



MARKETING DEVELOPMENT STRATEGY OF BETTA FISH (*Betta sp.*) IN MEDAN CITY

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Abstract

In this study, the population is the betta fish business actors in Medan City. While the sample is 20 respondents. The analysis of this study was carried out using qualitative data, with a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats). The results of this study indicate the position of the betta fish marketing development strategy in Medan City is in quadrant III, which means the position of the betta fish marketing development strategy is in the turn around strategy position where this strategy shows a large enough opportunity but on the other hand it still has several internal weaknesses.

Keywords: Marketing Strategy, Betta Fish, SWOT Analysis

1. Introduction

One of the potentials of the fisheries sector that has a competitive advantage to drive the national economy is ornamental fish commodities, both marine and freshwater ornamental fish, because they are very potential as a source of community income and a foreign exchange earner (Weningsari, 2013).

Betta fish (*Betta sp.*) is a fish that has many forms (Polymorphism), such as a crown tail type (crown tail), a half moon tail (half moon), a short tail (plaque) and a wax/shawl type tail (slayer) with long, colorful fins. The beauty of the fin shape and color greatly determines the aesthetic value and commercial value of betta fish (Yustina et al., 2003).

Betta fish (*Betta sp.*) generally like moving food, food must be available from the time the betta eggs hatch. Therefore, most betta fish farmers first do a natural feed culture before separating betta fish. There are several types of natural food that are often given to the larval stage of betta fish, including Paramecium, Infusoria, Vinegar Eel, Artemia, Water Fleas, Mosquito Larvae, Silk Worms, and Blood Worms (Sudradjat, 2003).

One of the problems in developing the betta fish market is the lack of strategy in marketing betta fish, because the betta fish market is only oriented within the environment of hobbyists and betta fish farmers in Medan, while many ornamental fish lovers outside the city want ornamental fish. Bettas exist in the city of Medan, so that the lack of knowledge and the function of marketing institutions, the needs of consumers outside the city cannot be met because it requires a Market Development Strategy through a SWOT analysis of the development of betta fish agribusiness both as ornamental and hickey complaints in Medan City.

Marketing is a process of activity that is influenced by various social, cultural, political, economic, and managerial factors. As a result of the influence of these various factors, each individual and group obtains their needs and desires by creating, offering, and exchanging products that have commodity value (Rangkuti, 1997).

Marketing development is a plan that outlines the company's expectations of the impact of various marketing activities or programs on the demand for products or product lines in certain target markets (Tjiptono, 2008).

According to (Alfred Chandler in Nilasari, 2014) the notion of strategy is the determination of long-term goals and objectives of a company or organization and the allocation of resources to achieve these goals. Strategy is sometimes equated with tactics, even though they are different. Strategy is more dynamic because it is a process so that it follows changes that occur. Tactics are more permanent because they are carried out at a time. In addition, strategy also has more alternative choices than tactics.

Strategy can also be interpreted as a guideline or rule on how to utilize limited resources, continuously effectively and efficiently to achieve goals within a certain period of time with great attention to internal and external environmental factors (Akdon, 2016).

SWOT analysis is the systematic identification of various factors to formulate corporate strategy. This analysis is based on logic that maximizes Strengths and Opportunities, but simultaneously minimizes Weaknesses and Threats. The process of returning strategic decisions is always related to the development of the company's mission, goals, strategies and policies.

According to (Fahmi in Nisak, 2014) to analyze more deeply about SWOT, it is necessary to look at external and internal factors as an important part of a SWOT analysis. External factors are factors that are not controlled by the party implementing the strategy and vice versa internal factors.

2. Research methods

Determination of the research location is done purposively or intentionally, namely the presentation with the consideration that the city of Medan has a betta ornamental fish market center and betta fish business actors ranging from small to large scale that have the potential to be developed further.

In this study, the determination of the sample used non-probability sampling. Because there is no data on the population of betta fish business actors in the city of Medan. So in this study, the population is the betta fish business actors in the city of Medan. With the method of determining the sampling using accidental sampling, namely sampling or determining

elements by chance where elements and members of the population can be selected as samples, if it is considered that the person who happened to be met is suitable as a data source with the consideration that the respondent has good insight (experience). related to the marketing of betta fish as well as understanding internal and external factors.

