



Marketing Strategies For Tilapia Aquaculture: A Case Study of Chery Caramon In Sukamaju Village, Abung Tinggi District, North Lampung Regency

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Abstract: Tilapia has become one of the most popular and widely consumed fish by the community. Tilapia has become one of the commodities for people in Indonesia, one of which is located in North Lampung. Chery Caramon is the only tilapia producer that focuses on tilapia cultivation as one of the commodities to drive the local economy. This study focuses on knowing the marketing strategy of Chery Caramon's tilapia farming business in Abung Tinggi District, North Lampung Regency. This study uses a descriptive method with a case study approach to find out the marketing strategies used by Chery Caramon. This study uses SWOT analysis to find out various opportunities and threats that are factors for Chery Caramon to improve its tilapia farming marketing strategy. From this research, it can be concluded that tilapia farming by Chery Caramon in North Lampung Regency uses an SO (Strength-Opportunity) strategy to market its products to the surrounding community.

Keywords: Marketing Strategy, Tilapia, SWOT.

Introduction

As a maritime nation, Indonesia possesses significant potential in the fisheries sector. The fisheries industry plays a pivotal role in enhancing both the quantity and quality of fishery products, thereby contributing to improved livelihoods. However, the development of pond-based aquaculture in certain regions has been suboptimal and has not fully harnessed the available sustainability potential (Mokodompit et al., 2019). Tilapia has emerged as a popular and widely consumed fish species in Indonesia. Consequently, many aquaculture entrepreneurs have focused on tilapia cultivation to meet growing consumer demand. Moreover, increasing public awareness of tilapia as a valuable source of animal protein has further spurred the growth of this sector. In North Lampung Regency, tilapia farming has become a significant economic activity. Chery Caramon is one such enterprise that has successfully established itself in the local tilapia farming industry. While Chery Caramon has made significant strides in tilapia production, its marketing efforts have been limited by a lack of strategic planning and market intelligence. Promotional activities have

largely been confined to on-site banners and word-of-mouth referrals. Constraints such as limited access to information, a lack of understanding of modern marketing strategies, and intense competition have hindered the full potential of tilapia farming in the region. Additionally, human resource management has been identified as a critical factor in ensuring the long-term sustainability of these businesses.

Tilapia fish farming in North Lampung Regency is a relatively easy and profitable business for the community. The aspects that influence the development of the following businesses are marketing, finance, human resources, and operations. In terms of marketing, the tilapia produced is sold directly to traders in the market. Tilapia sold directly to traders in the market makes it easier for consumers to buy fish. Thus, fish traders can attract more consumers, but they must still maintain the quality of the fish and consumer service so that it is more in accordance with consumers or customers, thereby creating customer satisfaction.

Promotions carried out by tilapia fish farming in North Lampung Regency include installing banners at the cultivation location, and promotions are also carried out through word of mouth, where satisfied consumers will recommend tilapia from North Lampung Regency to fish collectors. Based on the explanation of the background above, the author is interested in writing a thesis entitled "Marketing Strategy for Tilapia Fish Farming Business by Chery Caramon in North Lampung Regency (Study on Tilapia Fish Farming by Chery Caramon in Sukamaju Village, North Lampung Regency)".

Research Method

Research Design

The research methodology of this study is a case study technique. This method aims to understand and study a problem or event that has already occurred by collecting various data, which is then analyzed to identify answers to the problems raised. The researcher chose a case study approach to describe the conditions in more detail, so that a deeper analysis of the case related to the development strategy of tilapia farming in North Lampung Regency can be obtained.

Population, Sample, and Sampling

The research focuses on Chery Caramon in Abung Tinggi, North Lampung. The study employs purposive sampling for primary data collection through interviews with the owner as the primary source of information to obtain details about the products sold, revenue development, and other data related to the tilapia farming development strategy. The researcher conducted interviews with five fish collectors as key informants to gather detailed information for the study. Secondary data sources include production and procurement records, which provide valuable insights into historical inventory management practices and procurement dynamics.

Data Collection Techniques

Data in this study were collected through three methods: observation, interviews, and document analysis. The literature review utilized various sources such as academic books, research journals, and scholarly works. The focus of this research is to examine the marketing tactics used by tilapia farming businesses in North Lampung Regency.

Data Analysis

The collected data was analyzed to ensure the research's credibility and to gain deeper insights into the research context. This research also use SWOT analysis method, aimed at identifying various factors to formulate sales strategies based on four main components: strengths, weaknesses, opportunities, and threats.

