



APPLICATION OF SWOT ANALYSIS AND MILKSFISH TRADING STRATEGY IN INDONESIA

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ABSTRAK

Ikan bandeng merupakan komoditas perikanan unggulan di Indonesia, sehingga banyak masyarakat yang membuka lahan untuk budidaya ikan bandeng. Ikan bandeng memiliki keistimewaan karena kandungan gizi dan nutrisinya yang tinggi. Dalam sektor perikanan nasional, perikanan budidaya memegang peranan penting dengan tingkat konsumsi bandeng nasional rata-rata 1,40 kg/kapita dengan daya serap pasar di tingkat rumah tangga sebesar 352.718 ton. Dalam budidaya bandeng, diperlukan berbagai persiapan dan pertimbangan yang baik. Analisis SWOT merupakan metode yang tepat untuk melihat perkembangan perdagangan perikanan budidaya di Indonesia. melalui analisis SWOT mampu memberikan konsep perencanaan strategis atas hasil analisis faktor-faktor strategis perusahaan (kekuatan, kelemahan, peluang dan ancaman). Dengan adanya strategi, maka tata niaga akan mempermudah kegiatan mobilisasi untuk memperlancar saluran dan dapat memberikan kepuasan yang lebih kepada konsumen. Namun, dalam memasarkan produk perikanan, berbagai permasalahan spesifik dihadapi karena disebabkan oleh karakteristik komoditas perikanan. Oleh karena itu, diperlukan strategi pemasaran yang berkelanjutan untuk meningkatkan perekonomian dan kesejahteraan bagi mereka.

Keyword : ikan bandeng, budidaya, analisis swot, strategi pemasaran

ABSTRACT

Milkfish is the leading fishery commodity in Indonesia, so there are many people who clear land for milkfish cultivation. Milkfish has a specialty because of its high nutritional and nutritional content. In the national fishery sector, aquaculture plays an important role with the average national milkfish consumption level of 1.40 kg/capita with market absorption at the household level of 352,718 tons. In milkfish cultivation, various preparations and good considerations are needed. SWOT analysis is the right method to see the development of aquaculture trade in Indonesia. through SWOT analysis is able to provide the concept of strategic planning on the results of the analysis of the company's strategic factors (strengths, weaknesses, opportunities and threats). With the strategy, the trade system will facilitate mobilization activities to facilitate channels and can provide more satisfaction to consumers. However, in marketing fishery products, various specific

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problems are faced because they are caused by the characteristics of fishery commodities. Therefore, a sustainable marketing strategy is needed to improve the economy and welfare for them.

Keywords: Milkfish, Cultivation, SWOT Analysis, Marketing Strategy

INTRODUCTION

Milkfish is a type of fish consumption that is popular in Southeast Asia. The center of distribution of milkfish in Southeast Asia is in the Philippines, Indonesia, Taiwan and along the coast of Thailand and Burma. (Api et al., 2018) Milkfish is classified as one of the high protein and low cholesterol fish according to the USDA Nation Nutrient, Database for Standard Reference (2009) with details of low cholesterol 52 mg/100 g and the nutritional value of 100 grams is 129 kcal of energy, 20 grams of protein, 2.8 grams of fat, 2 mg of iron, 50 SI of vitamin A, 0.05 grams of vitamin B1 and 74 grams of water. (Syarip, 2019)

The average national milkfish consumption level is 1.40 kg/capita with market absorption at the household level of 352,718 tons. The highest market absorption was occupied by South Sulawesi Province 74,839.75 tons (22%), Central Java Province at 50,916.96 tons (15%), and West Java Province at 46,457.58 tons (13%). (Becerra-Bonache, 2011)

In business there is an analysis of internal and external factors, namely, Strengths, Weaknesses, Opportunities and Threats where internal factors come from within and vice versa, external factors

affect the business from outside. The function of the SWOT analysis is to obtain information from the situation analysis and separate it into internal issues (strengths and weaknesses) and external issues (opportunities and threats). (Proctor, 2010)