The data analysis method used in this research is qualitative data analysis. That is the analysis obtained by describing the existing problem with a description of the description that aims to explain the problems that occurred, so that clear conclusions are obtained. While the analytical tool used is a SWOT analysis.

SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is used to evaluate opportunities and challenges in the agribusiness environment. To make it easier to carry out a SWOT analysis, a SWOT matrix is needed. The SWOT matrix will make it easier to formulate various strategies that need or must be carried out by grouping each SWOT element problem into a table (Rangkuti, 2006)

3. Results and Discussion

3.1 Internal Factor Scoring

Internal factors in this study consisted of variations in price, feed, type of breeder branding and packing. Scoring is done to identify strengths and weaknesses. If the results show a score of 1 and 2 then it is a weakness while for a score of 3 and 4 it is a strength. From the results of scoring on internal factors, the following results are obtained.

Table 1. Scoring of Internal Factors

No	Internal factors	Average Score	Information
1.	Branding	1.00	Weakness
2.	feed	2.00	Weakness
3.	Packing	1.30	Weakness
4.	Parent Type	3.30	Strength
5.	Promotion	3.80	Strength

It can be seen from Table 1. above that the internal factors that include weaknesses are feed with a score of 2, packing/packaging with a score of 1.3 and branding factors with a score of 1. For internal factors which include strength are the Parent Type factor with a score of 3.3 and Promotion 3.8.

1) feed

The best types of food for betta fish are live shrimp or worms, mosquito larvae, frozen live feed or pellets. Live food is certainly preferred although it is not always easy to buy. But keep in mind, if you want to breed betta fish properly, you must provide live food.

So that the provision of proper betta fish food will certainly increase the interest of betta fish buyers because betta fish given the right feed will look agile, active and healthy. But unfortunately the problem of the availability of live feed is a problem for betta fish farmers and sellers, so the only alternative is to provide pelleted feed to fulfill it.

2) Packaging (packaging)

Betta fish packaging should pay attention to the distance and travel time, as well as the number of fish transported in the container. The conditions of important water quality parameters during transportation are temperature, salinity, dissolved oxygen and pH of the water in the transportation container. A good water temperature for packaging live fish is 15–20°C and a water pH of 7–8. The amount of oxygen added to the packaging container should be 3 times the amount of water, although sometimes for short distance packaging betta fish do not really need oxygen.

So that packaging is an important key in developing betta fish marketing for consumers who are far outside the city and even abroad, proper packaging will make the betta fish inside safe and vice versa.

3) Parent Type

In terms of price, there are several types of special betta fish that have been priced high above the average price in general because they have steps and uniqueness including: Betta fish Kachen worachai, fancy betta fish, giant betta fish, and double tail betta fish. So that the selection of the right type of betta fish to be cultivated and sold according to market demand will get big profits with promising prospects.

4) Branding

The term branding comes from the word brand which means brand. The definition of branding is an image so that a product can attract and stick in the minds of consumers. You could say that branding can be interpreted as a form of company communication with targeted consumers. However, branding in the marketing of betta fish itself is meant here is fish that is cultivated which is marketed and sold by a person or group of betta fish business actors with the aim of building a positive image and their reputation so that they are always good in the eyes of consumers. And also the imaging can build consumer confidence in their printed fish. But sometimes, not all betta fish business actors carry out a branding system,

5) Promotion

According to Lupiyoadi (2013), he explained further about the notion of promotion that promotional activities are things that companies do to communicate the benefits of products and as a tool to influence consumers in purchasing activities or using services according to their needs. So that promotion is one of the determining strategic factors in developing the betta fish market in the city of Medan, and in general, betta fish business actors have started selling not only through physical stores but also through social networking applications in an effort to promote their betta fish.

3.2 External Factor Scoring

External factors in the study consist of potential market opportunities, promotions, availability of capital, partnerships, demand for betta fish, scoring is done to identify opportunities and threats faced. If the results show a score of 1 and 2 then it is a threat while for a score of 3 and 4 it is an opportunity. From the results of scoring on external factors, the following results are obtained.

