

The Effect of Business Development of Lobster Cultivation on Sales Volume in Lamanggau Village, Tomia District, Wakatobi Regency

¹Robin, H. Muhammad Basri. ² Akhyar Abdullah ³
¹*Mahasiswa dan* ^{2,3}*Dosen Fakultas Ilmu Sosial dan Ilmu Politik*
Universitas Halu Oleo Kendari Sulawesi Tenggara, Indonesia

e-mail: robinadm097@gmail.com

ABSTRACT

This study aims to describe the Effect of Lobster Farming Business Development on Sales Volume in Lamanggau Village, Tomia District, Wakatobi Regency. The research was conducted in January 2016 in Lamanggau Village, Tomia District, Wakatobi Regency. In this study, researchers used a quantitative approach to data analysis carried out with stages, including; Data reduction, data presentation and drawing conclusions. The results showed that Lobster Cultivation in Lamanggau Village, Tomia Subdistrict, Wakatobi Regency was very large because it had a large number of cultivation places (karamba) so that the level of lobster production in this village experienced an increase in each harvest and each sale. The suggestions from this research are for the government and related parties in economic empowerment and to strengthen the Lobster Cultivation Business and are expected to the relevant agencies to be able to help market the Lobster Business products so that Lobster Business in Lamanggau Village can be widely known by the community and obtain capital and financial assistance to develop their business, it is expected that Lobster entrepreneurs will improve their skills and product quality so that in carrying out production and marketing activities more efficiently.

Keywords : Business Development, Sales Volume

CHAPTER I PRELIMINARY

A. Background

As an archipelagic country, Indonesia has a coastline of 81,000 km² and an area of sea waters of around 5.8 million km² consisting of 0.3 million km² of territorial waters, 2.8 million km² of archipelagic waters, and 2.7 million km² of EEZ waters. With Indonesia's vast waters large enough, Indonesia is very potential in the fisheries sector especially Indonesia is one of the countries that has the highest marine biodiversity in the world. The potential of the fisheries sector not only comes from marine fisheries, but also land fisheries or also known as aquaculture.

Since the entry into force of the 1982 international marine law, the sea area that has become the authority of Indonesia to be utilized and managed is from 3.1 million km² to 5.8 million km² or 75% of its total territorial area. Within the ZEEI sea area (Indonesia's Exclusive Economic Zone) there are the richest flora and fauna resources and their diversity. The coastal ecosystem is a source of life for the people even for many years has become a supporter of social and economic development in Indonesia (Farid, 2016).

Southeast Sulawesi Province has an area of marine waters reaching 110,000 km², the area of the waters is empowered through fishing and aquaculture activities. Southeast Sulawesi's marine waters have fish resource potential of 1,520,340 tons / year which has been managed to date reaching 15.41% or 234,239 tons.

One fishery commodity that has high economic value and potential to be developed in Indonesia is lobster. Wakatobi is one of the lobster producing areas that has great potential to be developed. Commodity of marine products which are mostly managed by the community and many increase their economic income are lobster.

Lobster is indeed considered as a high-consumption shrimp commodity compared to other consumption shrimp. In addition to meat that is dense, savory, tender, lobster sea water also has a very high nutrient content, especially protein. There are even some people who believe that lobster meat can improve sexual ability. Therefore, this commodity is still widely sought after by consumers.

Lobster business is one type of fishery commodity business that has been developed. The lobster cultivation business was pioneered since 1990, the demand for seawater lobster is quite high in consumption, but the number is very limited because there are few lobster aquaculture activities. One of the obstacles is the time of maintenance to reach consumption size takes a long time, which is around 7- 10 months (Kurniasih, 2008).

Cultivation of lobster is now beginning to trend in a number of cities, including Jakarta, Yogyakarta and Bali. At the time before the ministerial regulation concerning the prohibition of arrest and sale of lobster seeds or seeds made the fishermen only sell them to local traders to cultivate. The lobster cultivators initially only engaged in the cultivation of freshwater lobsters, but since two years they have been interested in cultivating sea salt lobsters. Basically handling lobster and fresh water is almost the same.

The selection of lobster sea water because of the reason it has a high selling price, a also has excess weight. For example, one saltwater lobster weighs two with three freshwater lobsters. And with the same handling, they then prefer lobster sea water.

