

MARKETING MIX EXTENSION TO BOOST DISTRIBUTION PRODUCT OF CATFISH SHREDDED

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ABSTRACT

To success "Gemarikan" program such government's design needed creativity along process. One of creative process was shredded making. This way had good prospect to be developed nevertheless the circulation of capital oftentimes stuck due to not sold completely but left in the market due to consignment system ever. This community engagement aimed to increase Catfish shredded marketing to break capital and product circulation stuck dealing with ran well and sustainable business and also create new entrepreneur throughout Small and Middle Entrepreneurs in county. The method used extension and implementation possible marketing mix. The result defined that producer was helped by these strategies for distributing, marketing catfish shredded faster than before deal with combining between direct selling, reselling and using market place of social media. In addition, student begin to blaze the way to be entrepreneur.

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INTRODUCTION

To boost economics community, boost entrepreneurs. New entrepreneur program are getting develop everywhere, either held by government, higher education, firm collaboration with EMMs or o foundation. Small and Medium Scale Entrepreneurship even survive though economic crisis in Indonesia. Various creative industry popped out and try to exist therefore could alive community economic wheel.

The higher education and Ministry of Research and Technology of Higher education, never left create new entrepreneur such as Scholar Activity Program and lecturer-entrepreneur in order to

boost young entrepreneur also established business incubator hub to promote those activities for society too.

There are so many potency indigenous commodity and people deserve to be developed event promote local wisdom characterized belong to own self. So, that it accelerates to be known globally supported by information technology and medium in recently very closed to our life such ad mass media, internet, social media, blogs and so on.

Tasikmalaya has been known about fisheries, ex. catfish. So, it emerge new entrepreneur in catfish circumstance. The top culinary are *pecel lele* developed from little shop to restaurant with many kind of processing menu. Both shredded of Scholar and society product that not made of beef but catfish get running well to keep developing at Tasikmalaya. Knowledge and technology catfish processing has been introduced either conventional, semi-mechanical or mechanical. Using those technology could be adjusted prior to necessity and condition surrounding society.

One of Blazing the way entrepreneurship is Farmer Female Group's Fish processing always involving student in distributing product to consumer and being partnership with Universitas Perjuangan. Nevertheless, there are still constraints in sustainability Catfish shredded entrepreneurship. This engagement intended to set up the strategy of marketing mix of catfish shredded to be more in benefit.

Marketing mix play the big role in distributing the products. Nevertheless, exist marketing mix is getting to be disrupted by smart marketing, everything is in our arms. Buchari Alma (2007:130) define the strategy to mix many kinds of marketing activity to gain maximum combination in order to get the most satisfied result and Zeithaml dan Bitner, (2008:48) and Kotler and Amstrong, (2012:92) well controlled by firm called marketing mix.

The gods marketing tool are such as *product, price, place, and promotion*, whereas service marketing tool in addition with *people, physical evidence, and process*, and then known as *marketing mix 7P* which had linkage each other to get satisfaction of customer. The 7 P tool marketing mix could explain as followed:

1. *Product*, since planning and developing product of gods and services
2. *Price*, strategy of management system of firm that can make certain about market price. Since determining strategy related to price discount, expedition and other variable.
3. *Place/distribution*, selecting and organizing trade channel used to distribute product and serve target market and also develop the good distribution system such as for shipping and trading of product.
4. *Promotion*, melalui iklan, penjualan pribadi, maupun publikasi juga penting dalam memberi kepuasan konsumen
5. *Physical Evidence*, such as building and environmental surrounding, equipment, logo, instrument, color, packaging are important to make sure regarding costumer.
6. *People*, human resource play important rule to influence costumer perception.
7. *Process*, it is the whole actual procedure, mechanism, and activity flows that used regarding to the goods and services delivered to customers satisfied.

Shredded is popular practical food product and well-preserved in Indonesia. It is often used to be snack, lunch, breakfast, dinner, biscuit for topping or inside, and also as stock meal for traveling away such spiritual trip pilgrimage, tourism and gift. Catfish shredded had good taste for all people age and the fresh fish as raw matter to be shredded was newly as food diversification whose big size and low in price.

