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### Marketing Analysis of Processed Squid Conducted by Crispy Seafood Ibu Ros Pananjung Village Pangandaran District

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#### Abstract

Crispy squid is a common souvenir found in Pananjung Village, Pangandaran Regency. Crispy squid processed by Seafood Crispy Ibu Ros is one of the many crispy seafood culinary shops in Pangandaran. Therefore, the need for marketing analysis is carried out to optimize processed products. The purpose of this research is to analyze the marketing strategy of processed squid carried out by Seafood Crispy Ibu Ros in Pananjung Village, Pangandaran Regency. Determination of the research area was carried out by purposive sampling and data analysis using descriptive

methods by conducting interviews with business actors of processed crispy squid Ibu Ros. Based on the results of the interview, Seafood Crispy Ibu Ros has 3 branch stores. The target market is tourists who are dominated by the female gender with an age range of 31-40. Marketing and promotion are carried out directly to tourists and also online through social media such as Instagram and Whatsapp, but still focus on direct promotion. The results of the calculation of the value-added analysis obtained an added value of IDR 10,000.00/Kg.

**Keywords:** Squid, Seafood, Culinary, Marketing

#### Introduction

Pangandaran, which is located in West Java, Indonesia, is a very promising tourism destination. The local government has plans to develop Pangandaran into a world-class tourist destination. One of the superior products from Pangandaran Regency is squid *crispy*. *Seafood Crispy Ibu Ros*, located in Pananjung Village, Pangandaran Regency, offers various delicious and authentic squid preparations to consumers.

Ibu Ros' Crispy Seafood has become part of the local community and a popular culinary destination in the region. With years of experience in serving fresh and quality seafood, Ibu Ros' Crispy Seafood has a great opportunity to expand its market share and strengthen its position in the seafood industry. However, in the face of increasingly fierce competition and rapidly changing market dynamics, it is important for Ibu Ros' Crispy Seafood to carry out in-depth marketing analysis.

Marketing analysis will provide valuable insights into consumer preferences, market trends and competitor strategies in the context of processed squid. With a strong understanding of market dynamics, Ibu Ros' Crispy Seafood can develop more effective marketing strategies, increase its competitiveness and maintain customer loyalty. However, until now, research on marketing analysis of processed squid at the local food stall level such as Ibu Ros' Crispy Seafood is still limited.

Within this framework, this research aims to investigate and analyze the marketing strategy for processed squid carried out by Ibu Ros' Crispy Seafood in Pananjung Village, Pangandaran Regency. Through a case study approach, this research will explore various aspects of marketing, including market segmentation, pricing, promotion, distribution, cost analysis, production analysis, and overall marketing performance.

It is hoped that the results of this research will make a significant contribution to the understanding of marketing practices at the local food stall level, as well as provide useful guidance for Seafood Crispy Ibu Ros and other stakeholders in improving marketing performance and achieving sustainable business success in an increasingly competitive.

#### Materials and Methods

##### Time and place

This research was conducted for one month in April 2024 at Jalan Kidang Pananjung No. 133, Pangandaran Village, Pangandaran District, Pangandaran Regency, West Java. Astronomically  $7^{\circ}41^{\circ}46,1^{\circ}$  LS and  $108^{\circ}39^{\circ}29,8^{\circ}$  BT.

Geographically, this location is a coastal area, namely close to the East Coast of Pangandaran which has huge potential for fish and non-fish catches and is famous for its many processed foods.*the seafood*.

### Research procedure

Primary data collection was carried out using surveys, observations and interviews. Secondary data collection was carried out by studying literature from journals or previous research articles. The survey was conducted with the aim of obtaining sources who could explain how to analyze business planning and marketing of crispy squid. Interviews were carried out by asking in detail about the things needed in the research with several prepared questions. This interview aims to obtain valid information that actually occurs in the field by the producer. This direct observation helps researchers find out the details of the planning, implementation or production process, and marketing of crispy squid products.

### Data analysis

Determination of the research area was carried out randomly *purposive sampling* in Pananjung Village, Pangandaran Regency. Data analysis used descriptive methods by conducting interviews with squid industry business owners *crispy* in the research area.

## Results and Discussion

### Business Profile

Mrs. Ros's Crispy Seafood Business is one of the Micro, Small and Medium Enterprises (MSMEs) which operates in the field of processing fishery products. This business was founded by Mrs. Ros and assisted by her children, one of whom is Kak Yana Noviana.

This business was founded in 2011 with the name Souvenir Khas Pangandaran, three to 4 years ago it innovated to become Seafood Crispy Ibu Ros and opened a new branch with 3 kiosks. This business focuses on crispy processed fish, shrimp, crab and squid. The products produced fall into the primary category, namely food. This business is included in the small home business.

