

Analysis of Distribution Channels For MSMEs Pindang Fish (CUE)

Analisis Saluran Distribusi UMKM Ikan Pindang (CUE)

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ABSTRACT

The purpose of this study was to determine the distribution pattern of pindang fish in North Cicinde, Banyusari Sub-district, Karawang Regency at the household (micro), small and medium scale businesses. This research used descriptive methods. Primary data were obtained through interviews with informants / pindang fish entrepreneurs at the household, small and medium scale. Data analysis was carried out descriptively. The results of the study are the distribution of pindang fish in two types, namely direct distribution called zero-level channels (0-Level) carried out by household scale businesses (micro) and small, marketing through intermediaries is in the form of the first channel called a three-level channel (3-Level) carried out by household scale businesses and small; the second channel form is called a one-level channel (1-Level) carried out by household scale businesses (micro) and small; the third channel form is called a two-level channel (2-Level) carried out by pindang fish entrepreneurs with medium scale businesses.

Keywords: Marketing, distribution, pindang fish business

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pola distribusi ikan pindang di Cicinde Utara, Kecamatan Banyusari, Kabupaten Karawang pada skala usaha rumah tangga (mikro), kecil dan menengah. Penelitian ini menggunakan metode deskriptif. Data primer diperoleh melalui wawancara dengan informan/pengusaha ikan pindang skala rumah tangga, kecil dan menengah. Analisis data dilakukan secara deskriptif. Hasil penelitian yaitu distribusi ikan pindang dalam dua jenis yaitu distribusi langsung yang disebut saluran nol tingkat (0-Level) yang dilakukan oleh usaha skala rumah tangga (mikro) dan kecil, pemasaran melalui perantara yaitu dalam bentuk saluran pertama disebut saluran tiga tingkat (3-Level) yang dilakukan oleh usaha skala rumah tangga (mikro) dan kecil, bentuk saluran kedua disebut saluran satu tingkat (1-Level) yang dilakukan oleh usaha skala rumah tangga (mikro) dan kecil, bentuk saluran ketiga disebut saluran dua tingkat (2-Level) yang dilakukan oleh pengusaha ikan pindang dengan skala usaha menengah.

Kata Kunci: Pemasaran, Distribusi, Usaha Ikan Pindang

1. Introduction

Fish is considered one of the most valuable food sources, but its perishable nature necessitates careful handling to maintain its quality. Proper processing and preservation methods are crucial to extend the freshness and economic value of fish products. Among traditional fish preparations, pindang fish, prepared through a technique called pemindangan, remains popular in Indonesia. Pindang fish, produced by boiling wet fish with added salt, holds a significant place in the hierarchy of traditional processed products, second only to salted fish. This traditional method not only preserves fish but also contributes to economic opportunities, particularly in provinces like West Java, Central Java, East Java, and Bali, where high demand for pindang fish is observed.

The proliferation of pindang fish enterprises across Indonesia reflects the growth of micro, small, and medium enterprises (MSMEs) and their role in economic development. MSMEs, including

those involved in pindang fish processing, play a vital role in job creation, GDP contribution, and investment attraction. Notably, the coastal areas, such as North Cicinde in the Banyusari sub-district of Karawang district, West Java, host a significant number of MSMEs engaged in pindang fish production.

According to data from the Karawang Regency Fisheries and Marine Service in 2023, North Cicinde Village alone boasts 926 fish processing MSMEs organized into 42 groups, with a collective monthly production totaling 565 tons. These products are marketed across various regions, including Karawang, Purwakarta, Subang, Cikarang, and Bekasi. Effective distribution is crucial for ensuring the smooth flow of products and the sustainability of pindang fish businesses.