Result and Discussion

From an interview with tilapia business owner Chery Caramon, high-quality tilapia are distributed to the community in various sub-districts, such as Pasar Pagi, Pasar Sentral, and Pasar Bandar Jaya. Meanwhile, results from an interview with a tilapia collector indicate that Chery Caramon provides the best service by supplying high-quality tilapia. In addition, Chery Caramon also builds partnerships based on good faith and mutual benefit. Through SWOT analysis, the answers obtained from interviews and questionnaires were compared to determine the comparative responses of the internal and external factor components of both companies. The results of the internal and external components of Chery Caramon's Tilapia Cultivation company were obtained through a comparison of study findings to identify the correlation between the internal variables of Chery Caramon's Tilapia Cultivation company and its competitors.

Table 1. Comparative Analysis of Internal Factors in Tilapia Cultivation Businesses Between Chery Caramon in Abung Tinggi District, North Lampung Regency and Its Competitors.

No.	Factors	Score	Strength/Weakness	Total Points
1	Variety of products	3	Strength (2)	6
2	Products often sold out	3	Strength (2)	6
3	Sometimes considers competitors' prices	2	Weakness (1)	2
4	Price is commensurate with quality	4	Strength (2)	8
5	Occasionally conducts online promotions	2	Weakness (1)	2
6	Very strategic business location	4	Strength (2)	8
7	Business location is easily accessible	4	Strength (2)	8
8	Adequate storage facilities	2	Weakness (1)	2
9	Fairly good service	3	Strength (2)	6
10	No customer complaints	4	Strength (2)	8
11	Service provided is fairly fast	3	Strength (2)	6
12	Has good financial management	3	Strength (2)	6

Table 2. Comparative Analysis of External Factors in Tilapia Cultivation Businesses Between Chery Caramon in Abung Tinggi District, North Lampung Regency and Its Competitors.

No.	Factors	Score	Strength/Weakness	Total Points
1	Consumers sometimes compare prices with competitors	2	Threat (1)	2
2	Consumers often buy products in large quantities	3	Opportunity (2)	6
3	Has more than one supplier	4	Opportunity (2)	8
4	Suppliers always deliver products on time	4	Opportunity (2)	8
5	Product quality sometimes does not meet customer expectations	2	Threat (1)	2
6	The business has many competitors	2	Threat (1)	2
7	Not bothered by many competitors	4	Opportunity (2)	8
8	Has similar products with competitors	2	Threat (1)	2
9	Government regulations are quite supportive of the business	3	Opportunity (2)	6
10	The business location complies with government regulations	3	Opportunity (2)	6

The table shows us the strengths, weaknesses, opportunities, and threats (SWOT) of Chery Caramon's tilapia farming business.

a. Strength

The pricing of tilapia offered by Chery Caramon in Abung Tinggi District, North Lampung Regency reflects its quality. The company provides prompt and efficient service to meet customer needs. Moreover, Chery Caramon offers a diverse range of tilapia products, including table-sized fish, juvenile fish, and fingerlings for aquaculture.

b. Weakness

The less-than-ideal location is a disadvantage for this fishery business. The difficult access for people outside the area also hinders the development of this business.

c. Opportunities

The growing consumer demand for fish presents a significant opportunity for businesses in the aquaculture sector. Chery Caramon, in particular, benefits from a reliable supply chain and supportive government policies, which have enabled the company to expand its operations.

d. Threats

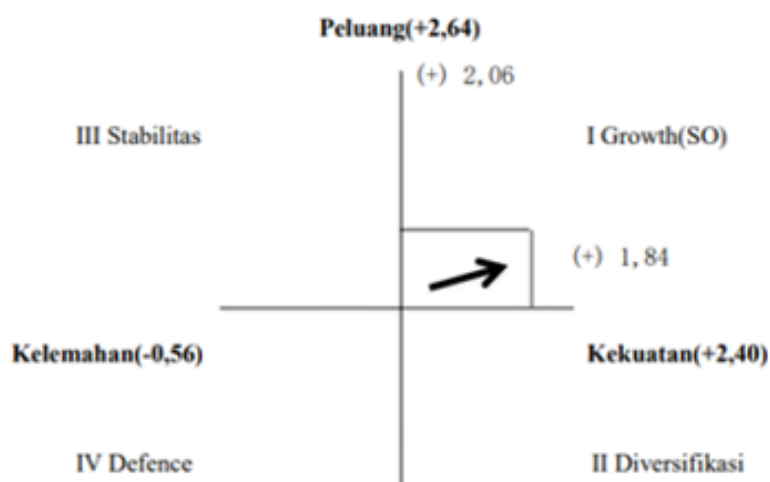
The pricing of Chery Caramon's products is competitive with other businesses in the market. However, due to the presence of similar products offered by competitors, the business owner must continuously innovate to maintain a competitive edge. This can be achieved by introducing new product variations and improving product quality.