Ibu Ros' Crispy Seafood is located on Jalan Pantai Timur - Pasar Ikan, Pangandaran Post Office Block. The place is in the middle of a residential area and is easily accessible to consumers. The kiosk itself is in the yard of the house. Apart from that, it is also close to sources of raw materials. The location unit is market oriented because it is close to several strategic public facilities and close to busy areas, namely beach tourist attractions.

This business is a family business that was founded on the initiation of one of the family members. Starting from selling salted fish products then trying something new, namely selling fishery products with processed flour. This business is included in the upstream extractive industry where the source of the raw materials used comes from nature and is raw material in the form of fresh fishery products obtained from collectors obtained from fishermen in Pangandaran. Every week collectors will send raw materials according to request.

### Added Value (Hayami Method)

This added value occurs after the raw materials have gone through the processing process and can be determined by looking at the difference between the input and output

values. Mrs. Ros's Crispy Seafood business produces at the end of the week so the production scale can be calculated on a weekly basis. However, there are exceptions for long holidays. Each week, up to 1 quintal or more can be sold per product. The selling price per product depends on the availability of raw materials whether they are abundant or rare. The pricing method uses market penetration. Each product also has varying prices. For crispy fish, crispy shrimp and crispy crab, the price is IDR 110,000.00 per kilogram, while for crispy squid the price is IDR 440,000.00 per kilogram. Consumers can purchase a minimum of 1 ounce, which is around IDR 44,000.00 for squid products.

**Table 1:** Analysis of Added Value of Crispy Squid Hayami Method

	Variables	Mark
<b>I.</b>	<b>Output, Input, and Price</b>	
1.	Output (Kg)	100
2.	Input (Kg)	200
3.	Workforce (HOK)	6
4.	Conversion Factor	0,5
5.	Labor Coefficient (HOK/Kg)	0,03
6.	Output Price	Rp440.000,00/Kg
7.	Labor Wages	Rp40.000,00
<b>II</b>	<b>Revenue and Profits</b>	
1.	Raw material prices	Rp60.000,00
2.	Other Input Contributions	Rp150.000,00
3.	Output Value	Rp220.000,00
4.	a. Value added	Rp10.000,00
	b. Value Added Ratio	5
5.	a. Labor Income	1,200
	b. Labor Force Share	12
6.	a. Profit	Rp8.800,00/Kg
	b. Profit Rate	4
<b>III.</b>	<b>Remuneration for Production Factor Owners</b>	
1.	Margin	Rp160.000,00/Kg
	a. Labor Income	0,75
	b. Other Input Contributions	93,75
	c. Entrepreneur Benefits	5,5

Source: Hayami *et al* 1987

Table 1. Shows that calculations for one month of the production process, it is known that the average use of raw materials in the process of making tofu in the home industry "Seafood Crispy Ibu Ros" uses raw materials of 200 kg of squid at a price of IDR 60,000/Kg at the selling price Rp. 4,000.00. The number of workers in the home industry "Seafood Crispy Ibu Ros" is 3 people, with an average wage of Rp. 40,000/day. The number of working hours for one production process is 9 hours. Working Person Days (HOK) is 6/week.

The conversion factor value in the home industry "Ibu Ros' Crispy Seafood" is 0.5, obtained from the division between the output produced of 100 kg and the input used of 200 kg of squid. The labor coefficient value in the home industry "Mrs. Ros' Crispy Seafood" is 0.03.

The value of other input donations is obtained from the division between the amount of auxiliary materials used amounting to IDR 150,000.00/week. With a total output of 100 kg/week, the contribution value of other inputs is IDR 600,000.00/month. The conversion factor is 0.5 multiplied by the selling price of squid *crispy* amounting to IDR 440,000.00/Kg, so the value of the product produced from each ounce of squid is large *crispy* amounting to IDR 44,000.00.

The added value produced by the home industry "Mrs. Ros' Crispy Seafood" is IDR 10,000.00/Kg. Profit or reward for capital and management is IDR 8,800.00/Kg. Value added analysis is a method of estimating the extent to which treated raw materials experience changes in value, so that they can provide added value which is influenced by the technology used in the squid production process *crispy*. The results of the analysis of the added value obtained from processing every one kilogram of squid into squid *crispy* in the home industry "Mrs. Ros' Crispy Seafood" is IDR 10,000.00/Kg.

### Consumer Analysis

Ibu Ros' Crispy Seafood supports the fulfillment of human physiological needs, namely food needs. The types of products produced are varied, namely crispy fish, crispy shrimp, crispy crab and crispy squid. Ibu Ros' Crispy Seafood has its own market segmentation where buyers come from various ages and genders but on average they are mothers with an age range of 31-40 years, some of whom are regular customers.

