proud of. Another reason that shows how important it is to implement marketing strategies is the increasing competition among companies. In this situation, the company has no choice but to try to face it or withdraw from marketing.(Hartono et al., 2012).

The marketing strategy carries the term Marketing Mix. (Marketing Mix). Marketing mix is how entrepreneurs can influence consumers, which requires careful planning and control as well as concrete actions. To that end, entrepreneurs can take actions that consist of four types, namely actions related to product, price, distribution or placement of the product, and promotion. (promotion).(Tarmizi, 2018).

Mattiro Baji Village, Tanakeke Islands District, Takalar Regency, is known as an area with great potential in the fisheries sector. UD. Udin Jaya, as a key player in this industry, has a great opportunity to expand its positive impact on increasing fish sales and its contribution to the local economy. However, to reach its full potential, UD. Udin Jaya needs to design and implement the right marketing strategies.

UD. Udin Jaya is a company engaged in distribution, located at Satangnga Raya, Mattiro Baji Village, Tanakeke Islands District, Takalar Regency. Which ones do they sell grouper, catfish, flatfish, and other types of fish? The fish that is sold the most is grouper. The price range per kilogram is Rp. 45,000-100,000/kg. The business

established by Mr. H. Sutte, which was founded in 2003, only acquired a warehouse in 2008. They initially purchased fish from the Tanakeke Islands themselves. Then marketing it to the markets and the city of Makassar.

Based on the sales data from the last 6 years, it can be observed that the sales at UD. Udin Jaya have experienced fluctuations, with a decline in sales in 2018 compared to 2017, a decrease in 2020 compared to 2019, and the most significant drop occurring in 2021 compared to the previous year.

Sales have experienced fluctuations due to the suboptimal implementation of marketing strategies and the presence of numerous competitors, which has led to less than optimal achievement of targets. Therefore, it is important to understand the extent to which marketing strategies play a role in increasing sales.

## **RESEARCH METHOD**

In this study, the author employs a qualitative research method, which involves in-depth case-based investigations of a small number of cases, including case studies. Qualitative research aims to uncover detailed information about a specific case, often with the goal of understanding how something occurs. The primary objective of qualitative research is to gain understanding, and in doing so, it often does not place much emphasis on drawing conclusions (generalizations) or on evaluating (predicting) different models. (ditemukan).

The analysis method used is the Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis, which is a way to systematically identify internal and external factors in order to formulate company strategies. SWOT analysis is based on the logic of maximizing strengths and opportunities while simultaneously minimizing weaknesses and threats. Data analysis is also referred to as data management and data interpretation. Data analysis is a series of activities involving examination, grouping, systematization, interpretation, and verification of data so that a phenomenon holds social, academic, and scientific value. 37 Ways to create a SWOT analysis through four stages:

1. The data collection stage, where it is not just about gathering data from several internal factors (weaknesses and strengths) but also analyzing that data to determine its weighted rating using external and internal strategic factor matrices.
2. The stage of determining S, W, O, and T for the company, where all obtained data must be separated into strengths, weaknesses, opportunities, and threats.
3. The strategy formulation stage, where all information affecting the company's sustainability can be clearly depicted, showing how the opportunities and

threats faced by the company can be aligned with its strengths and weaknesses.

4. The decision-making stage, where all analyzed data results in several alternatives to improve the marketing system.

## **RESULT AND DISCUSSION**

The analysis results indicate strategies that can be recommended for UD. UDIN JAYA, determined by combining the internal and external factors possessed by the company. They can be outlined as follows:

### **1. SO Strategy (Strength-Opportunity)**

- a. This strategy is a combination of internal factors (Strength) and external factors (Opportunity). It is developed based on the thoughts of the company's executives, aiming to leverage all strengths to seize and maximize opportunities. The recommended SO strategies for UD. UDIN JAYA are:
  - b. Creating new products. By utilizing abundant raw materials and good product quality, the company is expected to be able to create new products such as sunu fish, cepa fish, and frozen grouper as bait.
  - c. Expanding distribution coverage. By taking advantage of the high demand for sunu fish, cepa fish, and grouper, along with significant production capacity, the company is expected to expand distribution to the European market.
  - d. Offering attractive deals to consumers. By leveraging quality products, large-scale production, and loyal customers, the company can make appealing offers. The offers that can be made are providing discounts and bonuses.
  - e. Marketing products through B2B. By leveraging the good quality of the products and large-scale production, the company can establish partnerships with fish sellers in the market. By consistently providing stock that meets demand, it can become a supplier in that market.