In the context of previous research on the fish processing industry in Indonesia, especially in the North Cicinde - Banyusari area, several studies have been conducted to understand various related aspects. One relevant study is the research by Cakranegara and colleagues (2022), which has made a significant contribution to understanding the dynamics of the fish pindang business in Indonesia. This research includes an in-depth analysis of pindang fish distribution practices and identifies challenges and opportunities faced by entrepreneurs at household to large scales.

This study highlights the importance of MSMEs in the local economy, including in the context of pindang fish production in various regions, including North Cicinde - Banyusari. However, although the study provides valuable insights, there is still room for further research that is more detailed on distribution patterns and market dynamics specific to the area (Lestari & Bahar 2021).

Additionally, several other relevant studies may have been conducted by research institutions, universities, or other organizations involved in fisheries industry analysis in Indonesia (Nurjaman 2023; Nurlinda et al., 2023). These studies may cover various aspects, ranging from supply chain management to product innovation and marketing strategies. By analyzing existing literature and identifying relevant previous research, it can help guide this research to fill existing knowledge gaps and contribute new understanding of the fish processing industry, particularly pindang fish, in Indonesia.

Therefore, this study aims to analyze the distribution pattern of pindang fish in Cicinde Utara - Banyusari across household, small, medium, and large enterprises. By understanding and optimizing distribution channels, this research seeks to contribute to the efficiency and growth of pindang fish businesses in the region.

2. Literature Review

Marketing

Marketing is one of the keys to success for the company, where marketing is not only the principle of selling, but how to provide satisfaction to consumers in order to bring profit to the company (Sari & Gultom 2017). In the context of a company, marketing can literally be interpreted as a company's efforts to gain profit, customer satisfaction, or customer loyalty by giving consumers what they want. According to Kotler and Keller (2016) Marketing is an activity of organizing institutions, and processes to create, communicate, deliver, and exchange offers that have value for customers, clients, partners, and society in general.

There are several objectives of marketing including the following:

- 1) Providing information (promotion), promotion is an effort to notify or offer products or services with the aim of attracting consumer clients to buy or consume them. And with the promotion of producers or distributors expect an increase in the number of sales.

- 2) Creating purchases.
- 3) Creating repeat purchases, if a consumer is satisfied, a repeat purchase will be created which will make the consumer a loyal customer.
- 4) Creating indirect labor, in marketing prices or services, indirect labor will also be created.
- 5) Creating a megabrand product, a product that already has loyal customers will create a megabrand so that it is impossible for the product not to be seen by consumers.

Distribution Channels

Distribution channels are a series or structure formed by each producer or company that can help achieve company goals. Distribution channels according to Alma's opinion in Argo et al., (2021) entities that work together to prepare goods or services for use or consumption. According to (Kotler et al., 2020) distribution channel is a group of interconnected businesses involved in the process of making a good or service ready for use or consumption. According to Kostini & Raharja in (Ayu Muchlisa & Surianto, 2021) Distribution channels are channels that need to be traversed through the flow of goods from producers to distributors or intermediaries, or from wholesalers to consumers. Sales channels are very important for business activities because they influence the decisions of company managers. From all the definitions above, it can be concluded that the so-called distribution channel always involves elements of producers, consumers, as well as intermediaries who function as transferring ownership of goods. Intermediaries are also part of the distribution channel even though they do not have the right to ownership of goods.

Products that have been made need to be distributed to reach consumers, either through distribution channels, intermediaries or sent directly to users. The distribution process usually involves: intermediaries, retailers, traders, sales agents or intermediary traders. (Anang, 2019).