Pearce and Robinson argue that “SWOT analysis should be done as a SWOT analysis to match the “fit” between internal resources and external situation of the company”. SWOT analysis is necessary because SWOT analysis to match the “fit” of internal resources and the company's external situation. A good match will maximize the company's strengths and opportunities and minimize its weaknesses and threats. This assumption has strong implications for successful strategy design. (John, A. Pearce II & Robinson, 2007)

Milkfish is a type of freshwater fish that has increased demand and is in demand in the market both for local consumption. Milkfish cultivation itself has various strengths, weaknesses, opportunities and threats. This is evidenced by the presence of experienced natural resources as a strength, local government support as an opportunity. But behind this there are problems that become weaknesses such as fish seeds that are difficult to obtain and threats that

come from unstable weather. (Romadon & Subekti, 2011)

Commercial administration activities are generally utility-oriented. In other words, it is a productive activity. Trading system is defined as a business activity in which there is a flow of goods and services from the point of production to the point of consumer. In planning, it takes the ability to make a strategy. In making a plan or strategy, analysis function is very important so that the plans that have been made can be more mature and precise. After the strategy is made, the plan is implemented and an evaluation of the implementation of the plan is held. (Khol & Uhl, 2002)

The role of the community in a trade system has an important role because the community acts as a consumer, holder of information, usable knowledge which is very useful in the management and planning of business development. As consumers, people are biased to consume and even recommended by the government. The community as the holder of information where the information and news obtained must be true and wise in its delivery. usable knowledge obtained by the community can be put into practice in order to develop their business. (Anwar, 2006)

The trade system can be said to be efficient if it is able to distribute the results of production to consumers at the most efficient cost possible. By looking at the abundant and characteristic fishery

products. this is evidenced by the large number of species, unstable production, easily damaged and unstable components. By looking at these characteristics, it can facilitate the occurrence of an efficient trading system.(Kurnia dan Deny, 2020)

Milkfish cultivation trade system can run well if there is cooperation and strategies that can make the cultivation develop. The existence of an implemented and efficient system is the key to the development of milkfish cultivation both from internal and external aspects. In addition, the trading system involved must be able to coordinate thoroughly and be based on a responsible attitude.

It is often said that the fisheries trade system in Indonesia is the weakest in the chain of economic activity or in the flow of goods from the producer level to the consumer level. (Deswati & Muhadjir, 2016) This is inseparable from the sharp level of competition that occurs. Even the regulations made are not always marked by improvements in this aspect. The right way to handle making improvements is by providing a balance between the interests of Indonesian fishery trade and efforts to create products by paying attention to aspects of environmental conservation so as to increase the value of fishery products. (Nurshidiq et al., 2014)

The trade system has the benefit of making good decisions and opportunities as a form of profit from the running of the cultivation trade system. other than that, can plan the purchase of facilities that

increase the rate of productivity. direction of production and sales of increased production. After that, it can lead to investment planning to make decisions in its business.

After the introduction of the trade system, the marketing concept is a producer or company philosophy which states that the buyer's desire is the main condition for the survival of producers and companies. All processes of producers and trades are directed at efforts to find out the desires of buyers and satisfy those desires in order to make a profit. (Imelda dan Harini, 2005)

This research study aims to provide a theoretical overview of the application of SWOT analysis and appropriate trading strategies used in milkfish cultivation in Indonesia.