Table 2. Scoring of External Factors

No	External Factor	Average Score	Information
1.	Betta fish request	3.00	Opportunity
2.	Selling price variations	1.10	Threat
3.	Availability of Capital	3.90	Opportunity
4.	Partnership	1.10	Threat
5.	Potential Market opportunities	3.80	Opportunity

1) Request for Betta Fish (*Betta sp*)

A score of 1 is given if the demand for betta fish is low and unsustainable, a score of 2 is given if the demand is low and continues to be sustainable, a score of 3 is given if the demand is high but unsustainable, and a score of 4 is given if the demand is high and continues to be sustainable. From the results of the study, it can be said that the demand for betta fish in the city of Medan is low but sustainable. The level of demand is influenced by the needs of personal hobbies and the relatively short age of betta fish, on average, under 2 years. The low but sustainable demand for betta fish can encourage betta fish cultivators to continue to increase the variety and types of betta fish so that they are still in demand by ornamental fish lovers and betta fish lovers.

2) Price Variations

For ornamental halfmoon betta fish, for example, those that are 3 months old with size S will be included as grade B. So from this determination there will be variations in price differences with halfmoon betta fish of the same age but size S+ so they will get grade A. has a different price than the previous halfmoon betta fish. Meanwhile, according to survey data in the field, the variation in the selling price of betta fish starts from IDR 7,000 - 15,000 / head for ordinary grades, and can reach prices of IDR 100,000 - 150,000 / head for super and contest grades, and some even reach > IDR 500,000. /tail for step betta fish and contest winners.

3) Availability of Capital

Capital is one of the most important factors for betta fish business actors to develop their business ventures. What is meant by capital here is in the form of knowledge about betta fish marketing, partnership networks and fund allocation. . Generally, betta fish business actors in the city of Medan do not have problems with business capital, but in marketing and selling betta fish it is still very minimal and limited in scope so they need to spend more capital costs and relations for market invasions outside the city and abroad to up to the consumer.

4) Partnership

Partnerships provide enormous benefits for increasing economic growth, namely through employment, income distribution, and economic development in the area. The large number of betta fish cultivators in the city of Medan sometimes makes prices drop and they are forced to sell it to ornamental fish shops on a regular basis. Therefore, with a betta fish breeding partnership, they no longer need to worry about the betta fish they print selling at low prices because someone already accepts and accommodates their betta fish from the betta fish market players, and vice versa for fish shops. ornamental fish and betta fish

business actors have no trouble getting betta fish stock if later the demand increases, then in this case they will both benefit equally.

5) Potential Market Opportunities

The definition of market opportunity according to Kotler (2008) is an area of buyer needs in which companies can operate profitably. Meanwhile, according to Pearch and Robinson (2005), opportunity is the main favorable situation in a company's environment, one of which is business trends. In developing betta fish marketing, potential market opportunities are one of the strategic factors that determine the direction of betta fish marketing development, the potential for betta fish is a promising business because of the ongoing and sustainable demand from hobbyists and betta fish lovers.

And secondly, because the care and maintenance of betta fish is easy and not as complicated as other ornamental fish, making betta fish the initial choice for ornamental fish lovers and also its various color patterns make betta fish lovers not bored to continue to buy and collect betta fish so that is the case. create an opportunity from the marketing potential of betta fish.

4. Conclusion

Internal factors that are included in the strength are the type of broodstock and promotion, while the weaknesses include packaging, branding and feed. External factors that include opportunities are factors of Capital Availability, Demand for Betta Fish and Potential Market Opportunities, while those that include threats are partnerships, and variations in selling prices. Betta fish marketing development strategy in Medan city is in quadrant III. This shows that the strategy used to develop betta fish marketing in the research area is a turn around strategy. Turn around strategy is a strategy that is used when an organization/institution has many weaknesses but there are opportunities that can be used to improve it. So the betta fish business actors as the implementers of the strategy must make changes such as improving the packaging process and applying branding in their sales as well as improving and improving the quality of betta fish feed. If these weaknesses can be overcome, then the opportunities that exist can be utilized as well as possible

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