

Profit Analysis and Marketing Strategy of Sagarurung Fish at MSMEs Suka Rasa in Talang Ubi District, Penukal Abab Lematang Ilir Regency

Analisis Keuntungan Dan Strategi Pemasaran Ikan Segarurung Pada MSMEs Suka Rasa Di Kecamatan Talang Ubi Kabupaten Penukal Abab Lematang Ilir

Sisvaberti Afriyatna^{1*}, Innike Abdillah Fahmi², Billa Elviera³

Program Studi Agribisnis Fakultas, Pertanian Universitas Muhammadiyah Palembang^{1,2,3}

sisvafpump@gmail.com¹

ABSTRACT

This study aims to determine fresh Fish's advantages and marketing strategy in MSMEs Suka Rasa Talang Ubi District, Penukal Abab Lematang Ilir Regency. The research method used is the case study method, for which purposive and quota sampling are used. Data collection methods used in this study are observation, interviews and documentation. The results of the study found that the profitability of the Suka Rasa MSMEs were Rp. 8,486,329 / month and the IFAS and EFAS diagrams are in quadrant 4, the meeting between IFAS at point 0.85 and EFAS at point -0.47. So that is an alternative marketing strategy that can be done is to guarantee the quality of fresh fish products according to the criteria set by the company, and to increase product distribution, such as expanding the marketing reach by utilizing social media to promote products.

Keywords: Profits, IFAS, EFAS, SWOT

ABSTRAK

Penelitian ini bertujuan untuk mengetahui keuntungan dan bagaimana strategi pemasaran ikan segarurung pada UMKM Suka Rasa Kecamatan Talang Ubi Kabupaten Penukal Abab Lematang Ilir. Metode penelitian yang digunakan adalah metode Studi Kasus, untuk metode penarikan contoh digunakan metode *purposive sampling* dan *quota sampling*. Metode pengumpulan data yang digunakan dalam penelitian ini yaitu observasi, wawancara dan dokumentasi. Hasil penelitian menunjukkan bahwa keuntungan pada UMKM Suka Rasa yaitu sebesar Rp. 8.486.329/bln dan pada diagram IFAS dan EFAS berada pada kuadran 4 yaitu pertemuan antara IFAS yang berada pada titik 0,85 dan EFAS pada titik -0,47. Sehingga alternatif strategi pemasaran yang dapat dilakukan yaitu menjamin kualitas produk ikan segarurung sesuai kriteria yang telah ditentukan perusahaan, serta meningkatkan pendistribusian produk seperti memperluas jangkauan pemasaran dengan memanfaatkan media sosial untuk mempromosikan produk.

Kata Kunci: Keuntungan, IFAS, EFAS, SWOT

1. Introduction

The fisheries sector plays a role in contributing the largest foreign exchange for Indonesia. Capture fisheries are different from aquaculture fisheries, the difference is in the production method. Capture fisheries obtain Fish from catches using fishing gear or other ways, while aquaculture captures Fish for cultivation. The fishery is catching Fish and other aquatic organisms in the wild (oceans, rivers, lakes and other water bodies). The life of aquatic organisms in the wild and their factors (biotic and abiotic) are not deliberately controlled by humans. Capture fisheries are mostly carried out in the sea, especially around the coast and continental shelf. Capture fisheries also exist in lakes and rivers (Brian, 1998; Alam & Dunan 2019).

In South Sumatra, from the agricultural sector, the leading sector is the plantation sector, namely oil palm and rubber. The fisheries sector can be a new opportunity to trigger economic growth. The fisheries sector can also be a new sector that can grow if managed properly, and local

fish farming can be a good potential, especially for the waters of South Sumatra. So far, South Sumatra still relies heavily on existing commodity sectors. Still, other potential sectors should be developed so that the South Sumatran economy can continue to grow despite fluctuating export prices. The Government of South Sumatra encourages the fisheries sector to have an advantage in the field of competitiveness because the South Sumatra region has an area of public waters and 2.5 million hectares of plains in which there are 233 species of Fish (Heriansah, 2011). The following is aquaculture production in South Sumatra

