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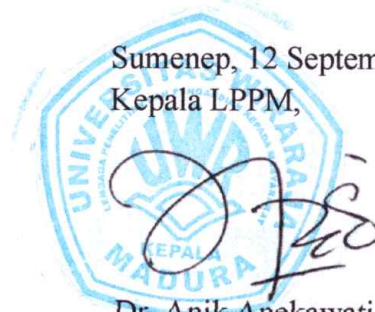
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# Rajungan Meat Marketing Mix Strategy In Ud. Wildania Village Lobuk Bluto Of District Sumenep

*by Moh. Kurdi*

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## **Rajungan Meat Marketing Mix Strategy In Ud. Wildania Village Lobuk Bluto Of District Sumenep**

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**Abstract:** Any company can increase sales of its products by using effective marketing system, as well as specific strategies to improve the existing consumer market. The marketing strategy is the strategy of the Marketing Mix namely Price (price), Product (product), Promotion (promotion) and Places (distribution). Sumenep Regency has a rich marine biological resource and the potential environmental, fisheries resource sector is a resource that can be renewed so as to survive in the long term with good management.

The purpose of this study to find out the crab meat marketing mix strategy that is applied at UD.Wildania Lobuk Village, District Bluto, Sumenep. Methods of Data collection Data are the primary and secondary data. While the method of data analysis used is descriptive qualitative, ie SWOT analysis includes weighting, scoring, determination of relevance, positioning strategy, Determining strategic alternatives.

Marketing mix strategy of SWOT analysis is known that crab meat processing business, internal environmental factors of the power of the most prominent is the raw material potential crabs were pretty much making it easier to get them and their good relations between UD.Wildania with PT. Phillips Seafoods Indonesia as a partner with a score of 62.4 and weaknesses that have the highest score is the limitation of capital in business development with a score of 39.9. From external environmental factors from the highest odds score was the support and attention of the government to promote exports of fishery commodities and the existence of the opportunity to Obtain funding from the Bank respectively by the same score to 43.6.

While the results of SWOT analysis shows that the position of crab meat processing business in UD. Wildania Lobuk Rural District of Bluto Sumenep is in quadrant I roommates Aggressive Strategy, the which the company should be more optimally capture the opportunities by the power Possessed. The strategy could then be applied to the development of crab meat processing at UD. Wildania Lobuk Rural District of Bluto Sumenep are: (1) Improving the handling of crab meat processing to Obtain a better quality in order to meet increasing market demand and (2) Improve the cooperation relationship, the better for the sustainability of the company.

**Keywords:** Strategy, Mix, Marketing, Meat, Rajungan

### **I. Background**

The industrial sector is a significant driver of economic development. The role of the broader industrial area and has the fastest growth compared to other industries. The industrial sector, particularly the processing industry can play a role as the most significant contributor to the Gross Domestic Product (GDP). Thus, if a disturbed industrial sector performance is then indirectly economic growth will be hampered. Therefore, the performance of the industrial sector should be improved and maintained to increase the optimal economic growth.

Any company can increase sales of its products by using effective marketing system, as well as specific strategies to improve the existing consumer market. The marketing strategy is the strategy of the Marketing Mix namely Product, Price, Place, and Promotion.

The marketing mix is one of the central concepts in marketing, namely through the four Ps: First, the product is something that is offered to the market to be considered, owned, used or consumed to satisfy the desires or needs of consumers.

Indonesia is an archipelago country that has a wealth of marine fisheries resources are vast, both in quantity and diversity. Three-quarters of Indonesia in the form of the sea with an area of 5.8 million km<sup>2</sup>, has more than 17,508 islands, has a coastline of about 80 791 km, making it the second longest tropical beach in the world.

Indonesia has an abundant marine biological resource and environmental potential, funds in the fisheries sector is a resource that can be updated to survive in the long term of origin followed by good management. Therefore,

fisheries Indonesia has enormous potential. The fisheries sector beneficial to the survival of all citizens of Indonesia and become a source of economic income countries (Dahuir, 2002).

Commodities fishery consists of the results of fishing and aquaculture result. Fisheries resources earmarked for the fishing/fishery Indonesia to prosperity/welfare of society and can be a source of growth and economic development of the area/region / national, both as a land of livelihood and source of income and food sources high in nutrients. Results fishery include crab, shrimp, tuna, and so on. During this time, the shrimp become a mainstay of Indonesia's non-oil exports. However, since the white spot virus attacks, farmed shrimp production has dropped dramatically. Contamination of antibiotics in shrimp Indonesia is likely related to the virus attack. While doing improvements and repairs on Indonesian investment, crab used as an alternative crop to earn foreign currency. It is recalled, that the potential for crab in Indonesia enables the development and overseas market demand is high enough.

