

## BRIEF STUDY OF SUPPORTING FACTORS AND MARKETING STRATEGIES FOR MILKFISH CULTIVATION

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### Abstract

Milkfish farmers in Indonesia frequently encounter challenges concerning marketing strategies and supporting factors. A concise study was conducted to examine the marketing strategy and supporting elements in milkfish cultivation, providing an overview of the industry in Indonesia. And data collection process primarily involved a comprehensive literature review, Secondary data were gathered by consulting various sources, including journals, books, and online articles. A Google search was utilized with the keywords marketing strategy for milkfish cultivation to retrieve relevant data. The obtained information was analyzed using descriptive methods. The study revealed that several critical factors require special attention in milkfish cultivation. These factors include the availability of high-quality seeds, maintaining a clean environment, and establishing efficient marketing channels. Furthermore, there are inhibiting factors that need consideration, such as low productivity, insufficient seed quality and quantity, and the lack of implementation of CPIB (Certification and Production Insurance of Aquaculture) and CBIB (Certification of Broodstock of Aquatic Animals). To adapt to current trends, marketing strategies should embrace digital methods, such as utilizing social media platforms and online marketplaces. This approach enables milkfish farmers to reach a wider audience and enhance their marketing efforts effectively.

**Keyword:** Milkfish, *Chanos chanos*, Marketing Strategy, Supporting Factors

### INTRODUCTION

Milkfish is a superior commodity for cultivation which has quite promising market opportunities (Faruq et al., 2019). This is also supported by stable prices and high demand in the domestic and export markets. Prices are relatively stable and even tend to increase, making it a special attraction. The high economic value and relatively affordable price can make market opportunities for milkfish commodities still wide open, especially in the export market. Milkfish for the purposes of processing bender has its spines removed and milkfish in presto

processed form is also very high in market demand (Triyanti and Hikmah, 2015).

Milkfish farmers in Indonesia frequently encounter challenges concerning marketing strategies and supporting factors, leading to vulnerability to price manipulation by middlemen. Therefore, conducting a concise study on marketing strategies and supporting factors in milkfish farming is crucial to gain an overview of the situation for milkfish cultivators in Indonesia.

### RESEARCH METHODS

A brief study of marketing strategies and

supporting factors for milkfish (*Chanos chanos*) cultivation uses the library research study method, where the method of data collection is fully carried out by literature study (Dadiono and Widodo, 2022; Dadiono et al., 2022a). The researchers collected secondary data for their study by reviewing various sources, including journals, books, and online articles that were relevant to the topic (Dadiono and Aminin, 2021; Halim et al., 2021; Dadiono and Wijaya, 2022). The sources provided data on marketing strategies and supporting factors for milkfish cultivation, which were then re-analyzed to generate new insights. To gather the data, the researchers used the Google search (Dadiono and Andayani, 2022), with the specific keywords "marketing strategy for milkfish cultivation." they analyzed the collected data using a descriptive (Dadiono and Suryawinata, 2021; Halim and Dadiono, 2021; Dadiono et al., 2022b). The descriptive method involved presenting and describing the results of their discussions and drawing conclusions (Dadiono and Suryawinata, 2022).

## **RESULTS AND DISCUSSIONS**

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

To establish a successful milkfish cultivation business strategy, it is essential to consider both inhibiting and supporting

factors, By taking into account the supporting factors, the business can be optimized and further developed. These factors play a crucial role in the growth and success. Milkfish cultivators should also be mindful of the inhibiting factors to effectively address and minimize the challenges that may arise in the course of their business operations. Identifying , mitigating these obstacles are vital to ensure the sustainability and profitability of the milkfish cultivation business in Indonesia. By carefully balancing and addressing both supporting and inhibiting factors, milkfish cultivators can make informed decisions, adapt to changing conditions, and increase the likelihood of building a thriving and prosperous business in the long run.

According to Sholikha (2015), the supporting factors that influence milkfish cultivation are the availability of seeds, environmental cleanliness, and the existence of smooth marketing channels. Milkfish seed is the main factor influencing the success of milkfish cultivation. Usually, cultivators have subscriptions from seed sellers who will always deliver seeds to cultivators so that cultivators can easily obtain seeds and can reduce costs for milkfish cultivation. A clean pond environment can affect the smooth running of milkfish cultivation. Cleanliness can be done by removing the grass around the pool. Marketing of milkfish cultivation

products can be done by means of buyers coming directly to the ponds to buy crops and make buying and selling transactions at the cultivator's location, so that cultivators find it easier to market their crops. In addition, cultivators can also bring the harvest directly to the Fish Auction Place (TPI) in the morning when the fish are still fresh.