The purchasing process can be carried out during the production period, namely when *weekend* on Saturday 5 am to 10 pm and Sunday 5 am to 5 pm. Purchases can be made on the spot directly or via *delivery order*. Payment can use cash or non-cash systems such as transfer and QRIS. This business itself carries the principle of adapting to current developments and globalization.

### Competitor analysis

Competitor analysis is carried out by identifying who the company's main competitors are, their strengths and weaknesses and what strategies they have set, so that they can determine the best and most effective strategy for the company. In this research, we conducted an in-depth competitor analysis in the squid culinary industry *crispy* to identify and understand the relative position of the squid business *crispy* in the market, as well as to reveal new opportunities and challenges that may be faced.

Through primary data collection as well as comprehensive analysis, we identified key differences between cephalopods *crispy* Rose's mother and squid *crispy* from other stores is in terms of product quality, price, marketing strategy, and customer experience. Where's the squid? *Crispy* Ibu Ros makes a special taste of spices and a marketing method *modern*. The market structure around Pananjung village for crispy seafood is a type of perfect competition market where the number of buyers is as large as the number of traders, then production factors are free to move, there is freedom to make decisions, producers are free to enter and leave the market, and prices are determined. By market mechanisms (supply and demand). Squid business competitors *crispy* usually the most at the time *weekend*, because Pananjung village is close to Pangandaran beach tourism, competitors take advantage of tourists who come to carry out buying and selling transactions.

### Marketing Planning

Products are designed through a process of discussion and *trial* by the manufacturer. The courage to innovate and try something new produces squid products *crispy* this. Pricing strategy uses methods *Cost-Plus pricing* that is, the aim is to make a profit.

Because it has its own target market, the marketing process

is easier. Marketing and promotions are carried out directly to tourists and also online through social media such as *Instagram* and *Whatsapp*, but still focuses on direct promotion.

Distribution is carried out directly from producers to consumers, namely individuals, shops, hotels and restaurants. The distribution structure or flow is still simple, namely from producer to retail not to wholesaler based on profit considerations which are not too large for MSMEs.

### Production or Demand Analysis

Analysis of crispy squid production was carried out to understand in more depth the process of making crispy squid, starting from the raw material preparation stage to the frying process, with the aim of increasing operational efficiency, optimizing product quality, and identifying potential innovations in product presentation and presentation.

Preparation of raw materials and supplies is done by ordering squid from collectors who source from local Pangandaran fishermen, then preparing other ingredients such as tapioca flour and oil. Details of raw materials in Table 2.

Table 2: Raw materials

S. No	Type of Raw Material
1	Ten
2	Tapioca flour
3	Rice Flour

Then prepare the squid which begins with cleaning, cutting, and coating with spices or flour. When the squid has gone through the preparation process, the squid meat is ready and then fried using the method *deep frying* and fry it twice, to produce the right texture *crispy*. *Seafood Crispy* Mrs. Ros uses operational efficiency during the production process with a workforce productivity of 3 people for 2 shop branches. The next production analysis is to carry out a production cost analysis which consists of costs Raw materials, labor costs and overhead costs per week are detailed in Table 2.

Table 3: Analysis of production costs

S. No	Raw material	Amount	Price
1	Ten	1 Quintal	Rp6,000,000.00
2	Rice Flour	1 Kg	Rp17,000
3	Flour	12,5 Kg	Rp175,000
No	Labor	Amount	Salary
1	Frying	1	Rp40,000,00
2	Take care of the kiosk	2	Rp40,000,00

A comprehensive review of the crispy squid production process provides a strong foundation for improving operational performance and developing sustainable business strategies. Squid *crispy* Mrs. Ros considers each stage of production carefully so that the business she runs can identify the potential for increasing efficiency, reducing waste and improving product quality. Marketing planning is carried out to optimize squid products *crispy* Rose's mother.

### Conclusion

Business *Seafood Crispy* Mrs. Ros succeeded in developing processed squid products *crispy* with distinctive spice flavors and modern marketing strategies, so as to attract customer

attention. In the market segmentation "SeafoodCrispy Ibu Ros" focuses on tourists, especially women aged 31-40 years, who are potential customers and some of whom are regular customers. Marketing strategies carried out directly to tourists and also through social media such as Instagram and WhatsApp have helped expand market reach and increase product sales. An in-depth competitor analysis was carried out to understand the position of the "Seafood Crispy Ibu Ros" at the squid culinary marketcrispy and identifying the best strategy to compete in a competitive market, with added valueRp10,000,00/Kg.

A Marketing analysis of "Mrs. Ros's Crispy Seafood" can see the effectiveness of the marketing strategy implemented. Crispy Seafood Mrs. Ros has been successful in managing the squid processing business *crispy* well through appropriate and innovative marketing strategies as well as a good understanding of the market and competitors.

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