Lobster business also has a wider market demand, both in the country mainly for restaurant, catering, and industrial needs, as well as exports to various countries, such as Japan, Singapore, Hong Kong, and China. Prices for sea water lobsters start from Rp. 200 thousand to Rp. 300 thousand per kg, compared to freshwater lobsters Rp. 150 thousand per kg. High prices and increasing demand for lobster have made many lobster cultivators begin to develop a business in the sea salt lobster field.

The development of lobster cultivation can be carried out in areas with potential for seawater aquaculture resources. One of the areas in Southeast Sulawesi that conducts lobster cultivation is Lamanggau Village, Tomia District, Wakatobi Regency. Lobster cultivation in this area has increased sales, this has been driven by increasing prices and expanding market demand. This area is very potential to develop Lobster cultivation business.

On the other hand, it is interesting from the cultivation of lobster sea water because after the harvest period arrives, there are customers who order to buy it. In fact, most of the production is not sufficient for demand, this is what makes researchers interested in researching the effect of the development of the Lobster Cultivation Business on Sales Volume in Lamanggau Village, Tomia District, Wakatobi Regency.

B. Problem Formulation

Based on the above background, then the formulation of the problem in this paper is how the influence of the business development of lobster cultivation on sales volume in Lamanggau Village, Tomia District, Wakatobi Regency?

C. Research Objectives

Based on the background and formulation of the problem. then this study aims to describe the effect of business development of lobster cultivation on sales volumes in Lamanggau Village, Tomia District, Wakatobi Regency

D. Benefits of Research

This research is expected to provide scientific information for Lobster aquaculture businesses or the benefits expected in the results of this study are:

1. As input for sea water Lobster entrepreneurs and cultivators to develop Lobster Cultivation Business.
2. As input for investors or local entrepreneurs to invest in Lobster farming.
3. As input for the government in making development policies, especially the development of Lobster aquaculture for increasing community income.
4. As an ingredient to increase knowledge and insight for researchers in connection with Lobster cultivation.

LITERATURE REVIEW

A. Concept of Business Development

1. Definition of Business Development Business development is the task and process of analytical preparation about potential growth opportunities, support and monitoring the implementation of business growth opportunities, but not including decisions about strategies and implementation of opportunities for business growth (Hendro; 2011).

According to Timmons (1999) cited by Michael & Donald (2002, p13) some of the values and attitudes instilled in organizational members to encourage business development include: expecting unexpected things, anticipating the end of rapidly growing growth, assessing the meaning of business development and growth for the company and maintaining business focus, developing sources of objectivity, developing appropriate leadership, and encouraging corporate culture.

B. Lobster Concept

Lobster or commonly called crayfish or barong shrimp. The morphology of lobsters has a body that is segmented like shrimp in general. The body of the lobster consists of two main parts, namely the head, called the cephalotorax and the part of the body called the abdomen. On the body part shaped sections that are equipped with five pairs of swimming legs and tail fin shaped like a fan. This is what distinguishes lobster from shrimp in general.

C. Lobster Classification

1. Lobster morphology

The lobster does not have deep bones and its entire body is covered by a shell made of horny substance. This shell will peel periodically along with the growth of the body. The lobster's body is divided into two parts, namely the head and stomach. The head is covered in a shell called karapak. Its function is to protect the brain, gills, liver and stomach. The abdomen, which consists of six segments, will develop every time you experience a change of skin or molting. The head and abdomen are connected to a section called subchepalathorax. In addition, lobster has body parts like the following:

- a) A pair of antennas on the front of the head that function as a means of feeling, feeling and kissing the surrounding environment. This tool also helps lobster look for its prey.
- b) A pair of long and wide claws.
- c) The middle tail is 1 piece which is equipped with fine spines that spread along the tip.
- d) The side tail of two pairs.
- e) The 5-pair swimming leg is located in the lower body near the tail which functions as a swimming tool. In the female parent, these feet also function as a tool to increase oxygen levels while cleaning dirt attached to the larvae.
- f) The 4 pairs of road legs are located on the left and right sides of the body.

2. Lobster food

Lobster is not very happy with the sun's heat so much of his life was spent in hiding holes. Lobsters move very slowly during the day, but will change aggressively at night because lobsters are nocturnal animals, namely animals that actively seek food at night. Lobster foods include seeds, vegetables, moss, fresh meat, worms and carcasses of animals so that they are classified as omnivore animals.

D. Cultivation Concept

Cultivation is an activity to produce aquatic organisms in a controlled environment in order to gain profit. Aquaculture comes from English aquaculture (aqua = waters; culture = cultivation) and is translated into Indonesian into aquaculture or aquaculture. Therefore, aquaculture can be defined as interference (efforts) of humans to increase the productivity of the waters through aquaculture. The cultivation activities in question are maintenance activities to reproduce (reproduce), grow (growth), and improve the quality of aquatic biota so that profits are obtained (Effendi 2004).