Crabs can be found along the coast of Indonesia. Two types of crab have no commercial value, namely mangrove crabs and crabs. Mudcrab itself consists of 4 species, and all of them can be found in the waters of Indonesia, namely: red mangrove crab (*Scylla olivacea*) or internationally known as the "red / orange mud crab", green mangrove crabs (*S.serrata*) known as "giant mud crab" because of its size that can reach 2-3 kg per cow, purple mangrove crab (*S. tranquebarica*) also can achieve a large scale and a white mud crab (*S. paramamosain*). Meanwhile, the best-known crab species and has the value of exports is *Portunus pelagicus*, known as the swimming Crab.

The crab meat is not only tasty but also healthy. The crab meat contains nutrients essential for life and health. Although it contains cholesterol, these foods are low in saturated fat, a source of Niacin, Folate, Potassium good, and also a source of protein, vitamin B12, Phosphorous, Zinc, Copper, Selenium and contains very good. Selenium is believed to play a role in preventing cancer and destruction of chromosomes, but it can increase susceptibility to infection by viruses and bacteria.

Fisheries Research and Development Corporation in Australia reported that in 100 grams of mud crab meat contains 22 mg of Omega-3 (EPA), 58 mg of Omega-3 (DHA), and 15 mg of Omega-6 (AA). Whereas in 100 grams of crab meat contains 137 mg of Omega-3 (EPA), 90 mg of Omega-3 (DHA), and 86 mg of Omega-6 (AA). These fatty acids are so essential for growth and intelligence.

*Portunuspelagicus* small crab Latin name is a kind of crab which has a natural habitat only in the sea. Crabs prefer to stay buried under the sand or mud, especially during the day and the season can be favorite cold. Rajungan used as a source of food price is quite expensive. Crab also has several advantages that potential to be developed.

Crab meat business development has been found in various areas one in Sumenep. The growth of crab meat in Sumenep already reaches marketing a broad level, both in the field of Sumenep itself and outside the region.

One area in which to develop business Sumenep crab meat is in the village of Lobuk, District Bluto, Sumenep. In the city there is a home industry that is UD. Wildania.

## II. Theoretical basis

According to Suwignyo in Mirzads (2008), crab (*Portunus pelagicus*) is a crab sea are common in Indonesian waters are usually caught in the area of Gilimanuk (the north coast of Bali), Pengambangan (the southern coast of Bali), Muncar (south coast of East Java), Pasuruan (the northern coast of East Java), Lampung, Medan area, and West Kalimantan. Crab can reach 18 cm long, sturdy claws, long and thorny spikes. In this animal looks striking difference between males and females. Male crabs have larger body size and longer claws than females. Another difference is the primary color, the male crab bluish with bright white patches, while females green forage base color with white spots rather bleak.

Crab carapace has a flat round shape with beautiful colors. Carapace size more significant to the side surfaces that are not the too clear division of territory. The left and right of the carapace are large spines, thorns amount of the back side of his eyes were 9, 6, 5 or 4, and between her eyes, there are four large spines. Crabs have five pairs of legs the way, the first size is big enough and called claws that serve to hold and put food into his mouth. The last couple of pins are modified into a tool that swimming be flat and rounded edges like a paddle. Therefore crab classified in swimming (swimming crab) (Suwignyo in Mirzads (2008).

That the female crab eggs that fertilized inside the folds of his abdomen. The number could reach two million eggs. A small crab fishery potential. In Indonesia, the type of animal being tested for cultivation, because, according to research experts Indonesia, crab eggs can be hatched in the laboratory and can be raised into small crab larvae mature in the laboratory.

