



UDC 332

MARKETING SYSTEM FOR PROCESSED FISH PRODUCTS IN MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) DAPUR MAMA DILDAN BANJARBARU, SOUTH KALIMANTAN PROVINCE, INDONESIA

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ABSTRACT

This research aims to determine the marketing system for processed fish products at the MSMEs Dapur Mama Dildan. The research location determined using a purposive sampling method, while the data sources used were primary and secondary data. Data collection uses observation, interview and documentation methods. The analysis used consists of 4 analyzes namely: (a) marketing mix, (b) marketing channel, (c) marketing margin and (d) farmer's share. The research results show that (a) the marketing mix describes the product, price, place and promotion, (b) the marketing channel consists of two channels, namely the first channel starts from the producer and sells directly to consumers, and the second channel starts from the producer and sells to resellers. then sold to producers, (c) Marketing margin value ranges from IDR 6,000 to IDR 8,000 and (d) Farmer's Share value ranges from 78.94% - 81.81%, so the market can be said to be efficient.

KEY WORDS

Dapur Mama Dildan, fish products, marketing.

The position of micro, small and medium enterprises in Indonesia has long been recognized as a very important business sector, because of their various real roles in the economy. This business has good prospects for making a profit if it is more empowered. The term MSME refers to business activities formed by citizens, whether in the form of private businesses or business entities (Wilantara, 2016), which have a significant role in increasing labor absorption, forming gross domestic product, and providing security, especially for people affected by the crisis. finance and economics (Undari, W & Lubis, A.S., 2021). However, the role of MSMEs is not sufficient to encourage economic growth and increase people's income to a higher level, because they still experience many obstacles related to low capacity and low quality of human resources, limited access to productive resources such as capital, raw materials, information, knowledge, skills and technology as well as high transaction costs. Empowering micro, small and medium enterprises in the midst of globalization and high competition means that MSMEs must be able to face global challenges, such as increasing product and service innovation, developing human resources and technology, and expanding marketing areas (Prasetyo, P. E., 2008).

Dapur Mama Dildan is a small and medium business that operates in the culinary field of processed fish and has been running since 2016. Located at Jalan Aries I number 4, Bumi Cahaya Bintang Complex, Banjarbaru, South Kalimantan, this business started with spicy Sepat fish which is processed as souvenirs for relatives on the island of Java. It turned out that the processed products were very popular and in the end they started to develop the business by processing legality and improving the packaging so that it was easy to carry. The products produced by Dapur Mama Dildan are: Sambal baby cumi, Salunyah, Saltung and Telamas. Processed fish products from Dapur Mama Dildan can now be found in many souvenir shops in Banjarbaru, Martapura and Banjarmasin.

Although the marketing area for Dapur Mama Dildan products currently only covers the Banjarbaru area and its surroundings, marketing has been carried out offline and online. Products from Dapur Mama Dildan can last for 6 months and usually apart from being souvenirs typical of South Kalimantan, the products can also be used as hampers during Eid



al-Fitr as well as souvenirs for Hajj pilgrims which are specially ordered by the Banjarbaru City Religious Department. Dapur Mama Dildan is committed to (a) producing quality food, (b) making products that can create added value and (c) being creative and innovative

MATERIALS AND METHODS OF RESEARCH

This research was carried out for 2 months from February to March 2024 at a small-scale fishery product production house called Dapur Mama Dildan. The research location was determined using purposive sampling, taking into account that the production house is a home industry that produces various preparations using long-lasting fish as raw materials.

Data sources consist of primary data and secondary data. Primary data includes marketing channels and institutions, as well as prices of processed products produced by Dapur Mama Dildan. Secondary data is data obtained by looking for other sources of information that are considered relevant to the research to be conducted, including the Dapur Mama Dildan sales website as well as journals and books and other supporting data that relate to and support the research. Meanwhile, data collection techniques were carried out using observation, interviews and documentation methods.