E. Cultivation of Lobster

Cultivation Seawater lobster is in its own form with freshwater lobster, but its size is larger. If this sea salt lobster is developed according to the right cultivation technique, it will become a fairly prospective business.

In general, lobsters have several types, ranging from lobsters that are flattened and not clipped to freshwater lobsters and sea water. For lobster sea water itself is distinguished from the type of habitat, namely they live in sea water. (WWF Indonesia, 2015).

F. Grouping Lobster

Based on the area of distribution, lobsters are grouped into several types. (sukadi, 2002).

1. Continental Species Spiny Lobster

This group of lobsters live in shallow coastal reef waters. Some types of Continental Species Spiny Lobster include:

a. Scalopped Spiny Lobster (*Panulirus homarus*)

The back of his body is dominated by a greenish or reddish brown color and there are large and small bright yellow spots.

b. Pronghorn Spiny Lobster (*Panulirus penicillatus*)

The body parts are dark green and blackish green with a brown color that runs across each segment of the body. This type of lobster is found not far from the beach.

2. Coral Species Spiny Lobster

This group of lobsters live in coastal and offshore waters but are rather deep. Some types of Coral Species Spiny Lobster include:

a. Long Legged Spiny Lobster (*Panulirus longipes*)

This lobster body part has a brownish base color on the antenna.

b. Painted Spiny Lobster (*Panulirus versicolor*) On the back it is clear green with a brownish red tinge.

c. Ornate Spiny Lobster (*Panulirus ornatus*) The body is bluish green in color - striped with black and yellow on its legs.

G. Concept of Sales Volume

1. Definition of Sales Volume

Sales Volume is the acquisition obtained by the company by the salesman who has successfully sold the product produced. Based on the expected target with the realization achieved is the method of calculating sales volume.

In each company the goal to be achieved is to maximize profit while the company wants to continue to grow. The realization of this goal is through sales volume. Sales volume is the level of sales obtained by the company for a certain period in units (units / total / rupiah) (Schiffan in Ervin Reynaldi, 2013).

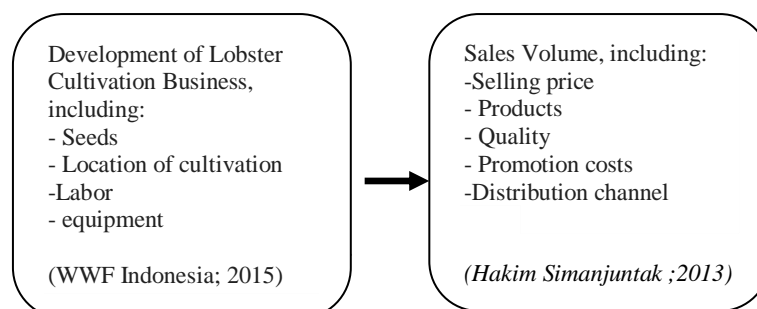
H. Definition of Business

According to the large Indonesian dictionary Business is an activity by mobilizing energy, mind, or body to achieve a purpose. Work, actions, initiatives, endeavors, efforts to achieve a purpose. In Law No. 3 of 1982 concerning the obligation to register companies, business is any action, action, or activity in the field of the economy carried out by every entrepreneur or individual for the purpose of gaining profit or profit.

I. Thinking Framework

Marketing success can be seen from the level achieved by a marketing activity. This level of sales is generally referred to as sales volume. Sales volume is the end result achieved by the company from the sale of products produced by the company. Sales volume does not separate cash or credit but is calculated as a whole from the total achieved. If the sales volume increases and the cost of distribution decreases, the level of achievement of company profits increases but conversely if the sales volume decreases, the achievement of corporate profits also decreases.

Thinking Framework



RESEARCH METHODS

A. Type of Research

Research according to Sutrisno Hadi Daalm Supardi (2005: 9) is a series of activities carried out systematically with the intention to obtain scientific information about a series of events in order to solve a problem.

In this study, researchers used a quantitative approach, because this research was presented with numbers. This is in accordance with the opinion (Arikunto, 2010) which suggests quantitative research is a research approach that many are required to use numbers, starting from data collection, interpretation of the data, and the appearance of the results.