### **2. ST Strategy (Strength-Threats)**

- a. This strategy is a combination of internal factors (Strength) and external factors (Threat). It utilizes the strengths possessed by the company to address any external threats. The ST strategy recommended by UD. UDIN JAYA is:
  - b. Expansion of a new factory close to the market. By utilizing adequate facilities and infrastructure, the company can expand with a new factory located close to the market. So this can be beneficial for the company.

- c. Conducting mass production when stock is abundant. By leveraging high production capabilities, the company can engage in mass production when there is an abundance of raw material stock. This aims to avoid depleting the raw material stock during adverse weather conditions.
  - d. Establishing cooperation with competitors. Companies can collaborate with competitors with the aim of increasing the company's value.
- 3. WO Strategy (Weaknesses-Opportunities)**
- a. This strategy is a combination of internal factors (Weaknesses) and external factors (Opportunities); it leverages existing opportunities while reducing the weaknesses of the company. The WO strategy pursued by UD. UDIN JAYA includes:
  - b. Utilizing social media to promote products. Conducting promotions on social media and in marketplaces to increase product demand.
  - c. Taking advantage of government policies to participate in providing management training for employees to better master the broader market in order to boost sales.
  - d. Recruiting employees independently and providing training to enhance skills in processing raw materials.
- 4. WT Strategy (Weakness-Threat)**
- a. This strategy is a combination of internal factors (Weaknesses) and external factors (Threats). It is based on defensive activities aimed at avoiding existing threats and reducing the weaknesses of the company. The WO strategy undertaken by UD. UDIN JAYA is:
  - b. Conducting market research. The purpose of market research is to gather information about the market; after obtaining useful information, the company can develop itself.
  - c. Keeping track of competitors' business developments. By doing this, the company will be able to continue developing and innovating, thus being able to compete in its industry.
  - d. Taking advantage of the harvest season to obtain raw materials in abundant quantities and at low prices.

## CONCLUSION

Based on the research conducted on UD. Udin Jaya, the following conclusions can be drawn:

1. The SWOT analysis consists of internal and external factors. It should be noted that from the internal factors of the company UD. Udin Jaya, a score of 3.00 was obtained, which is close to the number 4.00, indicating that the company has a strong internal condition. In terms of external factors, UD. Udin Jaya has a score of 2.95, which is greater than 2.5, suggesting that the company is capable of taking advantage of available opportunities and avoiding incoming threats.

Based on the Cartesian analysis diagram in the SWOT matrix, it is known that UD. Udin Jaya is in quadrant I (Aggressive). This strategy falls under the SO strategy, where the company can leverage its strengths and opportunities. Thus, the resulting strategies are as follows:

- a. Creating new products. By utilizing abundant raw materials and good product quality, the company is expected to be able to create new products such as sunu fish, cepa', grouper fish, etc., as bait.
- b. Expanding distribution coverage. By leveraging the high demand for sunu fish, cepa fish, and grouper, along with significant production capacity, the company is expected to expand distribution to the European market.
- c. Offering attractive deals to consumers. By utilizing quality products, large production, and loyal customers, the company can make appealing offers. The offers that can be made are providing discounts and bonuses.
- d. Marketing the product through B2B. By leveraging the good quality of the product and large-scale production, the company can establish partnerships with fish sellers in the market. By consistently providing stock of products that match demand, we can become a supplier in that market.

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