RESEARCH METHODS

This study uses a descriptive method with a qualitative approach. According to Sugiyono, descriptive qualitative method is a research method based on the philosophy of postpositivism used to examine the condition of natural objects. (Sugiyono, 2016)

This study uses triangulation techniques as a means of checking the validity of the data obtained. The data checking technique aims to test the correctness of the data collected by the researcher. This study checked by using triangulation. According to Sugiyono,

triangulation is defined as a data collection technique that combines various data collection techniques and existing data sources. Triangulation of data sources is used to test the credibility of the data obtained through several sources. Method triangulation is triangulation carried out to collect data by other means or methods. The two triangulations aim to improve understanding and obtain valid data in this study. (Sugiyono, 2016)

RESULTS AND DISCUSSION

Characteristics of Milkfish

Milkfish is a type of freshwater fish from the Chanidae family group. The existence of milkfish is in areas in the Indian Ocean to the Pacific Ocean. The body of the milkfish is characterized by a torpedo shape, has cycloid scales with a bright silver pattern, the back is silver-green. The main characteristic of milkfish is the anal fin is far behind the dorsal fin, the caudal fin is long and protected and the top is longer. Based on research, milkfish has a composition of 60-84% water, 0.1-2.2% fat, 0-1% carbohydrates, and the rest is vitamins and minerals (Airlangga University Press, 2011)

Preparation for Milkfish Cultivation

In the national fishery sector, aquaculture plays an important role. This is evidenced by the existence of aquaculture export activities in 2004-2008 with an increase from US\$ 1.4 billion to US\$ 2.3 billion. An increase to US\$ 3.1

billion is the target in 2009. So that the role of milkfish cultivation is not only to provide benefits to the public but also to act as a source of foreign exchange for the country. The order of national superior aquaculture commodities with the three largest holders of aquaculture commodities is occupied by shrimp, seaweed and milkfish. (Airlangga University Press, 2011)

In its application, milkfish (nener) seeds are taken from the sea from coastal fishermen, nener which has a limited number from nature and can be abundant in certain seasons in pollution-free mangrove areas. In subsequent developments, nener is produced in hatcheries with milkfish production of around 800 kg/MT/Ha. (Airlangga University Press, 2011)

Milkfish cultivation can be done at the mouth of the river or at sea. this must be met with factors that are quite important and pay attention to something contained in cultivating it, such as placement in an area free from pollution, clean water areas with salinity, water temperature, and changes in water quality according to the minimum limit for the ability of fish to survive, away from storms and strong waves, do not cause problems with the surrounding environment, both in the fields of transportation, mining and tourism, and are easily accessible to markets or strategic locations. (Mansyur & Tonnek, 2003)

The selection of milkfish hatcheries is carried out based on several aspects, including the location requirements with land status with clear regulations from the region and before the hatchery is established quality can be guaranteed, water changes of at least 200% per day, water temperature 26.5-31 degrees Celsius, pH 6, 5-8.5, dissolved oxygen 3.0-8.5 ppm, alkalinity 50-500 ppm, brightness 20-40 cm (sunlight reaches the bottom of the courtyard, water is protected from organic and inorganic pollution. From biological aspects, including the level of water fertility, the distribution of the food chain, the presence of dominant species, the emergence of predators and competitors, and disease outbreaks that need attention in cultivation because they can have an impact on the failure of the production process. (Pusat Penyuluhan Kelautan dan Perikanan, 2011)

Milkfish cultivation requires various preparations, including: Preparation of ponds, provision of seeds, and aquaculture infrastructure. After all preparations have been made, the next step is to maintain milkfish, namely by spreading seeds and submitting feed by paying attention to the addition of supplements, paying attention to the type of feed, feed frequency, feed conversion and controlling pests and diseases. (Badrudin, 2014)

Application of SWOT Analysis

SWOT analysis is a type of method used in evaluating strengths, weaknesses, opportunities and threats in a business perception. SWOT analysis has a descriptive and subjective nature. The SWOT analysis provides output in the form of directives that are shown as a form of defense effort in terms of strengths and advantages from existing opportunities, while minimizing weaknesses and threats. (Fatimah, 2020)

The results of the analysis are able to provide the concept of strategic planning on the results of the analysis of the company's strategic factors (strengths, weaknesses, opportunities and threats). These factors are then made in the form of a SWOT matrix, where the application is to look at the strengths that are able to take advantage of existing opportunities, ways to overcome weaknesses that prevent taking advantage of existing opportunities, strengths that can deal with existing threats, and ways to deal with weaknesses that can make threats real or create new threats. From this, it can be seen that the ultimate goal of the SWOT analysis is to provide the best ways in functional strategies, so that these strategies are easier to apply and implement in each Strategic Business Unit. (Dr. paulus wardoyo, 1392)

In making a SWOT analysis, it is necessary to pay attention to things including: the SWOT analysis may be subjective, so it takes more than one person to do the analysis on the condition that one object and with different results.