B. Research Location

This research was conducted in Lamanggau Village, Tomia District, Wakatobi Regency. The choice of location is based on the condition of the area which has a Lobster business type that is strategic in the development of cultivation and sales.

C. Object of Research

In connection with the formulation of the problems raised by this study, the object of the study was focused on One (1) People of Lobster Cultivation and community in Lamanggau Village, Tomia Subdistrict, Wakatobi Regency who have livelihood as lobster cultivation.

D. Types and Data Sources

The types and sources of data used in the study are primary data and secondary data.

a) Primary Data

Primary Data is data obtained directly with research through in-depth interviews and field observations relating to the Analysis of Lobster Farming Business Unit Development Against Sales Volume. In this study, the selection of informants used a purposive sampling technique. Purposive sampling, namely determining the sample based on certain objectives with the conditions that must be met (Arikanto, 2010)

b) Secondary Data

Secondary Data is a type of data obtained by reading, studying, and understanding through other media sourced from the literature. Secondary data in this study originated from various literatures related to the Development of Lobster Business Cultivation Unit Against Sales Volume.

E. Data Collection Techniques

The data collection techniques used by researchers in this study include, namely:

a) Literature Study (Library Study) Literature Study is a technique of collecting data by collecting and analyzing documents, both written documents (such as books, journals, magazines, articles), images and electronic media relating to the problem and purpose of research.

b) Field Study (Field Study) The field study is a review conducted directly by researchers on the development of lobster cultivation business units which are objects in research with the aim of finding the actual ingredients, more ingredients, more precisely, more up to date, besides that researchers also do research techniques in the following ways:

F. Data Analysis Techniques

Data that has been collected from the results of observations, interviews (interviews), and documentation, then the researcher conducted an analysis or processing of data using quantitative descriptive methods. Quantitative descriptive method is a method that describes a symptom, peristiwa and events that occur in factual, systematic, and accurate obtained regarding the state of the subject or phenomenon of a population.

G. Population and Samples

1. Population

According to Riduwan the population is an object or subject that is within a region and meets certain conditions related to research problems. Based on the opinions above then the population in this study, which amounted to 20 people consisting of:

- a) Lobster Cultivation Owner
- b) Employees
- c) Consumers

2. Samples

The sample is a portion of the subject in the population studied, which is certainly capable of representing representative populations (Sabar, 2007).

H. Research Procedure

The steps or procedures in this study are as follows:

a) Preparation

- Preparation and submission of products.
- Administration (licensing).

b) Data collection

- Interview, namely by conducting question and answer directly with the respondents in this study.
- Observation, namely by making direct observations at the research location.

I. Hypothesis

Hypotheses are temporary assumptions / statements that are expressed declaratively or which are temporary answers to a problem. The statement is formulated in the form of variables so that it can be tested empirically.

1. Demographic Conditions

a. Total population

Lamanggau Village has 304 families with a population of 1096 people consisting of 575 men and 521 women.

Table 1: Amount of elderly villagers based on sex.

No.	GENDER	TOTAL	AMOUNT OF FAMILY HEADS
1	MAN	575 SOUL	304 KK
2	WOMEN	521 SOUL	
TOTAL		1096 SOUL	

(Profile of Desa Lamanggau, 2016).

Based on the table above, we can conclude that the majority of the population of Lamanggau village is mostly male than female. There is also no significant difference between men and women.

b. State of education level

Education is one of the main keys that determine the fate of a country or region and family, because education has human resources that can change the living conditions of people and families.

2. Socio-Culture

The helplessness of the Lamanggau Village community from the socio-cultural dimension is the lack of social services in the village. This can be seen from several direct causes such as government services that are still carried out in the house of the Village Head, erosion of the nature of mutual cooperation and the loss of various customary rules such as management of coastal and marine potential.

3. Livelihoods

Lamanggau village has the potential of marine waters (fisheries). In general, this potential is also shared by other villages in the Tomia region, considering that land resources are unreliable because they have rocky land with barren conditions.

Table 3. Number and population livelihood based on KK.

NO	LIVELIHOOD	TOTAL/KK
1	Fisheries	143
2	Trader	41
3	Civil	10
4	Civil servant	3
5	Sea motorcycle taxi	11
TOTAL		194

(Profile of Desa Lamanggau, 2016).

Based on data on the general assessment of Lamanggau Village, the number of fishermen is 143 families, followed by 41 livelihoods of farmers, KK nomads, 10 KK traders, KK builders, 3 KK civil servants and 11 KK motorcycle taxis and KK traders. From the livelihood structure above, it shows that the potential of marine fisheries greatly influences the level of community welfare. This can be seen in the number of fishermen who have the most number of other livelihoods.