According to Kotler and Keller (2016), the number of distribution channel levels is divided into four channels that manufacturers can use in distributing their products, namely:

1. Zero-level channel: This level of channel is also called the direct marketing channel, which consists of producers who directly sell their products to end consumers.
2. First-tier channels First-tier channels are marketing channels that consist of two business actors, namely producers and retailers. Retailers are one of the intermediary business actors that exist between producers and end consumers.
3. Second-tier channels are marketing channels that have two intermediary business actors between producers and consumers. - The first business actor is usually referred to as a master distributor, bear trader, agent, or wholesaler. - While the second intermediary business actors are usually retailers such as stores, stalls, supermarkets, and so on. In this channel, producers usually only serve large purchases, not selling to retailers. Purchases made by retailers are served by the main distributor, while consumer purchases are served by retailers.
4. Third-level channel This level of channel is a marketing channel consisting of a producer and three intermediary business actors between the producer and the end customer. The three intermediaries are the main distributor or wholesaler, sub-distributor, and retailer.

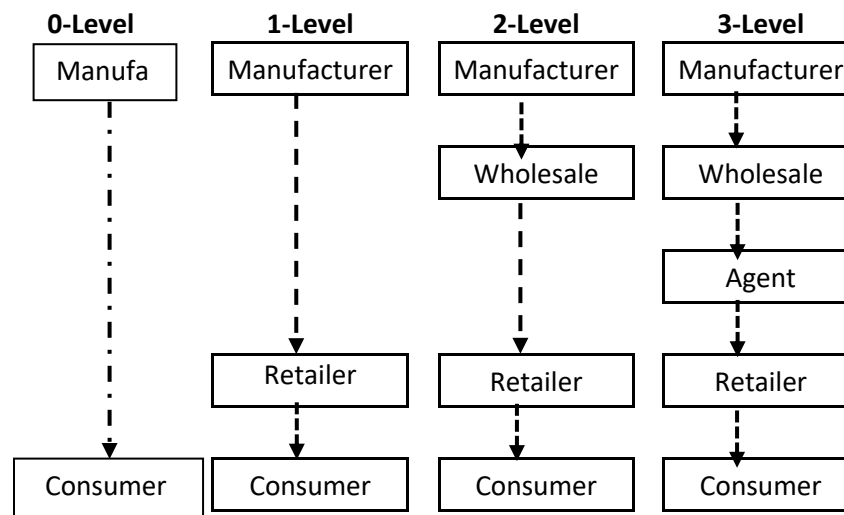


Figure 2. Distribution Channels

Source: Kotler (2020)

According to Saleh & Said (2019) There are two distribution channels, namely direct and indirect distribution channels.

1. Direct distribution channel

In direct distribution, producers deal directly with consumers. The advantage of direct distribution is that when producers sell directly to consumers, they have control over the pricing of the products offered. There are several advantages to using direct distribution channels, namely, being able to help and convey their products to consumers in a wider market, so that with this the company is able to have better consumers, assist the company in presenting or introducing the quality of its products and can find out directly about the needs of consumers. Meanwhile, the disadvantages of using direct distribution are that the product price is relatively cheap and must deal directly with consumers who have different characteristics.

2. Indirect distribution channels

Indirect distribution channels are channels that are carried out by producers by channeling their products through intermediaries who are then channeled to end consumers. There are several advantages to using indirect distribution channels, namely that producers do not need to issue their own products to consumers, because they have been assisted by intermediaries and producers are just waiting for the results from product sales. Meanwhile, the disadvantages of using indirect distribution channels are that the marketed products that are damaged become the responsibility of the company and increase the cost of paying intermediary labor or the cost of distributing the products to be sold.

Pindang Fish

Pindang is a fish product processed by a combination of boiling/cooking and salting. Pindang has a distinctive appearance, flavor, texture and durability and varies according to the type of fish, salt content, and duration of boiling. Common types of fish processed by pemindangan are fish such as laying fish, salem, tuna, lemuru and milkfish. In Indonesian marine waters there are types of fish that have high economic value, among others: tuna, skipjack, tuna, mackerel, laying. These fish are raw materials in the manufacture of pindang fish products (Handayani et al. 2017). There are several ways of making pindang fish that have been followed by the community, namely: 1) Bawean system;

2) Muncar system; 3) Pemindangan with besek; and 4) Hanging system.