Table 1. Aquaculture Production by District/City in Sumatra Province South 2018

No	regency/city	Total production (tons)
1.	Ogan Komering Ulu	17.451,00
2.	Ogan Komering Ilir	79.991,24
3.	Muara Enim	5.289,43
4.	Lahat	10.673,89
5.	Musi Rawas	44.426,49
6.	Musi Banyuasin	32.560,68
7.	Banyuasin	63.583,67
8.	OKU Selatan	22.240,32
9.	OKU Timur	66.413,22
10.	Ogan Ilir	24.163,36
11.	Empat Lawang	1.130,09
12.	PALI	100,63
13.	Musi Rawas	136,50
1.	Palembang	20.327,37
2.	Prabumulih	5.258,65
3.	Pagar Alam	4.898,14
4.	Lubuk Linggau	29.855,39
amount		428.500,07

Source: Central Bureau of Statistics for South Sumatra Province, 2019

Based on Table 1, it can be concluded that there are 13 regencies and 4 cities in South Sumatra's aquaculture production of 428,500.07 tonnes. The largest cultivation production was located in Ogan Komering Ilir Regency, amounting to 79,991.24 tons, while the lowest was in PALI Regency, amounting to 100.63 tons. PALI Regency is the area with the lowest aquaculture production because the physical condition of PALI has an undulating topography ranging from 125-200 m above sea level so that few places can be used as places for fish farming. Meanwhile, Ogan Komering Ilir Regency is in the form of a very wide expanse of lowlands. The plains area is 25% and 75% of the water is stretching swamps.

One of the first MSMEs in Talang Ubi District to make Segarurung was PALI, Suka Rasa Segarurung MSMEs. This MSME is in Talang Pipa, Talang Ubi Barat Village, Talang District, Sweet potato, PALI District. These MSMEs was built from 2007 to 2017 under the guidance of Pertamina. From 2017 until now MSMEs Suka Rasa has been fostered by the industry and trade agency and now has 14 employees. Apart from being a typical souvenir from PALI, smoked fish Segarurung is also marketed to restaurants in PALI, from Prabumulih to Muara Enim.

The marketing strategy formulation is based on a thorough analysis of the influence of the company's external and internal environmental factors (Jatmiko et al., 2021). The company's external environment changes rapidly at any time, giving birth to various opportunities and threats

from main competitors and the ever-changing business climate (Ratnadianti et al., 2020). The consequences of changes in external factors also result in changes in the company's internal factors, such as changes to the strengths and weaknesses of the company. There are two elements of marketing tactics, one of which is the marketing mix which is related to activities regarding product, price, promotion, and place (Rangkuti, 2016; Santos et al., 2022)

Based on the description of the background above, the researcher is interested in research to Analyse the Profits and Marketing Strategies for Fresh Fish in MSMEs Suka Rasa in Talang Ubi District, Penukal Abab Lematang Ilir Regency.

2. Methods

Research Location

The research was carried out in Talang Ubi District. The location selection was carried out purposively (intentionally), considering that the MSMEs Suka Rasa Segarurung was the first place to make freshurung Fish. That freshurung Fish was a special PALI food.

Research methods

The method used in this research is the case study method. According to (Subyantoro and Suwanto, 2007), a case study is a research with a specific approach to examine problems in more depth at all levels. The research aims to reveal facts in a causal relationship, which is explorative to find information about what causes to happen problem, and how to solve it, but its nature is only deep in one event unit

Sampling Method

There are two sampling methods used, the first is the purposive sampling method, (Sugiyono, 2016). The second is quota sampling, (Sugiono, 2016), where the number of samples has been determined in advance. Sampling is just choosing up to that amount and without a sample frame.

In this study, using a purposive sampling method or choosing deliberately the sample taken was only the industry and trade department (head of trade) and MSME owners and quota sampling, namely for a sample of 5 consumers and 5 retail traders. So it is expected to obtain results that are quite accurate according to the objectives expected of this study.

Method of collecting data

Data collection methods used in this study are observation and interviews. According to (Sujarweni, 2014), observation is systematic observation and recording of the symptoms that appear on the research object. At the same time, the interview is one of the instruments used to gather data orally. This is done in depth to obtain valid and detailed data. Therefore, direct interviews use a tool in the form of a questionnaire. Questionnaire is a data collection technique that is carried out by giving a set of questions or written questions to the respondents to answer. Questionnaires are efficient data collection instruments if the researcher knows the variables to be measured and knows what can be expected from the respondent.

According to (Sugiyono, 2018), questionnaires are also suitable for use if the number of respondents is quite large and spread over a large area. Questionnaires can be in the form of closed/open questions, can be given to respondents directly or sent via post or the internet. The data collected from this study consisted of primary data and secondary data.