*Portunus pelagicus* is swimming crab and has a pair of legs modified for paddling pool. Rough-textured carapace width which has the highest projection in each corner. Long and slender claws. Rajungan an active animal, but when it is not active or in a state of not doing the movement, crabs will live in the seabed to a depth of 35 meters and live to immerse themselves in the sand on the muddy coastal areas, mangroves, and coral reefs. But occasionally crabs can also be seen swimming near the surface. In Indonesia, crab spread in almost all

waters, especially in the waters of the Sunda Shelf and Sea waters have a tendency Arafuru with solid preparation and a high potential, especially in the area around the beach (in Mirzads Anonymous, 2008). Muchtadi and Sugiyono in Mirzads (2008) states that the content of carbohydrates, calcium, iron, phosphorus, vitamin A and vitamin B from the average crabs and swimming crabs are respectively 14.1%, 210 mg / 100 g, 1.1 mg / 100 g, 200 SI, and 0.05 mg / 100 g. Crab and crab meat has high nutritional value. The results of proximate analysis crab meat and crab between males and females (BBPMHP 1995) can be seen in Table 1.

Table 1 Results of Chemical Analysis and crabs Crab Meat

type Rajungan	Protein (%)	Fat (%)	Water (%)	Ash (%)
Male	16.85	0:10	78.78	2:04
Female	16:17	0:35	81.27	1.82

Source: BBPMHP Chemical Laboratory (1995) (Guidance and Quality Testing Center of Fishery Products)

### III. Research methods

Location research intentionally (purposive), in the home industry UD. Wildania Lobuk Rural District of Bluto Sumenep. The site selection considerations for UD. Wildania is one company engaged in the crab meat in Sumenep. In the discussion of the problems arising in this company used equipment marketing mix analysis and SWOT analysis.

### IV. Results and Discussion

#### A. Implementation Of Marketing Mix

Marketing mix policies that run the company UD. Wildania aims to increase the number of sales of crab that has been in though and also increase the amount of revenue, from interviews with company owners UD. Wildania Lobuk Rural District of Bluto Sumenep, the implementation of the marketing mix is described as follows:

##### a) Product Policy

For a company, the resulting product is a product in the form of processed crab meat and crab shells. This process is carried out in several stages. The first stage is the process of weighing the raw material obtained directly from the crab fishing crab to know how much weight is collected so that it can be determined how much the price paid to fishers.

The second stage is the boiling process is done by a small crab input in "Dangdang" or the great rice cookers that are large. The boiling crabs carried out for 30 minutes to obtain a perfect level of ripeness.

The third stage is carried out after the cooling process crab boiling process so that when peeled crab meat is not damaged. The fourth stage is the process of stripping the flesh from the crab. The fifth stage is the sorting is done to classify the types of crab meat that have export quality or high sales value.

Phase sixth is packaging, meat crab that has been sort inserted into the container jar of plastic the size of 1 kilogram and only then put into boxes which contain a fragment of ice blocks that are intended to flesh crab can be durable during transportation to significant companies who cooperate with the employer and to the local markets or domestic.

##### b) Price Policy

Price is the sheer number of money to be paid by a customer or counterparty to obtain a product in the form of processed crab meat. Thus the strategy and price decisions require precision in reading and translating the current situation and will happen inside the competitive marketplace. Unlike the three other elements (product, place, promotion) is a variable price that is relatively easy to change especially in economic conditions unstable. In carrying out its products UD. Wildania takes a decision that is the given price agreed upon with the partner or PT. Phillips Seafoods Indonesia. The decision to set the price for sustainability is purposeful cooperation that has been done and mutually beneficial with each other. This pricing is a step by UD management. Wildania to provide customer satisfaction. Management decisions in setting competitive prices proved capable and can compete with other competitors,

##### c) Place Policy

For companies UD. Wildania is how the company can provide the products to the target consumer. Submission of processed meat products crab and crab shells as crucial as the product itself. Therefore UD. Wildania states that the location can be a determinant of success UD. Wildania itself by offering products processed crab meat and shell with high quality and suitable prices not enough therefore UD. Wildania also provided to prospective

consumer place or close and strategic location with a branch of PT. Philips Seafoods Indonesia is located in the village of the District Lobuk Bluto Sumenep.

d) Promotion Policy

UD has conducted promotional activities. Wildania by approaching and present the resulting product to prospective customers to cooperate in supply material processed crab meat. Thus the resulting product can be received and can be done with good cooperation so the continuity of the company can continue.

**B. SWOT analysis**

In an effort known strategy of a company then must recognize factors that exist within the company itself. So it can formulated the plan through strategic planning of internal and external environment analysis. In this case, the internal environment factors in the company are strengths and weaknesses. While the external environment factors outside the company that will create opportunities and threats both in the present and the future.