The main objectives of the fish processing process are:

- 1) Preventing/slowing down the decay process, especially during times of abundant production. Especially for coastal areas, namely the results of fishing in the July and August fishing season
- 2) Increase the selling value of raw products into processed materials
- 3) Maintaining quality and increasing fish selling price
- 4) Increase fish entrepreneurs' income
- 5) Create added value so as to increase sales
- 6) Pay attention to the health and hygiene elements of the fish.

Based on the theoretical study above, the research framework can be seen in the figure below:

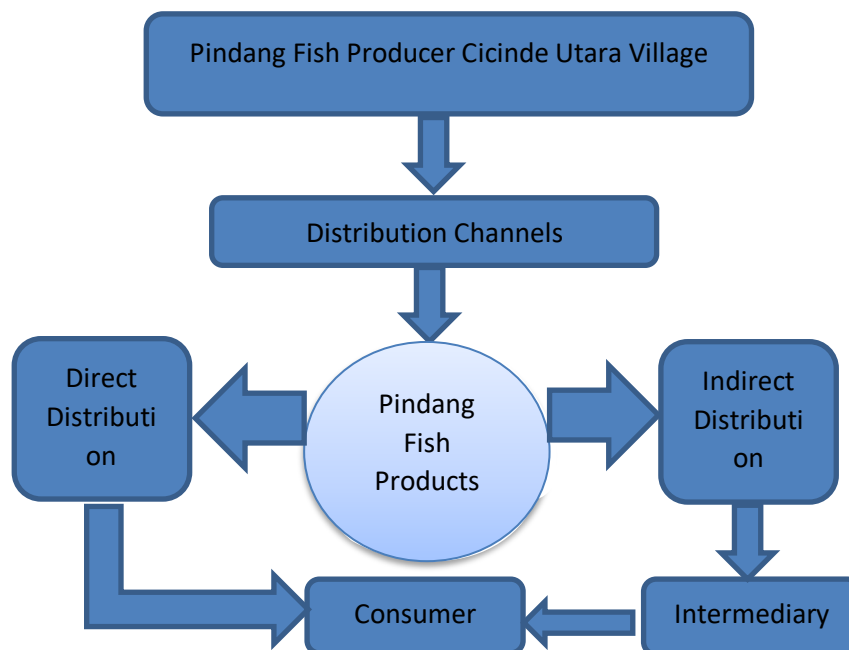


Figure 3. Research framework

3. Methods

The research methodology employed in this study is descriptive in nature, aimed at providing a comprehensive overview of the distribution patterns of pindang fish businesses in North Cicine, Banyusari sub-district, Karawang district. The study was conducted over a period spanning from May to July 2023, during which primary data were collected through interviews with various stakeholders, specifically pindang fish entrepreneurs. These entrepreneurs were categorized into different scales of operation, namely micro, small, and medium-scale businesses, based on the criteria outlined by Baihaqi (2017). Micro-scale businesses were defined as those with a workforce of four or fewer individuals, small-scale businesses comprised teams of 5 to 9 people, while medium-scale businesses employed between 20 to 99 workers. Any enterprise exceeding 99 employees was classified as a large-scale business.

Furthermore, the research focused on gathering primary data through interviews conducted with representatives from each category of businesses, ensuring a holistic understanding of the

distribution process. Additionally, secondary data were obtained through a comprehensive review of relevant literature to complement and enrich the findings derived from primary sources.

The collected data were analyzed descriptively to elucidate the intricate dynamics of fish distribution from producers to consumers. This involved documenting and categorizing the various stages involved in the distribution process, identifying key stakeholders, and analyzing the flow of products through different channels. Through this methodological approach, the study aimed to provide valuable insights into the distribution patterns of pindang fish businesses across different scales, thereby contributing to a better understanding of market dynamics and informing strategic decision-making for entrepreneurs in the industry.