C. Effects of Lobster Cultivation Business Development on Sales Volume

1. Linkages in Developing Lobster Cultivation Business with Sales Volume

The development of lobster cultivation on sales volume is interrelated because:

a. Seeds: According to Erlania (2016), when lobster seeds are not available, there is nothing that can be developed because lobster seeds are objects that will be developed to get the sale price, and without lobster seeds, the products to be marketed are not available.

b. Location of Cultivation: According to Lengka (2013), the location of lobster cultivation is also very important for business development because a good location will produce good

lobster products, whereas if the location is not good, the lobsters that are developed will be affected by disease or death Labor: According to Adjie (2015), Labor also plays an important role in the development of lobster farming because without the workforce the process. lobster care is not the maximum quality or quality produced is also not good, because the lobster care process must require labor, and at the time of delivery of the goods must require labor to package the lobster.

c. Equipment: According to Elfarizka (2016), equipment also plays an important role, one of which is the scale used when weighing lobsters during the sales process.

2. Business Development Trand and Aspects of Activities from Time to Time

Lobster cultivation has not been done much in Indonesia, because it only started in 2000 until now in West Nusa Tenggara. Lobster cultivation in Indonesia has also been carried out in Nanggroe Aceh Darussalam, East Nusa Tenggara, South Sulawesi and Southeast Sulawesi. However, the development of lobster cultivation is still relatively slow. On the other hand, Indonesia has the potential of natural resources for the development of marine cultivation including lobster cultivation

3. Positive Impact of Lobster Cultivation Business

The lobster cultivation business is one of the business alternatives in the field of fisheries which can open employment opportunities and increase the income of farmers in Lamanggau Village District. Tomia Kabupaten. Wakatobi.

In Lobster Cultivation in the village of Lamanggau there are 3 (three) types of lobster, namely Bamboo Lobster (Painted Spiny Lobster, Pearl Lobster (Spiny Lobster Ornate), and Lobster Batik (Oceanic Species Spiny. Of these three different types of lobsters, of course:

Table 5. Lobster prices by type.

NO	Lobster type	Price / kilo gram (Rp)
1.	Lobster pearl	750.000
2.	Lobster Batik	380.000
3.	Lobster Bamboo	380.000

Source: interview results

Based on the description above, we can conclude that Lobster cultivation in the village of Lamanggau, District of Tomia, Wakatobi, has 3 (three) types of lobsters that are cultivated and fairly large because of the production rate of up to 1 (one) Ton per year, and of the three types , which has a different selling price value, namely; Pearl Lobster has a high price from other lobsters, namely Rp. 750,000 / Kg, then the Batik Lobster and Bamboo Lobster have the same price of 380,000 / Kg. On the other hand lobster selling prices have increased or increased Lobster selling prices compared to the previous prices, as revealed by Pak Minton informant (Lobster Cultivation Businessman).

"In the end of 2016 the price of lobster for pearls was only Rp. 720,000 per kilo, then Batik Rp. 365.00 per kilo and type of lobster Bambu 360,000 per kilo, now the price has risen because of the huge demand "

Based on the description of the informant above, we can conclude that there was an increase in Lobster prices compared to the selling price of lobster in the previous year. The increase in lobster prices was affected because of the large market demand for lobster availability in the village of Lamanggau, Tomia District, Wakatobi Regency.

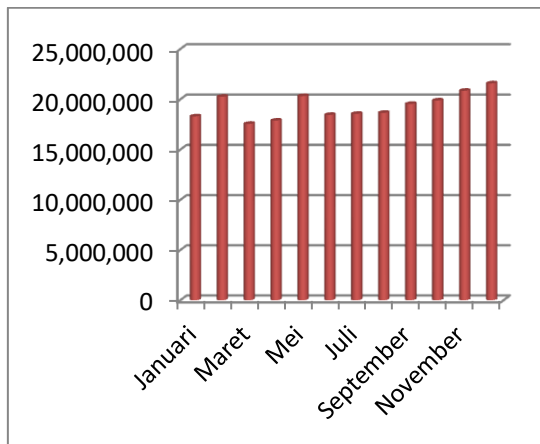


Chart: Sales volume of Lobster cultivation January - December 2016.