Fish shredded processed has good prospect and progress to run well deal with increasing demand of, recently. Nevertheless, in marketing activity faced constraints due to consignment payment system ever if marketing conducted by put and left to guard at retail shop especially to minimarket or supermarket. For all those happened causing producer had capital problem despite in addition retail shop had not yet give payment to producer due to system, those of all resulted stagnant production and cut the turnover.

Therefore, it needed guidance deal with marketing mixed within distribute product to make running well continuity of production process and producer's income. The benefit can create new entrepreneur Science, Technology and art based and increase student skill to initiate enterprise.

METHODS

The method in this community engagement used extension and implementation deal with marketing mixed of fish shredded. The activity conducted since June until October 2018. The student and Small and Middle Enterprise was target as marketing subject and new be entrepreneur. Whereas Customer as the object who will response or buy the fish shredded.

Fish processing production grew and developed along with population growth and awareness the importance of eating fish for people's body health as government program made by West Java Governor (2010) and Fisheries and Ocean Ministry (2016). Agribusiness Fish shredded processing commonly in small scale so they formed groups for fish processing. By good processing was expected can breakthrough to larger market. Thereby, this enterprise should be developed and getting larger.

The raw matter of catfish are now many cultured, product was easy to be penetrated by market, the capital for processing shredded was economic relatively, and technology was simple enough can be done by either male or female. This business was easy to learn and implement so all we need are strong willingness to cope and become this business could move economical wheel of people because of giving value added toward producer. Hayami Y, *dkk* (2005) stated that added value is the addition of value of a commodity because emerging functional input (such as form utility, place utility and time utility) inside on commodity itself.

Implemented activity was marketed by provided method such as direct selling, reseller recruitment, online selling. The catfish product originally based previous researches. The engagement was carrying out by collaboration between Small and middle enterprise group, Student as reseller. Approach method carried out deal with entrepreneurship training toward marketing aspects as part of marketing mixed and modification.

Preparation:

1. Producing catfish shredded with Small and Middle Enterprise group yield Original Catfish shredded.
2. Packaging preparation
3. Labelling preparation
4. Measuring preparation
5. Sealer
6. Preparing location for training
7. Preparing stationary

Realization

1. Measuring fish shredded with 100 g packaging, then labelling and then seal.
2. Giving training and extension regarding product knowledge, advantage and disadvantage of product.
3. Giving training and extension regarding marketing method as direct selling, reseling and online selling.
4. Giving training and extension regarding promotion, event, requirement and costumer emotional.
5. Role play deal with new entrepreneur toward mentioned marketing mixed
6. Implementing the result of training

Evaluation

1. Candidate of entrepreneur go back with gaining some experiences then tell what was going through in the field such as costumer response due to marketing process.
2. Evaluating and giving solution due to constraints and understanding deal with marketing process.
3. Evaluating how deep they understand after given extension, and it would be in success category when reach at least 70%
4. Evaluating the Implementation, the result of extension and training, it would be success when reach at least 70%.
5. Evaluation the impact of marketing mixed activity.

The mount of tenant that will be created to be a new entrepreneur in this premier is five persons and then will be continuing to train their leadership. So, there were created the new entrepreneur

further. The first entrepreneur will become the motivator and inspiratory for the new ones and each other.

RESULT AND DISCUSSION

Table 1. Result of Marketing Mix Extension Evaluation

Indicator Tools	Pre	Post	Percentage
Adoption	30	70	70%
Implementation	30	70	70%
Impact	20	80	80%

Succeed Evaluation of program marketing strategy has three kinds way:

- ▶ Evaluation the Adopting of strategy reseller was conducted by evaluation *pre-test* dan *post-test*, in order to know understanding level of participant regarding program delivered and explained. The Program had been adopted by participant reach 70% post-test valuation.
- ▶ Evaluation the Implementation, participation in implementing program was successful by 70% participant was involved in all program.
- ▶ Evaluation the impact of program by monitoring participant who had implemented the marketing strategy given and knowing the impact toward trading level.