It is necessary for the SWOT analysis consists of Strength, Weakness, Opportunities, and Threat. Based on the results of data collection and analysis at UD. Wildania in the village of East Lobuk District of Bluto Sumenep, it can be arranged SWOT analysis as follows:

**C. Internal environment**

The internal environment of a SWOT analysis includes depictions of Strength and Weakness faced by UD. Wildania. The aspects that can be identified to determine how much your strengths and weaknesses are as follows:

a) Strength

- Raw material potential crabs were pretty much making it easier to get it.
- Crab meat processing handling process so well that the resulting product has a good quality.
- Labor potential both fishermen and crab meat processors are skilled.
- A good relationship between UD. Wildania PT. Phillips Seafoods Indonesia as a partner.
- Potential crab meat as an export product.

b) Weakness

- Lack of human resources so that it impedes the company.
- Volume production is erratic swimming crab.
- Rajungan raw material prices were unstable and volatile.
- Limitations of modern equipment, so that still use traditional tools and the necessary efforts to improve through the introduction of adequate equipment.
- Capital constraints in the development effort.

**D. Internal environment**

The internal environment of a SWOT analysis includes depictions of Strength and Weakness faced by UD. Wildania. The aspects that can be identified to determine how much your strengths and weaknesses are as follows:

c) Strength

- Raw material potential crabs were pretty much making it easier to get it.
- Crab meat processing handling process so well that the resulting product has a good quality.
- Labor potential both fishermen and crab meat processors are skilled.
- A good relationship between UD. Wildania with. Phillips Seafoods Indonesia as a partner.
- Potential crab meat as an export product.

d) Weakness

- Lack of workforce so that it impedes the company.
- Volume production is erratic swimming crab.
- Rajungan raw material prices were unstable and volatile.
- Limitations of modern equipment, so that still use traditional tools and the necessary efforts to improve through the introduction of adequate equipment.
- Capital constraints in the development effort.

**E. External environment**

External environment in SWOT analysis includes depictions Opportunities and Threats faced by UD. Wildania. The aspects which can be identified to determine how significant the opportunities and threats are as follows:

a) Opportunities

- Support and attention of the government to promote exports of fishery commodities.

- The opportunity to obtain funding from the Bank.
  - Market demand for crab meat is still high enough in the market both domestic and overseas markets.
  - Changes in consumer tastes, especially among the middle and upper society marked by frequent visits to restaurants seafood.
  - Indonesia's economic growth is getting better, especially Sumenep.
  - Rapid technological developments.
- b) Threats
- Increased regional and national competition among fellow entrepreneurs.
  - Markets are increasingly selective about the products produced.
  - Buyers have the power to choose between crab meat processing company.
  - Bargaining power of suppliers of the relatively strong.
  - The global economy is unstable.

**F. Determination of Alternative Strategies SWOT matrix**

Determination of strategic alternatives in the SWOT matrix In Meat Processing Rajungan UD. Wildania Lobuk village can be seen in Table 5.

**Table 5 Determination of Alternative Strategies**

<b>INTERNAL FACTORS</b>	<b>POWER</b>	<b>WEAKNESS</b>
<b>EXTERNAL FACTORS</b>	<ul style="list-style-type: none"> <li>- Raw material potential crabs were pretty much making it easier to get it.</li> <li>- Handling process so that the excellent crab meat processing that is products produced have good quality.</li> <li>- Labor potential both fishermen and crab meat processors are skilled.</li> <li>- A good relationship between UD. Wildania with PT. Phillips Seafoods Indonesia as a partner.</li> <li>- Potential crab meat as an export product.</li> </ul>	<ul style="list-style-type: none"> <li>- Lack of workforce so that it impedes the company.</li> <li>- Volume production is erratic swimming crab.</li> <li>- Rajungan raw material prices were unstable and volatile.</li> <li>- Limitations of modern equipment, so that still use traditional tools and the necessary efforts to improve through the introduction of adequate equipment.</li> <li>- Capital constraints in the development effort.</li> </ul>
	<b>OPPORTUNITIES</b>	<b>STRATEGY SO</b>
<ul style="list-style-type: none"> <li>- Support and attention of the government to promote exports of fishery commodities.</li> <li>- The opportunity to obtain funding from the Bank.</li> <li>- Market demand for crab meat is still high enough in the market both domestic and overseas markets.</li> <li>- Changes in consumer tastes, especially among the middle and upper society marked by frequent visits to restaurants seafood.</li> <li>- Indonesia's economic growth is getting better, especially Sumenep.</li> <li>- Rapid technological developments.</li> </ul>	<ul style="list-style-type: none"> <li>- Improving the handling of crab meat processing to obtain a better quality to meet increasing market demand.</li> <li>- Improving relations of cooperation, the better for the sustainability of the company.</li> </ul>	<ul style="list-style-type: none"> <li>- Adding more modern equipment to support the production process so that the processed meat maximum generated and even better quality.</li> <li>- Improving offender motivation crab meat processing to get the support and attention of government and other agencies all right it easier to get funding.</li> </ul>