Data Processing and Analysis Methods

According to (Haslizen Hosein, 2017). Technically, the work carried out in the data processing and interpretation phase includes editing, coding, and tabulating. To answer the first problem formulation using quantitative analysis where mathematical calculations are used using the following formula

$$\pi = TR - TC$$

$$TR = Y \cdot Py$$

$$TC = FC + VC$$

Where :

π = profit

TR = Total Revenue (total revenue)

TC = Total Cost

FC = Fixed Cost (fixed total)

VC = Variable Cost (variable costs)

Y = Yield (production obtained in business activities)

Py = Price of yield (output price) According to Suharto (2010),

To calculate fixed costs is used as follows :

$$FC \approx PA = \frac{NB - NS}{T}$$

Where :

PA = Tool depreciation

FC = Fixed Cost (fixed total)

NB = Buy Value

NS = residual value

T = Lama Pakai

Meanwhile, to calculate variable costs, the following formula is used :

VC = Price x number of inputs

SWOT analysis is a tool used to compile strategic business factors. This SWOT can clearly describe how the external opportunities and threats a business faces can be adjusted to its strengths and weaknesses. Stages in swot analysis according to Rangkuti (2016)

1. Matriks IFAS (*Internal Factor Analysis Summary*)
2. Matriks EFAS (*Eksternal Factor Analysis Summary*)
3. Diagram IFAS dan EFAS
4. Matriks SWOT

3. Results and Discussion

Overview of MSMEs Suka Rasa

MSMES Suka Rasa is engaged in food processing made from Fish which is managed to become freshurung Fish. This MSMES was founded in 2007. Until 2017 the Suka Rasa MSMES was under Pertamina's guidance, then in 2017 until now the Suka Rasa MSMES was fostered by the Department of Industry and Trade. Since its inception, it was under the guidance of Pertamina because in 2007 the PALI Regency had not yet been formed, and after the PALI Regency was formed, the MSMES Suka Rasa was fostered by the Department of Industry and Trade. This MSME is located in Talang Ubi District, Penukal Abab Lematang Ilir District.

The technique for producing the Segarurung Fish is weeding and washing the Fish, soaking the Fish in salt water for 1 hour, then cutting the Fish on the back and seasoning it, smoking the Fish for about 3 hours until it emits the distinctive aroma of the fresh fish seasoning, then cooling it for 20 minutes. in packing. Freshurung fish seasoning is kitchen seasoning, chili, onion, and tamarind, then mashed (MSMEs Suka Rasa). MSMEs Suka Rasa obtains raw materials purchased directly from the market. Apart from being marketed in PALI, freshurung Fish is also marketed to restaurants in Prabumulih and Muara Enim to the island of Java. The marketing strategy is only word of mouth, radio and social media.

Before the pandemic, MSMEs Suka Rasa had 14 workers but now MSMEs Sukarasa only has 5 workers because the number of requests has decreased. MSMEs Suka Rasa has a halal certificate from the Indonesian Ulema Council of South Sumatra Province No: 22030011341120

Analysis of Profits from Sagarurung MSMEs Sukarasa, Talang Ubi District, PALI Regency

Table 2. Components of Sagarurung Fish, UKM Sukarasa, Talang Ubi District, PALI Regency in

2020		
No	component	Amount (Rp/month)
1	reception	30.440.000
2	production cost	21.953.671
3	Profit	8.386.329

Source: Primary Data Processed Results, 2020 Production costs are

The total cost incurred to produce a product. MSMEs Suka Rasa's production costs consist of fixed and variable costs. Fixed costs are incurred in a fixed amount and within a certain period. Variable costs are costs that depend on the output produced Fixed costs are approximated by calculating the cost of depreciation of equipment, the largest is the cost of depreciation of equipment, namely the component of the zinc basin because it is easy to rust, which only lasts for 1 year, while the variable costs are the largest in purchasing catfish. The cost of buying catfish is the biggest because the number of requests is also large, amounting to 358 kg/month.

Acceptance results from multiplying the production amount with the selling price prevailing in the study area. For MSMEs Suka Rasa, the price for tilapia and catfish is Rp. 40,000/Kg because 1 kg of tilapia and catfish are only 2 freshurung fish, each being sold for Rp. 20,000. while catfish and snakehead fish cost Rp. 60,000/Kg because 1 Kg contains 3 Freshurung fish, the price per head is also Rp. 20,000. Based on the study's results, the biggest revenue was catfish of Rp. 14,320,000/month while the least is snakehead fish of Rp. 4,380,000/month.