The result achieved in this engagement are scholars try to open up marketing business of catfish shredded such the way:

1. Direct Selling

Direct Selling conducted by producer deal with offering to consumer at crowded place such as campus, event car free day or wherever meet somebody and their offering the product. The interested person who come to visit and through stand desk of catfish shredded being promoted about product. While socialization have fun by eating fish, healthy life from Government. The trader prepared deal with knowledge insight and how to give responses of customer due to products. the goals are to explain the product to eat least 10 persons visitor, watch their responses and then knowing what should we do when those of responses are like or dislike, satisfied or unsatisfied. Too expensive or too cheap, or if the costumer only looking around.



Figure 1. Direct selling

2. Via Reseller

This activity is conducted by recruited people to sell product from producer to consumer. Reseller takes product from producer to be sold to consumer and doing socialization due to product of catfish shredded, advantage and weakness and importance healthy life such the way eating fish to consumers and then consumer will buy and consume this product More intense regarding consumer responses and the efforts to influence consumers to buy and consume. Reseller has the target and goal to explain clearly to at least 10 persons consumer-met before buying. Reseller connected directly to producer. Reseller does not necessary to buy but producer put their product to

be sold, such like connector. Reseller earn profit from net profit and commission or bonus from producer.



Figure 2. Reseller

3. Online Trading in Social Media (Market Place)

Either producer or reseller should sell the product via social media and market place to widen information and marketing scope of catfish shredded product and can fulfill global demand.



Market Place

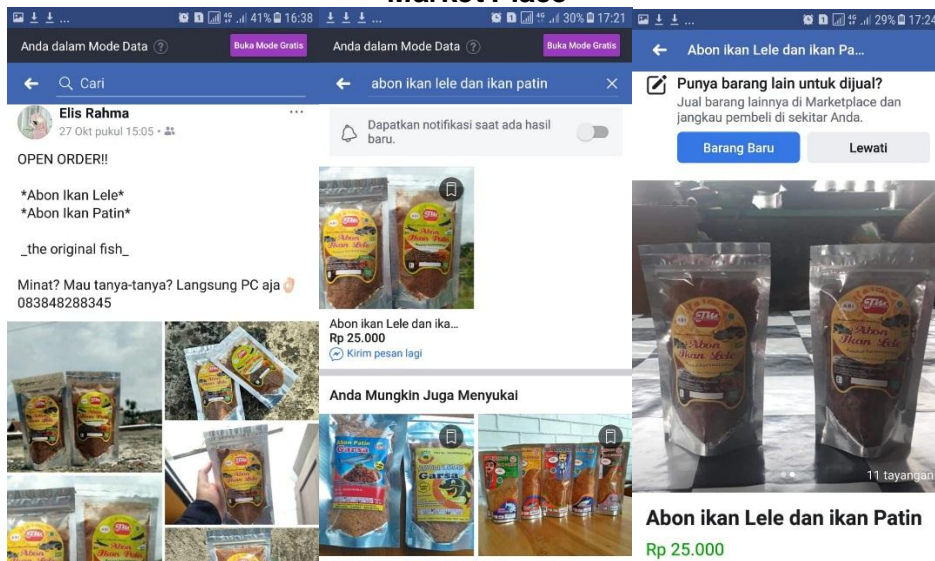


Figure 3. Market Place (Social Media)

CONCLUSION

For those of three kinds way must be done simultaneously in order to get income and keep progress due to be always make any innovation creatively such in digital industry era 4.0 within disruption inside for internalization, adaption and creative always developed to boost new entrepreneurship that are going through. We are part of this era. It should be developed to be running well the new entrepreneur by enhance insight of knowledge and skill that always has synergism with world progress and solve world problems in the future Product knowledge and making response toward consumer need to be learned further.

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