THREAT	STRATEGY ST	STRATEGY WT
<ul style="list-style-type: none"> <li>- Increased regional and national competition among fellow entrepreneurs.</li> <li>- Markets are increasingly selective about the products produced.</li> <li>- Buyers have the power to choose between crab meat processing company.</li> <li>- Bargaining power of suppliers of the relatively strong.</li> <li>- The unstable global economy.</li> </ul>	<ul style="list-style-type: none"> <li>- Maintain the continuity of good production to meet market demand increasingly selective.</li> <li>- Improving the quality and quantity of production so that the impact of the global economy is not too result.</li> </ul>	<ul style="list-style-type: none"> <li>- The necessity to meet the needs of cultivating crab so the company less dependent on the crab fishermen.</li> <li>- The need for additional skilled labor to get good products to meet market demand for increasingly selective.</li> </ul>

Based on the research results, several things can be discussed to know more, a company in running its operations need to figure out the right strategy for the business benefit and able to thrive. Therefore, the need for **5** analysis to formulate a plan. The study used in this research is SWOT analysis.

SWOT analysis is to identify the various factors systematically to formulate a strategy. This analysis is based on the logic that maximizes Strength and Opportunities, but simultaneously to minimize Weakness and Threats.

Based on the above table can be formulated strategy for crab meat processing by the position of the plan lies in the quadrant that is Aggressive. The approach is as follows:

**1 SO strategy**

1. Improving the handling of crab meat processing to obtain a better quality to meet increasing market demand.
2. Improving relations of cooperation, the better for the sustainability of the company.

**II. ST strategy**

1. Maintain the continuity of good production to meet market demand increasingly selective.
2. Improving the quality and quantity of production so that the impact of the global economy is not too result.

**III. WO strategy**

1. Adding more modern equipment to support the production process so that the processed meat produced more leverage and better quality.
2. Improving offender motivation crab meat processing to get the support and attention of government and other agencies all right it easier to get funding.

**IV. WT strategy**

1. The necessity to meet the needs of cultivating crab so the company less dependent on the crab fishermen.
2. The need for additional skilled labor to get good products to meet market demand for increasingly selective.

**7 V. Conclusion**

Based on the results of research and discussion, it can be concluded that UD implements the marketing mix. Wildania namely; products, gone through several stages of the process to get a good result. Agreement with PT does prices given. Philips Seafoods Indonesia so it is not harmed. Points of UD. Wildania is relevant and strategy of being close to the beach which provides raw materials crab. The promotion was done by presenting the results of crab meat processed products to partners, namely PT. Philips Seafoods Indonesia.

While strategy UD marketing mix. Wildania Lobuk Rural District of Bluto Sumenep of a SWOT analysis it is noted that crab meat processing internal environmental factors of the most prominent force is potensi bahan baku rajungan yang cukup banyak sehingga memudahkan untuk mendapatkannya dan Hubungan yang baik antara UD. Wildania dengan PT. Phillips Seafoods Indonesia selaku rekanan dengan skor 62,4 dan kelemahan yang mempunyai skor paling tinggi adalah Keterbatasan modal dalam pengembangan usahadengan skot 39,9.

Sedangkan dari faktor lingkungan eksternal dari peluang yang paling tinggi skornya adalah dukungan dan perhatian pemerintah untuk memajukan ekspor komoditas perikanan dan Adanya kesempatan untuk memperoleh pendanaan dari pihak Bank masing-masing dengan skor yang sama yaitu 43,1. Namun ancaman yang mempunyai nilai tertinggi adalah perekonomian global yang tidak stabil dengan skor 65,6.



While the results of SWOT analysis shows that the position of crab meat processing business in UD. Wildania Lobuk Rural District of Bluto Sumenep is in quadrant I which Aggressive Strategy, which the company should be more optimally capture the opportunities by the power possessed.

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