4. Results and Discussion

The marketing process for pindang fish products in Ciciinde Utara - Banyusari takes various forms. Differences in the marketing process, commonly known as distribution, occur because pindang fish producers (pindang fish entrepreneurs) consist of various business scales. The results of research on pindang fish entrepreneurs show that there are 2 forms of pindang fish distribution, namely: 1) Marketing that is carried out directly from producers to consumers: and 2) Marketing through intermediaries. However, for marketing through intermediaries, the length of the chain/channel varies depending on the number of intermediaries that must be passed before the product reaches consumers. Marketing channels are very important for companies because many producers do not have sufficient financial capability and expertise to sell directly to consumers (Kotler & Keller, 2016). The length of the marketing/distribution channel of a commodity is characterized by how many intermediaries a commodity goes through.

Direct Distribution

The first distribution is direct marketing. The form of direct marketing in question is that pindang fish products produced by producers are directly marketed to consumers themselves. Based on the results of interviews with informants of North Ciciinde pindang fish entrepreneurs, the direct distribution pattern is carried out by pindang fish entrepreneurs with household (Micro) and small scale businesses. Zero level channels, commonly known as direct channels that do not have a level of intermediaries, in this channel framework, producers sell their goods and services directly to consumers.

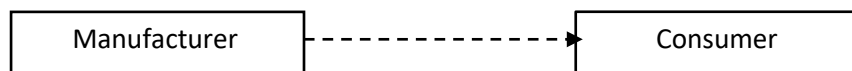


Figure 4. 0-level distribution channel (Direct Distribution)

Source: Kotler (2020)

The reason for marketing products directly to consumers is due to the relatively small amount of production, which ranges from 20-50 kg/day. The reason for the relatively small production capacity of household and small-scale businesses is the use of simple technology and limited capital. Other constraints faced by pindang fish entrepreneurs in North Ciciinde include lack of access to markets and policy support for businesses that is still not as strong as support for large and medium enterprises. Thus, household and small-scale entrepreneurs, especially pindang fish, are only able to market their production directly in local markets or sell it around rural and urban areas around Karawang Purwakarta and Subang.

Distribution Through Intermediaries

One of the marketing institutions is an intermediary either as an individual or as a business company that specializes in forming various marketing functions involved in the purchase and sale of goods and services or the transfer of goods and services from producers to consumers. These intermediary institutions are grouped into: 1) *Merchant* middlemen consisting of *retailers* and *wholesalers*; 2) *Agent* middlemen consisting of brokers and *commissions*; 3) *Processors* and *manufacturers*; and (4) *Facilitative organizations*.

The marketing institutions used for marketing pindang fish in North Cinde are intermediary traders or collectors. The distribution of pindang fish in North Cinde that uses intermediaries is divided into 3 channels.

The first channel is from producers first deposited to larger producers, then the product is taken by collectors. From the collectors, the products are sold to traders and from the traders, the products are directly sold to the consumers of pindang fish. As the name suggests, the three-level *distribution* channel includes three levels of intermediaries consisting of wholesalers, agents, and retailers. Pangasius products that have been collected at the first collector are then picked up by the second collector (wholesaler). From this second collector, the products are sold to smaller traders for further resale to consumers. Kotler et al (2020) state that a marketing pattern consisting of three intermediaries is called a three-level channel. The three intermediaries referred to in this case are the first collectors (large producers), second collectors (large traders) and small traders. Based on the results of interviews with informants who use marketing patterns with the *three-level distribution channel* scheme, the scale of household businesses (micro) and small. The underlying reasons are: 1) The amount of production is relatively small, so producers are reluctant to sell directly because it will increase operational costs, namely for transportation to the place of sale; 2) Large producers have a wider marketing network. Large producers have a wider marketing network, so small producers are not worried that their products will not be sold. The selling price of pindang fish at the small producer level is the same as the selling price that applies to direct sales, while the selling price at the intermediary level is not directly known by the producers.