The profit is intended to determine the amount of income or profit obtained by MSMEs Suka Rasa. Profits are obtained after knowing the total receipts and total costs. Profit is the difference between the total revenue generated by the total cost of production. The study results found that the profit of the MSMEs suka rasa fish was Rp. 8,486,329/month. In this case, for the benefit of MSMEs Sukarasa Ikan Segarurung, it is in accordance with the production costs incurred by the owner of MSMEs Sukarasa to make fresh Fish.

Analysis of the Marketing Strategy for Segarurung Fish, MSMEs Suka Rasa, Talang Ubi District, PALI Regency

Based on the results of research on MSMEs Suka Rasa, the product marketing mix was examined through the 4P approach (product, price, place, promotion). The following is the marketing mix of MSMEs Suka Rasa :

1. Product

The processed product of MSMEs Suka Rasa is Fresh Fish, consisting of tilapia, catfish, catfish, and snakehead fish, the raw materials obtained from the market. This MSMEs Segarurung Fish Suka Rasa has a delicious and distinctive taste. MSMEs Suka Rasa uses plastic packaging with a label. The label contains information including the “Segarurung Suka Rasa” brand, product composition and expiration date.

2. Price

MSMEs Suka Rasa sells freshurung fish at a price of Rp. 40,000/kg – Rp. 60,000/kg depending on the type of Fish. The prevailing price is determined by the business owner. This price setting is based on the price of raw materials, both main and companion, labor wages, production costs and profits adjusted for the price of similar products.

3. place

The location of the MSMEs Sukarasa fish processing business is in Talang Ubi District, PALI Regency, this location is close to the market so it is easier to obtain raw materials. However, the location of this business is a little far from the main road, so distributing consumer products takes time and narrow roads. However, business owners deliver to consumers who want to be delivered directly. There are two distribution patterns for MSMEs Suka Rasa, namely:

- a. Producers → retailers → consumers
- b. Producers → consumers

4. Promotion

MSMEs Suka Rasa promotes its products in several ways, including (1) word-of-mouth marketing carried out by retailers and consumers who are satisfied with MSMEs Suka Rasa products, (2) By participating in exhibitions held in the regions PALI, (3) Internet, business owners promote via Facebook on their accounts.

Table 3. IFAS and EFAS Matrix Marketing Strategy for MSMEs Suka Rasa in 2020

No	Internal and External Factors	mark
1	Internal factors	0,85
	a. Strength	1,75
	b. Weakness	0,90
2	external factors	-0,45
	a. Opportunity	1,09
	b. Threat	1,56

Source: Primary Data Processed Results, 2020. The final value of the IFAS matrix is

The difference between strengths and weaknesses is 0.85. The biggest strength is that the product has a delicious and distinctive taste while the biggest weakness is that the position of SMEs still uses simple production equipment, which means that SMEs Suka Rasa are relatively able to use their strengths to anticipate weaknesses.

The final value of the EFAS matrix is the difference between opportunities and threats of - 0.47. The biggest opportunity is high market demand. Seeing the people's desire to consuming the Segarurung Fish while the biggest threat is the emergence of other innovations in processed Seraur fish products, where few threats do arise, there must be an aspect that the company prioritizes to gain opportunities. After calculating the IFAS and EFAS scores, they are mapped in the IFAS and EFAS

diagrams. The diagram results provide information about the company's position in the SWOT matrix quadrant. The SWOT position map is illustrated using Microsoft Excel, as seen in Figure 4.