Table 3. IFAS Metrics

Internal Strength Factors	Weight	Rating	Score
1. Price is commensurate with quality	0.12	3	0.36
2. Fairly good service	0.12	3	0.36
3. Fairly fast service	0.12	3	0.36
4. No customer complaints	0.12	3	0.36
5. Variety of tilapia products	0.12	4	0.48
6. Fairly good financial management	0.12	4	0.48
Sub Total	0.72		2.40
Weakness (W)			
1. Location is not very strategic	0.10	2	0.20
2. Access to the location is difficult	0.09	2	0.18
3. Considers competitors' prices	0.09	2	0.18
Sub Total	0.28		0.56
Total	1.00		2.96

Table 4. EFAS Metrics

External Strength Factors	Weight	Rating	Score
Opportunities (O)			
1. Consumers often buy products in large quantities	0.15	4	0.60
2. Has more than one supplier	0.12	4	0.48
3. Suppliers always deliver products on time	0.12	4	0.48
4. Not bothered by many competitors	0.12	4	0.48
5. Government regulations are quite supportive of the business	0.10	3	0.30
6. The business location complies with government regulations	0.10	3	0.30
Sub Total	0.71		2.64
Threats (T)			
1. Consumers sometimes compare prices with competitors	0.12	2	0.24
2. The business has many competitors	0.05	2	0.10
3. Has similar products with competitors	0.12	2	0.24
Sub Total	0.29		0.58
Total	1.00		3.22

**Figure 1.** Cartesian Diagram of SWOT Analysis for Tilapia Cultivation Business by Chery Caramon in North Lampung Regency

Using the IFAS, EFAS, and Cartesian diagram methods, Chery Caramon's tilapia cultivation business is positioned in Quadrant I, indicating a highly advantageous situation. The company can optimally utilize its prospects and strengths in this quadrant. This means that a Strength-Opportunity (SO) strategy should be employed to drive an aggressive growth oriented policy.

This SO strategy includes actions such as maintaining product variety to encourage bulk purchases, maintaining customer trust by setting prices commensurate with product quality, ensuring the company's location is strategic to enable timely product delivery, improving service quality, maintaining positive relationships with suppliers, and upholding good financial management.

Based on the analysis, the following strategies are recommended for Chery Caramon to enhance its tilapia cultivation business:

1. SO Strategy

- a. Maintain customer trust by charging prices commensurate with product quality;
- b. Ensure the company's location is easily accessible to facilitate timely supplier deliveries;
- c. Enhance customer service standards;
- d. Maintain strong partnerships with suppliers; e. Maintain a stable and sustainable financial management.

2. WO Strategy

- a. Construct more modern storage facilities to attract a wider range of customers and expand the market reach.
- b. Enhance online promotion to boost sales.
- c. Monitor competitor pricing to set competitive product prices.
- d. Increase promotional activities to attract customer attention.

3. ST Strategy

- a. Identify vendors who can supply products of the highest quality to anticipate supply needs.
- b. Mitigate the risk posed by customers who frequently compare prices with competitors. c. Enhance product quality to differentiate the offerings from competitors.

4. WT Strategy

- a. Expand the production capacity by increasing the size of the aquaculture facility to cater to a larger customer base.
- b. Diversify the product line by introducing new fish species to create a unique market position.

Conclusion

The SWOT analysis reveals that Chery Caramon has adopted an SO (Strength Opportunity) strategy for its tilapia farming business. This strategy is oriented towards leveraging the company's internal capabilities to exploit external opportunities. Specific initiatives undertaken include product quality enhancement, customer retention, service quality improvement, supplier relationship development, and sound financial management. Given the intense competition faced by this business, it is recommended that Chery Caramon intensify online promotion and expand the variety of tilapia products offered. These strategies aim to enhance product visibility, attract more customers, increase sales volume, and strengthen the business's market position.

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