The *second* channel is that pindang fish products are taken by retail traders. Then from retail traders, the products are directly sold to consumers of pindang fish. This distribution pattern is carried out by pindang fish entrepreneurs with household and small-scale businesses. The pattern applied is that producers sell their pindang fish products to retail traders. Furthermore, these retail traders will later sell the product to consumers. *One level channel* and so on is an indirect distribution channel, this is because the *one level channel* contains one sales intermediary commonly known as a retailer (Kotler et al., 2020).

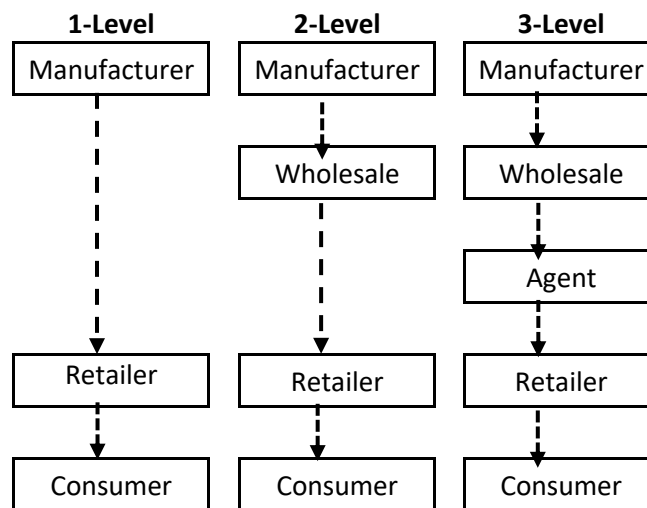


Figure 5. 1-3 Level Distribution Channel

The results of interviews with respondents who use the *one-level channel* scheme, the underlying reason is that producers are directly visited by retail traders. These retail traders are traders who market pindang fish products for local markets. The reason why retail traders take pindang fish products directly from producers is that the selling price from producers is relatively cheaper than if they take it from collectors or large traders. The selling price is the same for all producers or entrepreneurs of pindang fish, both household and small-scale businesses that apply to direct sales.

The *third* channel is from producers, pindang fish is taken by collectors (traders ordering pindang fish), then from collectors the product is sold to smaller traders to be sold to consumers. The two-level channel has two intermediaries, in the consumer goods market they are generally wholesalers and retailers (Kotler et al., 2020). The results of interviews with informants who use the *two-level channel* scheme in North Cicinde are medium-scale pindang fish entrepreneurs. In practice, the production process is very dependent on the orders of collectors (in this case, large traders). Usually, each of these entrepreneurs already has a regular collector. These collectors come from outside Karawang such as several areas in Purwakarta, Subang, Cikarang, Bekasi and even some from Bandung and Jakarta so that medium-scale pindang fish entrepreneurs in North Cicinde - Banyusari do not sell their products in the local Karawang area.

Medium and large-scale pindang fish entrepreneurs in Cicinde Utara-Banyusari (producers) are highly dependent on collectors. This is because it is the collectors who determine the amount of production from the pindang fish business. The reason given by respondents is that with a production pattern according to the number of orders, there is no need to worry if the product is not sold out. However, the disadvantage of this pattern is that collectors usually make payments after the product is delivered or after the product is sold from the collector (the system owes first), so many respondents complained about the difficulty of finding new capital to return to production. The selling price of pindang fish products at the producer level depends on the type of raw materials used.

Discussions

The marketing dynamics of pindang fish products in Cicinde Utara-Banyusari exhibit a variety of distribution channels, largely influenced by the scale of the producers involved. The study

identifies two primary distribution forms: direct marketing and marketing through intermediaries. The choice between these channels is shaped by factors such as production capacity, technological capabilities, access to markets, and policy support.