Then the analyst is required to be realistic to explain the factors of the SWOT without hiding anything, so that it can be used as a guide to produce the best strategy. The analysis is the reality of the actual situation without engineering and avoids "grey areas" which cause complications when conducting a SWOT analysis. (Hamali, 2016)

The Urgency of Fishery Products Trading Strategy

The trading system for fishery products includes activities and businesses related to the transfer of ownership and form of fishery products, both for the interests of fishery businesses from producers to consumers, including mobilization activities to facilitate channels and can provide more satisfaction to consumers. (Supena, 2015)

One of the activities included in the trade system is marketing activities. Marketing activities are able to produce a variety of uses, both place utility through distribution, time utility and form utility through processing activities, possession utility through selling and buying activities, and others. (Abidin et al., 2017)

Marketing of fishery products is faced with various specific problems because it is caused by the characteristics of fishery commodities. First, it is susceptible to damage due to the water content in fish which reaches 60% of its weight and this water is a place for the growth of bacteria and the like. If proper handling is not carried out, it will

accelerate the decline in fish quality so that the selling price decreases. In this case, the role of marketing is to minimize 3D (death, decay, and deterioration). Second, the fisheries commodity is uncertain. Sometimes during the harvest season, the selling price of fish drops down. So the role of marketing is to facilitate inventory and carry out storage activities to carry out the function of supplying and giving birth to the right time utility. Third, it takes up a lot of space which requires one time transport which in transporting fish is limited by space and weight of fish. This results in greater use of transportation. and the fourth is the non-uniformity of commodities. The non-uniform nature has an effect on the amount of handling costs because it requires sorting costs and the use of a lot of handling time, resulting in a decrease in quality. This grading and standardization function is used to solve this marketing problem. (Abidin et al., 2017)

In fishery activities, it is not yet a guarantee of welfare. then for institutional revitalization needs to be made and get serious attention from the government. Institutions are also called social forms. Marketing institutions carry out marketing functions or activities, where goods or services move from producers to consumers. In Indonesia, there are several institutions that collect (buy) fishery products from fishermen and fish farmers, including the first is a stall entrepreneur who buys fishery products brought by

fishermen and fish cultivators to their stalls. The second is that the buyer goes directly to the fishery business. The third is the local cooperative institution as a form of cooperation body in terms of collective selling of products. And fourth, local processing needed to accommodate fish caught by fishermen and cultivators. (Abidin et al., 2017)

Because marketing is quite a difficult thing and must be handled by fish producers and farmers, it is necessary to have a sustainable marketing strategy to improve their economy and welfare. According to PPM Yogyakarta State University (2010), there are minimum basic requirements used to develop marketing strategies, namely general strategies and specific strategies. The general strategy used is the marketing mix strategy. consists of 3 strategies, namely product strategy, price strategy, distribution strategy and promotion strategy. While the specific strategy there are 2 types of strategies, namely marketing strategies for fish seeds and marketing strategies for consumption fish. (Taufiq & Sutopo, 2012)

CONCLUSION

Milkfish is a type of freshwater fish from the Chanidae family group. Milkfish cultivation can be done at the mouth of the river or at sea. it must be met with factors that are quite important and require various preparations by paying attention to something contained in the cultivation.

The SWOT analysis used in this study has a descriptive and subjective nature. The ultimate goal of the SWOT analysis is to provide the best ways in functional strategies, so that these strategies are easier to apply and implement in each Strategic Business

Unit. One of the activities included in the trade system is marketing activities such as fishery products which are faced with various specific problems because they are caused by the characteristics of fishery commodities.

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