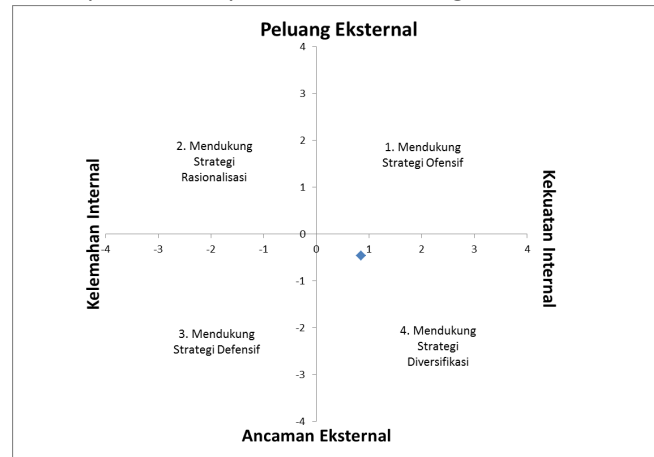


Figure 1. Diagram of IFAS and EFAS MSMES Suka Rasa in 2020

Source: Results of Processed Primary Data, 2020

From Figure 1, it can be seen that Suka Rasa SMEs are in quadrant 4, namely the meeting between IFAS which is at point 0.85 and EFAS at point -0.47. Quadrant 4 means supporting the diversification strategy despite facing various threats, the company still has internal strength. The strategy that must be applied is to use strength to take advantage of long-term opportunities through a diversification strategy (product/market). The company's strengths include the delicious and distinctive taste of the product. It has a wide market share with the threat of the emergence of new companies with similar products and competitors using online media in marketing products.

That is, the effort that can be made to overcome this problem is to guarantee the quality of Segarurung fish products. Improving product distribution such as product marketing reach, and utilizing online media to promote products so that the reach of consumers is wider.

Table 4. SWOT Matrix Marketing Strategy for 2020 MSMES Suka Rasa

IFAS	Strengths (S)	Weaknesses (W)
	1. The product has a delicious and distinctive taste	1. MSMES do not yet have transportation for distribution
	2. Provide product quality assurance to consumer	2. The position of MSMES is still using equipment simple production
	3. Have a wide market share	3. Product durability that is not durable
	4. Strategic geographical position of the company	4. Promotions that are less than optimal
EFAS	Opportunities (O)	Threats (T)
	1. High market demand, seeing the wishes of the community for consuming fish products to maintain stability	1. Guarantee the quality of fish products and add production facilities
	2. High market demand, seeing the wishes of the community for consuming fish products to maintain stability	2. Guarantee the quality of fish products and add production facilities
	3. High market demand, seeing the wishes of the community for consuming fish products to maintain stability	3. Guarantee the quality of fish products and add production facilities
	4. High market demand, seeing the wishes of the community for consuming fish products to maintain stability	4. Guarantee the quality of fish products and add production facilities

2. The selling price is relatively affordable, comparable to the quality provided	2. Expand marketing network (S3,O3)	2. Improving product distribution such as product marketing reach and companies having their own vehicles (W1, O3)
3. Expanding the marketing target market		
4. Marketing products through online media		
Threats (T)	Strategi ST	Strategi WT
1. Unstable market demand	1. Innovate processed products and display products (S1, S2, T2, T4)	1. Using more sophisticated production equipment in order to increase the amount of production (W1, W2, W3, T2, T4)
2. The emergence of new businesses with similar products	2. Utilizing online media in order to expand product marketing (S3, T1, T3)	
3. Competitors use online media in product marketing		
4. The appearance of innovation in the display of processed sagarurung fish products		

Source: Results of Processed Primary Data, 2020

It can be seen in Table 4 that the research results produced four possible strategic alternative cells, namely:

1. SO strategy

- a. Ensuring the quality of the Securing fish product and maintaining the stability of the selling price of the product (S1, S2,O2)

Product is the main factor that must be considered by the company in order to be able to compete with competitors and be able to seize the market, so that the company's goals can be achieved. In terms of product aspects that must be considered by the company to attract buyers, namely in terms of product quality produced, product variants and product appearance (Diniaty, 2019)

b. Expanding marketing network

(S3,O3) Promotion is one way to market products widely by utilizing print media such as newspapers, magazines and brochures, social media such as Facebook and Instagram, so that companies can reach more consumers. (Dinianty, 2019)

2. Strategy ST

- a. Innovate processed products and product display (S1, S2, T2, T4)

In innovation of MSME processed products to improve, enhance, and carry out developments both in terms of appearance, taste, and the way of presenting products, as well as being able to map potential consumers of their products. MSME processed products have a delicious and distinctive taste. This has become a corporate identity in the eyes of consumers. The products produced by MSMEs are a consideration for consumers in choosing products. Utilizing online media in order to expand product marketing (S3,T1,T3) Expanding and increasing social media by utilizing existing online media. By means of attractive promotions in online media they can have a chain effect on expanding the target number and marketing area.

3. WO strategy

- a. Ensuring the quality of Segarurung fish products and adding production facilities (W3,O2)
Ensuring the quality of Segarurung fish products and using more sophisticated production equipment for production processes such as electric smoking and mechanical smoking.
- b. Improving product distribution such as product marketing outreach and companies having their vehicles (W1,O3)
Improving product distribution such as product marketing outreach and companies having their vehicles to reduce transportation costs.