Direct marketing, characterized by producers directly selling their goods to consumers, is primarily adopted by household (micro) and small-scale businesses in the area. This zero-level channel reflects the limited production capacity of these enterprises, typically ranging from 20-50 kg/day, owing to constraints such as simple technology and capital limitations. However, despite its localized nature, direct marketing enables producers to maintain control over pricing and fosters direct engagement with consumers.

In contrast, marketing through intermediaries involves various intermediary traders or collectors facilitating the distribution process. The study identifies three main intermediary-driven distribution channels: the three-level, one-level, and two-tier models, each catering to different business scales.

The three-level channel, characterized by the involvement of wholesalers, agents, and retailers, is commonly employed by household and small-scale producers. This distribution pattern enables producers to leverage the wider marketing networks of larger collectors and traders, mitigating concerns regarding market access and sales. However, it also entails challenges such as delayed payments and limited control over pricing.

Conversely, the one-level channel features direct engagement between producers and retail traders, offering cost advantages for producers while providing retailers with competitive pricing. This model is favored by producers seeking to maximize profitability and streamline distribution processes.

Medium-scale producers predominantly utilize the two-tier channel, relying on collectors to facilitate product sales to wholesalers and retailers. While this model offers production stability based on pre-established orders, it also introduces financial challenges due to delayed payments and limited control over pricing.

The findings of this study resonate with previous research emphasizing the significance of distribution channels in the marketing process (Kotler & Keller, 2016). The observed distribution patterns align with Kotler et al.'s classification of marketing channels based on the number of intermediaries involved, highlighting the adaptability of these models across different business contexts. Moreover, the study underscores the role of intermediaries in bridging the gap between producers and consumers, echoing insights from prior literature on marketing intermediaries (Kotler et al., 2020).

Overall, the discussion highlights the nuanced interplay between business scale, distribution channels, and market dynamics in shaping the marketing landscape for pindang fish products in Ciciinde Utara-Banyusari. By contextualizing the study findings within existing research frameworks, this discussion provides valuable insights into the complexities of distribution strategies in the local fisheries sector.

5. Conclusions

The study reveals two primary modes of pindang fish distribution in Ciciinde Utara-Banyusari: direct marketing and intermediary-based distribution. While direct marketing is prevalent among household (micro) and small-scale businesses, intermediary-based channels take on various forms across different business scales. These intermediary channels, including the three-

level, one-level, and two-tier models, are utilized by micro, small, and medium-sized enterprises, respectively.

The observed distribution patterns carry several implications: *Scale Diversity*: The presence of businesses of diverse scales results in varied distribution patterns, impacting efficiency and market reach. *Three-Level Distribution*: The prevalence of the three-level distribution model underscores the intermediary role in connecting producers with end consumers, notably among micro and small-scale businesses. *One-Level Channel*: The adoption of one-level channels reflects a preference for direct engagement between producers and retailers, driven by cost-effectiveness considerations, particularly among households and small-scale producers. *Collector Dependency*: Medium-scale producers exhibit significant reliance on collectors as primary intermediaries, facing challenges related to delayed payments and financial stability. *Support Discrepancies*: Disparities in government and market support highlight the need for policy interventions to ensure equitable market access for all business scales.

To advance understanding and inform policy and industry practices, future research endeavors could explore: *Comparative Analysis*: Comparative studies could elucidate the effectiveness of different distribution channels across diverse business scales. *Financial Impact Assessment*: In-depth assessments of the financial implications of intermediary-dependent distribution models on medium-scale producers could inform strategies for mitigating financial risks. *Policy Evaluation*: Rigorous evaluations of existing policies are warranted to address support discrepancies and foster an enabling environment for small-scale businesses. *Market Access Enhancement*: Research efforts focused on strategies to enhance market access for small-scale producers could contribute to promoting inclusive economic growth. *Sustainability Assessment*: Evaluations of sustainable distribution practices and strategies could enhance the efficiency and sustainability of pindang fish marketing.

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