

## BRIEF ANALYSIS OF SUPPORTING FACTORS, INHIBITING FACTORS AND MARKETING STRATEGIES FOR CATFISH FARMING

Muh. Sulaiman Dadiono<sup>1\*</sup>, Rima Oktavia Kusuma<sup>1</sup>

<sup>1</sup>Department of Aquaculture, Faculty of Fisheries and Marine Science, Universitas Jenderal Soedirman, Jl. dr. Soeparno, Komplek GOR Soesilo Soedarman, Purwokerto, Indonesia

<sup>\*</sup>Email : [sdadiono@unsoed.ac.id](mailto:sdadiono@unsoed.ac.id)

### ABSTRACT

Catfish cultivators in Indonesia often experience problems related to marketing strategies, supporting factors and inhibiting factors in catfish farming. So a brief analysis of the supporting factors, inhibiting factors and marketing strategies for catfish farming is needed in order to provide a brief description of catfish farmers in Indonesia. data collection was fully carried out by literature study. Secondary data was collected by reviewing references in the form of journals, books and online articles. Data search was carried out using the Google search engine or Google scholar with the keywords catfish farming marketing strategy. The data obtained were then analyzed using descriptive methods. From the results of the study it was found that there is a need for special attention to the supporting factors for catfish cultivation, namely consumer interest, availability of seeds, superior catfish seeds, environmental cleanliness, and smooth marketing networks. It is also necessary to pay attention to inhibiting factors such as the promotion techniques used are ineffective and lack of marketing network, low productivity, low seed quality and quantity, high feed prices, lack of treatment for disease emergence, limited information technology and markets, risk of declining fish quality in transport. Marketing strategies must keep up with the times by utilizing digital marketing such as market place platforms and social media.

**Keyword:** Catfish, *Clarias sp.*, Supporting Factor, Inhibiting Factor, Marketing Strategies

### INTRODUCTION

Catfish have fast growth and the ability to adapt to the environment is quite high (Sitio et al., 2017). In addition, the selection of catfish as one of the strategic commodities in cultivation due to the high market demand for these commodities. cultivators are interested in cultivating catfish for several reasons factors, namely catfish farming can be carried out on land that has limited water resources, high stocking density, cultivation technology

relatively simple, relatively disease resistant, has growth fast, and the economic value is quite high (Lindawati et al., 2013). But catfish cultivators in Indonesia often experience problems related to marketing strategies, supporting factors and inhibiting factors in catfish farming, so catfish cultivators are often the target of price games by middlemen. Therefore a brief analysis of the supporting factors, inhibiting factors and marketing strategies for catfish farming is needed in order to provide a brief

description of catfish farmers in Indonesia.

## **RESEARCH METHODS**

A brief analysis of the supporting factors, inhibiting factors and marketing strategies for catfish farming (*Clarias* sp.) uses the library research study method, where the method of data collection is fully carried out by literature study. Secondary data is collected by reviewing references in the form of journals, books and online articles that are still related (Dadiono and Aminin, 2021; Halim et al., 2021; Dadiono and Wijaya, 2022), the studies studied are data on marketing strategies and supporting factors catfish farming which is then re-analyzed to obtain new ideas. Data search was carried out using the Google search engine (Dadiono and Andayani, 2022), with the keywords marketing strategy for catfish farming. The data obtained was then analyzed using a descriptive method (Dadiono and Suryawinata, 2021; Dadiono et al., 2022). The descriptive method is carried out by describing the results of the discussion and drawing conclusions (Halim and Dadiono, 2021; Dadiono and Suryawinata, 2022).

## **RESULTS AND DISCUSSIONS**

### **Supporting and Inhibiting Factors of Catfish Cultivation**

In determining the strategy for developing a catfish farming business Two

factors are needed, namely supporting and inhibiting factors. Supporting factors can optimize the business so that the business can further develop. The inhibiting factors are also very important to pay attention to so that we can Minimize the obstacles that exist in the business being carried out. Supporting factors that influence catfish farming business namely the large number of consumers who are interested in catfish so that the product will be sold easy to market, environmental cleanliness, availability of seeds, easy catfish developed is also one of the supporting factors for progress catfish farming. A clean pool environment can affect smoothness catfish farming. Marketing of cultivated products can be done by means of buyers will come directly to the cultivation location to buy the harvest so that cultivators easier to market the results of cultivation.

We must also pay attention to the inhibiting factors for catfish farming Among other things, promotional techniques used are less effective and lack of network owned marketing because it only verbally conveys that product produced in occupied businesses, low seed quality, high feed prices, lack of handling of the emergence of the disease, limited information technology and market, the risk of decreasing the quality of fish in transportation can lowering the selling price in the market makes it

difficult for cultivators to determine price standard.

### **Catfish Marketing Strategy**

Catfish (*Clarias sp*) is one type of fish that is sufficient for consumption popular in Indonesian society. Catfish include fish that are easy to find market, because many Indonesian people cultivate it. Besides In addition, catfish also tend to be easy to market because it can be sold in form of fresh fish and also sold in the form of processed fishery products. Though already quite well-known in the market and favored by the public, in terms of The marketing needs to be developed again, namely by implementing a strategy appropriate and efficient marketing. This marketing strategy is carried out so that the Fish business Catfish is growing and getting better in the market. Catfish marketing strategy This can be done by using direct and indirect marketing strategies direct. The direct marketing strategy is carried out by selling products directly to consumers, for example selling it directly in the market in the form of fresh catfish. While indirect marketing is done by selling products through intermediary media without having to be seen selling. At this time, namely the modern era, where almost everything can be digital become an alternative to catfish marketing, namely by doing marketing digitally. Digital marketing

of catfish is done by selling various milkfish products online through social media and other online platforms that support. Some online social media that can used to market catfish such as Facebook, Instagram, Twitter, and etc. Digital marketing is a solution for product marketing growing rapidly and inexpensively to reach customers online maximum without any limit. Through digital marketing adjustments, managers can convey their message only to potential customers and many new customers can be attracted by using different techniques. According to Hereyah (2019), digital marketing through online media can make the catfish business grow and reach a wider market. This digital marketing also tends to be easy to do, where someone who acts as a producer can promote it only via a cellphone or laptop and can be done at home without having to meet consumers directly.

Besides doing digital marketing for the fish business Catfish, direct marketing through marketing agencies is also necessary conducted. The involvement of marketing institutions has an important role in distribute production results in marketing activities. Several institutions Existing marketing consists of fish farmers, middlemen, wholesalers, district collectors and retailers. The presence of these marketing agencies will affect the size of

marketing margins, profits and marketing costs that will be incurred by each marketing agency in marketing catfish.

According to Api et al. (2019), apart from having a marketing agency, it is also necessary to have a marketing channel. A marketing channel is a set of interdependent organizations involved in the process of providing a product or service services for use or consumption. Marketing channels or channels Distribution is a series of organizations involved in an activity used to distribute products and the status of their owners from producers to consumer.

## CONCLUSION

Based on a brief analysis of the supporting factors, Inhibiting Factors and marketing strategies for Catfish (*Clarias* sp.) Cultivation, there are several supporting factors that must be considered in catfish farming, namely consumer interest, seed availability, superior catfish seeds, environmental cleanliness, and smooth marketing networks. In addition, it is necessary to pay attention to inhibiting factors such as promotional techniques used that are not effective and lack of marketing network, low productivity, low seed quality and quantity, high feed prices, lack of handling of emerging diseases, limited information technology and markets, risk of decreased quality. fish in

transit. Marketing strategies must keep up with the times by utilizing digital marketing such as market place platforms and social media.

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