4. WT Strategy

- a. Using more sophisticated production equipment to increase the amount of production (W1,W2,W3,T2,T4)

The production equipment is simple, namely using firewood for the smoking process; this makes the process of processing fresh urung Fish take quite a long time compared to processing using more sophisticated techniques. However, this can be used as a benchmark for the community in choosing Segarurung fish products because if Segarurung is processed manually, the resulting product will have a distinctive aroma (Setiyorini, 2018)

4. Conclusions

Based on the results of the research that has been carried out, the following conclusions can be drawn:

1. The profit received from MSMEs Suka Rasa is Rp. 8,486,329/month.
2. Based on the diagram of the weights and ratings of each element of the SWOT matrix, it can be seen that the position of the MSMEs Suka Rasa is currently in quadrant 4, namely the meeting between IFAS at point 0.85 and EFAS at point -0.47. So alternative marketing strategies that can be carried out are ensuring the quality of the Segarurung fish product according to the criteria set by the company, as well as increasing product distribution, such as expanding marketing reach by utilizing social media to promote products.

The SWOT matrix analysis shows alternative strategies that Suka Rasa MSMEs can implement, namely: 1) Guaranteeing the quality of the Segarurung fish product and maintaining the stability of the selling price of the product; 2) Expanding the marketing network; 3) Innovating processed products and display products; 4) Utilizing online media to expand product marketing; 5) Guarantee the quality of Segarurung fish products and add production facilities; 6) Improving product distribution such as product marketing reach and companies having their vehicles; 7) Using more sophisticated production equipment to increase the amount of production

Based on the results of the research that has been carried out, it can be suggested that for MSMEs Suka Rasa, this research can be used as a consideration in choosing alternative strategies to be implemented in running the company to increase sales.

References :

- Abubakar. R dan K. Sobri. (2014). Buku ajar. Usahatani Agribisnis. Universitas Muhammadiyah Palembang. Palembang
- Alam, I. A., & Dunan, H. (2019). MSMEs empowerment and development strategy model. *Review of Integrative Business and Economics Research*, 8, 324.

- Badan Pusat Statistik, (2020). Jumlah Usaha Mikro Menengah di Kabupaten PALI 2018. Sumatera Selatan — PALI
- Buniman, T. (2017). Analisis Swot Pada Usaha Kecil dan Menengah: Studi Kasus Pada Percetakan Paradise Sekampung. Laporan Penelitian Lembaga Institut Agama Islam Metro Lampung. Lampung
- Deru F, S Jumiaty, S Bachri. (2018). Analisis Pendapatan dan Kelayakan Usaha Sambal Ikan ROA di Kabupaten Palu : Study Kasus IKM Raja Bawang. 23622371. Palu
- Diniaty D, I Kusumanto, F Roza, F DHusna, M Hartati, dan Nofirza. (2019). Analisis Strategi Pemasaran dalam Upaya Meningkatkan Penjualan Ikan Salai Patin pada Kelompok XYZ. *Jurnal konsep bisnis dan manajemen* 6(1) : 109-120. Bangkang
- Jatmiko, B., Udin, U. D. I. N., Raharti, R., Laras, T., & Ardhi, K. F. (2021). Strategies for MSMEs to achieve sustainable competitive advantage: The SWOT analysis method. *The Journal of Asian Finance, Economics and Business*, 8(3), 505-515.
- Rangkuti, F. (2016). *Teknik Membedah Kasus Bisnis Analisis Swot*. Jakarta : Gramedia Pustaka Utama,
- Ratnadianti, A., Fahmi, I., & Hannan, S. (2020). Digital marketing strategy of small and medium enterprises for snack in Bogor city. *Jurnal Manajemen & Agribisnis*, 17(1), 74-74.
- Santos, O. N., Santos, M. S., Dragas, C. D., & Posadas, M. A. (2022). Effective Digital Marketing Strategies Used by MSMEs in NCR Under New Normal. *Journal of Business and Management Studies*, 4(1), 124-130.
- Setiyorini E S, B P Noorachmat, dan MSyamsun. (2018). Strategi Pemasaran Produk Olahan Hasil Perikanan Pada MSMEs Candy Group. *Jurnal Manajemen IKM* 13(1) : 19–28. Jakarta.