From the figure above, we can conclude that the volume of lobster sales in Lamanggau Village, Tomia District, Wakatobi Regency in January - December 2016 there was an increase in the highest Sales Volume in December of Rp. 21,585,000. but also a decrease in March of Rp. 17,559,000. But in the Totality of Lobster Sales Volume in Lamanggau Village, Tomia District, Wakatobi Regency experienced an increase of 89.18%.

CHAPTER V COVER

A. Conclusion

The conclusion in the results of this study is that Lobster Cultivation in Lamanggau Village, Tomia District, Wakatobi Regency is very large because it has a large number of cultivation places (karamba) so that the level of lobster production in this village has increased at each harvest and each sale. Lobster harvest period in the village of Lamanggau, Tomia District, Wakatobi Regency, there are 2 (two) times in one year or 6 (six) months in one harvest.

B. Suggestions

The advice given in this study is for the government and related parties in economic empowerment and to strengthen the Lobster Cultivation Business and it is expected that the relevant agencies can help in marketing the products of Lobster Business so that Lobster Business in Lamanggau Village can be widely known by the community and obtaining capital and financial assistance to develop their business, it is expected that Lobster entrepreneurs will improve their skills and product quality so that in carrying out production and marketing activities more efficiently.

BIBLIOGRAPHY

- Anonymous. 2002. Law of the Republic of Indonesia Number 18 of 2002 concerning the National System of Research, Development, and Application of Science and Technology. Jakarta: State Secretariat.
- Anonymous. 2016. Profile of Lamanggau Village, Tomia District, Wakatobi Regency.
- Arikunto, S. (2010). Research Procedure: a Practice Approach. Jakarta: Rineka Cipta.
- Basu Swastha DH. 2004. Azas-Azas Marketing. Liberty. Yogyakarta.

- BPS. 2016. Kecamatan Tomia dalam Angka 2016. Badan Pusat Statistik Kabupaten Wakatobi.
- Bukhari Alma. 2003. Basics of Islamic Business Ethics. Alfabeta. Bandung.
- Damanik Sony. 2014. Definition and definition of sales according to experts. (<http://sondis.blogspot.com/2014/02/pengertian-dan-defenisi-penjualan,Html>, accessed August 30, 2016).
- Deavy Yulitasari. 2014. Effect of Promotion Costs on Sales Volume. Faculty of Economics. Yogyakarta State University.
- Ministry of Education. 2005. Large Indonesian Language Dictionary, Balai Pustaka, Jakarta 3rd Edition.
- Duniadinu. 2010. Water Quality for Cultivation <http://duniadinu.blogspot.com/2010/10/sumber-dan-kualitas-air-untuk-budidaya.html>. Accessed 10 October 2016.
- Effendi. 2004. Introduction to Aquaculture. Self Help Spreader. Jakarta.
- Ericson Damanik. (2013). Definition of Sales Volume. (<http://xerma.blogspot.com//2013/08/Understanding-Volume-Sales.html>, accessed June 12, 2014).
- Erwin Reynaldi. (2013). Effect of Promotional Costs on Sales Volume.
- Euis Amalia. 2009. Distributive Justice in Islamic Economics, RajawaliPers, Jakarta.
- Faith. A. 2013 Easy Ways to Cultivate Sea Water Lobster. <http://kencanalobster.blogspot.com/2013/02/cara-mudah-budidaya-lobster-air-tawar.html>. Retrieved 10 October 2016.
- Francis Tanri. 2009. Introduction to Business. PT Raja Grafindo Persada, Jakarta.
- Judge Simanjuntak. (2013). Factors Affecting Sales Volume. (<http://pubon.blogspot.com/2016/02/factor-faktor-yang-mempubungan-volume.html>).
- Hendro. 2011 Effect of Business Development (<http://pubon.blogspot.com/2016/15/html>).
- <https://bangwilsultrablog.wordpress.com/2011/07.02potensi-perikanan-sulawesi-tenggara>.
- Imrantika fantria. 2016. Get to know the Lobster and Krakteristik types. Nadi Library. Yogyakarta.
- Ismail Solihin. 2006. Introduction to Business, Practical Introduction and Case Studies, Kencana Peranada Media Group. Jakarta.
- Kolter, Philip (2000). Principles of Management Marketing, Jakarta: Prenhalindo
- Lukito and Prayugo. 2016. Freshwater Lobster. Jakarta: Spreading Self-Help.
- Melong. 2005. Qualitative Research Methodology, Bandung: Youth Rosdakarya.
- Mulyadi Nitisusastro. 2010 Entrepreneurship and Small Business Management. Alvabeta. Jakarta.