The data analysis used:

a. Marketing Mix Analysis. Used to get an overview of the marketing mix, namely, product, price, place and promotional media used by the Dapur Mama Dildan business owner in marketing his processed products.

b. Marketing Channel Analysis. Used to determine the marketing channels for processed Dapur Mama Dildan products to end consumers.

c. Marketing Margin Analysis. Used to determine the size of the price portion received by the marketing institution. Marketing margin can be systematically formulated as follows (Tommeke, W. G., & Robinson, K. L., 1981): $M = Pr - Pf$, where M = Marketing Margin, Pr = Price of retail and Pf = Price of farmer.

d. Farmer's Share Analysis. Used to determine the size of the price portion received by the producer, in this case Mama Dildan's Kitchen. Farmer's share can be systematically formulated as follows (Iswahyudi & Sustiyana, 2019): $Fs = Pf/Pr \times 100\%$, where: Fs = Farmer's share, Pf = Price of farmer and Pr = Price of retail.

According to Kohls, R. L., & Downey, W. D (1985), if the share of the price received by producers is greater than 50%, then the marketing system at the producer level is said to be efficient.

RESULT AND DISCUSSION

A product is everything that can be offered to the market to get attention, then purchased and then used or consumed (Lilimantik, 2019). Products must be able to satisfy consumer wants or needs. Product quality is one of the main keys for manufacturers in using potential strategies to beat competitors (Anindita, R., & Baladina, N., 2017). Product quality is the condition of an item based on its assessment and conformity with predetermined measuring standards (Santoso, J., 2019). A product is said to be of quality if it meets the established standards. If a product meets the standards of consumer needs, then the customer will not hesitate in making a purchasing decision and can even make a repeat purchase at a later date.

The products offered by Dapur Mama Dildan consist of several processed fish products that are good quality and long-lasting which can be used as souvenirs typical of South Kalimantan. Apart from that, all products are also packaged in efficient sizes that are economical, making it easy to carry when traveling long distances. such as Umrah or vacation abroad. Processed fish products from Dapur Mama Dildan can be seen in Figure 1.

Price is a reference for businessmen in marketing its products (Kotler, 2002). Not only that, price also has an important influence on consumer purchasing decisions (Vavra, P. and B. K. Goodwin, 2005). One of the obstacles is that there are consumers who only prioritize price over quality, they think that the important point in making purchasing decisions is that



the price must be cheap. On the other hand, there are also some consumers who prioritize quality over price. If the quality offered is hygienic and attractive enough, then this becomes an attraction for consumers to buy it. Therefore, Dapur Mama Dildan MSME's sets the prices offered according to the customer's budget, but still takes into account production costs (Table 1). There are 2 types of prices for products processed by Dapur Mama Dildan, namely the first price for resellers and the second price for final consumers who take it directly to Dapur Mama Dildan. Usually the selling price for resellers is cheaper than the selling price directly to final consumers.



Figure 1 – Processed fish products from *Dapur Mama Dildan* (Source: Processed data, 2024)

Table 1 – Prices of processed products from Dapur Mama Dildan

No.	Dapur Mama Dildan Product	Price to reseller (IDR)	Price to consumer (IDR)
1.	Telamas	35.000	38.000
2.	Sambal Baby Cumi	30.000	33.000
3.	Salunyah	30.000	35.000
4.	Saltung	30.000	35.000

Source: Processed data, 2024.

The place of business greatly influences a consumer's desire to come and shop (Abbas, F., 2015). Choosing a place is very important because the decision to choose a place has a permanent and long-term impact, besides that the place can influence business growth in the future (Hurriyati, R., 2005). A strategic place, easy to reach by transportation, close to the main road and close to home will be the consumer's choice when deciding to purchase.

Dapur Mama Dildan production site is on Jalan Aries I nomor 4, Komplek Bumi Cahaya Bintang, Banjarbaru, South Kalimantan Province. The production location is very strategic because it is in the center of Banjarbaru city, making it very easy for marketing institutions and consumers who want to shop directly to the production location to reach it.