According to Triyanti and Hikmah (2015), apart from supporting factors, there are also several factors that can hinder milkfish cultivation, including low productivity, low quality and quantity of seeds, not implementing Good Fish Hatchery Practices (CPIB) and Cultivation Methods. Good Fish (CBIB), high feed prices, lack of treatment for the emergence of fish diseases, limited information on technology and markets, as well as the risk of reduced quality of fish in transport lowering selling prices on the market makes it difficult for farmers to set price standards. In addition, cultivators have limited human, institutional, knowledge and technology resources, lack of strengthening of socio-economic institutions and capital, lack of private sector investors in the development of aquaculture industrialization, limited capital for cultivators, traders and processors, and limited credit facilities.

### **Milkfish Marketing Strategy**

Milkfish (*Chanos chanos*) is a popular consumable fish in Indonesian society and is widely available in the market due to its widespread cultivation by Indonesian people. It enjoys popularity both as fresh fish and as processed fishery products. Despite its prominence and popularity, there is a need for further development in its marketing strategy to foster growth and enhance its position in the market. To achieve this, an appropriate and efficient marketing strategy should be implemented. One way is through direct marketing, where the products are sold directly to consumers, such as selling fresh milkfish in the market.

Another approach is through indirect marketing, where products are sold through intermediary channels without direct interaction with customers. In modern era, digital marketing emerges as a promising alternative for milkfish marketing. By embracing digital marketing techniques, milkfish cultivators can expand their reach and engage with a wider audience. Utilizing online platforms, social media, and e-commerce platforms can help them promote their products (Dadiono, 2022). This approach allows milkfish businesses to tap into the digital-savvy market and leverage technology to their advantage. In conclusion, to further develop the milkfish business and secure a better position in the market, implementing a suitable marketing strategy,

particularly incorporating digital marketing techniques, can prove to be highly beneficial and essential in today's digital age.

The digital marketing of milkfish involves selling various milkfish products online through social media and other supportive online platforms. Platforms like Facebook, Instagram, Twitter, and others can be utilized for marketing purposes. This form of marketing is rapidly evolving and cost-effective, allowing businesses to reach a larger customer base without geographical limitations (Dadiono and Kusuma, 2022).

Customized digital marketing enables managers to target specific potential customers and employ various techniques to attract new customers. According to Herayah (2019), implementing digital marketing through online media can lead to the growth of the milkfish business and access a broader market.

One of the advantages of digital marketing is its ease of implementation. Producers can promote their milkfish products using just a cellphone or laptop from the comfort of their homes, without the need to meet consumers face-to-face.

This convenience allows for more flexible marketing efforts and opens up opportunities for small-scale producers to reach a wider consumer. Overall, digital

marketing has emerged as a powerful tool for the milkfish industry, offering cost-effective, targeted, and accessible marketing solutions that contribute to business growth and expansion. In addition to digital marketing, direct marketing through marketing institutions plays a crucial role in the milkfish business.

These marketing institutions are essential for facilitating the flow of production results in marketing activities. Various marketing institutions are involved in this process, including fish farmers, middlemen, wholesalers, district collectors, and retailers.

Each of these agencies plays a part in determining the marketing margins, profits, and overall marketing costs incurred during the milkfish marketing process. Studies by Api et al. (2019), emphasize the significance of having well-structured marketing agencies and marketing channels in the milkfish industry. A marketing channel refers to a network of interdependent organizations that collaborate to provide a product or service for use or consumption. It encompasses the entire chain of activities involved in distributing products and involves multiple entities working together to move products from producers to consumers.

An efficient and well-organized marketing channel is vital for ensuring

smooth and effective distribution of milkfish products. By establishing reliable marketing institutions and efficient marketing channels, milkfish cultivators can enhance their market reach, optimize profits, and reduce overall marketing costs. These strategies collectively contribute to the growth and success of the milkfish business.

## CONCLUSION

Based on a concise study of the marketing strategy and supporting factors for milkfish (*Chanos chanos*) cultivation, several important supporting factors need to be taken into account for successful milkfish farming. These factors include ensuring a steady supply of high-quality seeds, maintaining a clean and suitable environment for the fish, and establishing efficient and smooth marketing channels to reach consumers more effectively.

there are several inhibiting factors that require attention and management in milkfish cultivation. These include addressing low productivity issues, improving the quality and quantity of available seeds, and implementing certification and production insurance programs such as CBIB and CPIB to enhance the overall efficiency and reliability. To remain competitive in the modern market, it is essential for milkfish

farmers to adapt their marketing strategies and keep up with the times. Strategies digital marketing has proven to be a valuable tool for reaching a wider audience and engaging with potential customers. Utilizing social media platforms and online marketplaces can help milkfish cultivators promote their products effectively and expand their market. By considering and addressing these supporting and inhibiting factors while embracing digital marketing strategies, milkfish cultivators can maximize their chances of success in the industry and establish a business.

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