Promotion is a communication that aims to convey information to the target market about the existence of a product by persuading, influencing and convincing target buyers (Keagan, J.W. & Green, S.M., 2000). The promotional media used by Dapur Mama Dildan to market its products are currently Instagram and Shopee. The owner of the Dapur Mama Dildan MSME's, Mrs. Heldawati, is also very diligent in participating in training and bazaar



events organized by Banjarbaru city agencies to be able to promote these processed fish products so that they can improve both the quality and quantity, apart from that, the owner of Dapur Mama Dildan also plans to carry out Shopee Live to increase marketing of its processed products.

There are 2 types of marketing channels in Dapur Mama Dildan which can be seen in Figure 2.

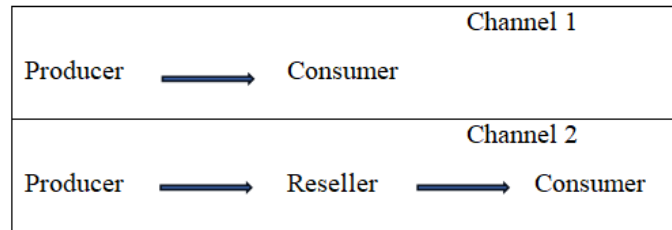


Figure 2 – Marketing Channels in Dapur Mama Dildan

Channel 1 explained that there were consumers who directly purchased products, whether they came directly to Dapur Mama Dildan or purchased online and delivered via courier. On channel 2 there are resellers who take the product and then resell it to end consumers. Resellers usually sell products through central souvenir shops such as Matahari Shop, Galuh Banjar, Rumah Sou-Oleh and Mess L.

Marketing margin is the difference in price that must be paid by the final consumer and the price received by the producer, in this case Dapur Mama Dildan. Marketing margin results can be seen in Table 2.

Table 2 – Marketing Margin for Processed Fish Products from Dapur Mama Dildan

No.	Type of product	Pf (IDR)	Pr (IDR)	M (IDR)
1.	Telamas	30.000	38.000	8.000
2.	Sambal Baby Cumi	27.000	33.000	6.000
3.	Salunyah	27.000	35.000	8.000
4.	Saltung	27.000	35.000	8.000

Source: Processed data, 2024.

Marketing margin for processed fish products from Dapur Mama Dildan is IDR 6,000 – IDR 8,000. This margin benefits the producer, in this case Dapur Mama Dildan, because additional costs such as transportation and shipping costs are borne by the reseller.

This Farmer's Share is to find out the results of the distribution of prices received by producers, in this case Dapur Mama Dildan, compared with final consumers and expressed as a percentage. Farmer's Share results can be seen in Table 3.

Table 3 – Farmer's Share of processed fish products from Dapur Mama Dildan

No.	Type of product	FS
1.	Telamas	78,94%
2.	Sambal Baby Cumi	81,81%
3.	Salunyah	81,81%
4.	Saltung	81,81%

Source: Processed data, 2024.

According to Kohls, R. L., & Downey, W. D (1985), if the share of the price received by producers is more than than 50%, then the marketing system at the producer level is said to be efficient. Table 3 explains that the Farmer's Share value for marketing processed fish products from UMKM Dapur Mama Dildan is in the range of 78.94% - 81.81%, so the market can be said to be efficient.



CONCLUSION

The distribution of Dapur Mama Dildan MSME's products to final consumers involves one marketing agency, namely the Reseller, and two marketing channels. The marketing margin value ranges from IDR 6,000 to IDR 8,000. This margin benefits the manufacturer because additional costs such as transportation and shipping costs are borne by the reseller. The marketing system at the producer level is efficient because the farmer's share value is greater than 50%. The price at the producer level is the lowest price, and then increases at the marketing agency level due to transportation costs incurred. In particular, this research aims at the commercialization and expansion of the market for products produced by the Dapur Mama Dildan MSME's in the research area.

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