
Mrs. PIPIN SALTED FISH PROCESSING BUSINESS DEVELOPMENT STRATEGY IN THE BACK MARKET VILLAGE SIBOLGA CITY DISTRICT

Windy Fransiska Panggabean¹, Cut Gustiana², Thursina Mahyuddin³

^{1,2,3} Department of Agribusiness, Faculty of Agriculture, Universitas Samudra.
Langsa, Aceh, Indonesia.

Email: windyfransiskapanggabean06@gmail.com

Corresponding Author

DOI: 10.15408/aj.v17i2.34649

Abstract

This research aims to analyze internal and external environmental factors that affect the development of the salted fish business in Mrs. Pipin's fish processing business and formulate alternative strategies that can be applied in the industry. This research was conducted in the Back Market Village Sibolga City district, north Sumatera. The method used is a case study method. The sample in this study is the owner and manager of the salted fish business in the salted fish processing business in the salted fish processing business, Mrs. Pipin, in the Back Market Village Sibolga City District, North Sumatera. Respondents in the study consisted of 5 key stores. The analysis method used in this study is SWOT and QSPM analysis. The results of the study based on the QSPM analysis obtained the priority of the primary strategy in this study is expanding strategic business locations so that good quality products get enough raw materials by collaborating with suppliers to improve the family economy and open job opportunities for the surrounding community.

Keywords: Salted Fish; SWOT Analysis; QSPM

INTRODUCTION

Indonesia is one of the tropical countries rich in biological resources which is stated to have a high level of diversity. Of the 7000 species of fish in the world, 2000 of them are in Indonesia. Marine culture's potential includes fish farming (Cockatoo, grouper, gobia), shrimp, mollusks (shellfish, pearls, sea cucumber), and seaweed. The potential for cultivation is 2 million ha (20% of the total potential for coastal and marine waters is 5 km from the coastline), with a volume of 46.73 million/year (Lasabuda, 2013). The marine field is up-and-coming for future national development. The marine sector is a business that covers the marine fisheries sector, maritime tourism, marine mining, maritime industry, sea transportation, marine buildings, and marine services, which are the mainstay sectors. However, it has not been managed and utilized optimally; this means it is still an opportunity to be used more intensively and as a hope and mainstay in future national economic development (Adisasmita, 2015).

Marine fishery products that are processed with modern and traditional processes, in essence, apply the concept of efficiency and conservation in the use of biological natural resources (Fathurrohman, 2010). Marine fishery products that are traditional preparations can be salted fish, finding fish, smoked fish, and fermented products (Adawyah, 2007). Traditionally, salted fish processing has the prospect of being developed more dominantly than modern processing, such as freezing and canning

(Heruwati, 2002), because traditional processing can be done with low-cost and straightforward equipment.

Salted fish production in the back market village, Sibolga City district, has been developed by some people for their daily efforts. This salted fish processing also makes fishery products last a long time and can add to the economic value of fish to increase the selling price. Salted fish processing is also a promising business because the price is affordable, and many people consume it, so it is easy to market to the public. One of the entrepreneurs who manages salted fish in the back market village is Mrs. Pipin, who has worked with salted fish for 40 years and is a business inherited from his parents. This salted fish product is sold in Sibolga and outside the city. In this salty fish production, development effort does not always run smoothly; difficulties or shortcomings must cause the salted fish development process to be hampered to compete in the business world. Therefore, there needs to be a production development strategy in this salty fish business, which is a factor in the development of the industry. Hence, it requires an approach to enlarge the industry to meet consumer demand and increase the turnover of salted fish sales. The strategy uses SWOT analysis to determine the strengths, weaknesses, opportunities, and threats in the Asian fish agribusiness system to accelerate the achievement of better-salted fish production development.

Based on the background that the researcher describes, researchers are interested in raising the title of Mrs. Pipin salted fish processing business development strategy in the back market village, Sibolga City district, north Sumatera.

RESEARCH METHODS

Research Location and Time

This research was conducted in January 2023 in the Back Market Village, Sibolga City District, North Sumatera.

Data Type and Source

This research is a case study, and the data collected are primary and secondary. Preliminary data is obtained from observations, interviews, and questionnaires conducted. Secondary data is obtained through the internet, statistics, books, and media related to research.

Data Analysis

This research uses a case study method. To describe the strategy that will be used in the business. Therefore, the strategy formulation through identifying internal and external factors, input using IFAS and EFAS matrix, matching with the SWOT matrix, and the decision using the QSPM matrix.

RESULTS AND DISCUSSION

Analysis Of The IFAS Matrix By Combining The Average Weight Value And The Rating Value Of The Interview Results Was Conducted And Presented In The Following Table.

Table 1. The Results Of The IFAS Matrix Analysis Of Salted Fish Processing, 2023

Internal Strategy Factor	Weight	Rating	Score Value
1	2	3	4
Strategic business location	0,104	3,75	0,390
A place that is easy to reach	0,104	3,75	0,390
Long business experience in the field of salted fish processing	0,103	3,75	0,386
Products that have good quality	0,102	3,50	0,357
Affordable price	0,100	3,25	0,325
Wide distribution channel	0,103	3,75	0,386
The availability of sufficient raw materials	0,103	3,25	0,335
Sub Total			2,569
Low level of education	0,064	1,50	0,096
Simple equipment	0,063	1,75	0,110
Product marketing has not taken advantage of digital marketing	0,055	1,25	0,069
Have no financial statements	0,054	1,25	0,068
Limited business capital	0,048	1,75	0,084
Sub Total			0,427
Total			2,996

The table above results from IFAS analysis with a strength factor of 2,569. The weakness factor of 0,427 means that it can take advantage of its internal strengths and overcome existing weaknesses in developing a salted fish processing business.

Analysis of the EFAS matrix is used to determine the role of external factors in the salted fish processing business as follows.

Table 2. The Results Of The EFAS Matrix Analysis Of Salted Fish Processing, 2023

External Strategic Factor	Weight	Rating	Score Value
1	2	3	4
Improve the family economy	0,130	3,75	0,488
High demand	0,125	3,75	0,469
Broad market potential	0,123	3,50	0,431
Opening job opportunities for the surrounding community	0,125	3,50	0,438
Have a good relationship with the supplier	0,117	2,75	0,322
Sub Total			2,148
An increase in the price of raw materials that will affect the selling price	0,085	1,40	0,119
The product is easy to imitate	0,102	1,25	0,128
There are competitors in the surrounding area	0,055	1,50	0,083
Changing consumer demand	0,077	1,75	0,135

External Strategic Factor	Weight	Rating	Score Value
Bad weather	0,063	1,50	0,095
Sub Total			0,56
Total			2,708

The results of EFAS matrix analysis with probability factor has a value of 2,148. While the threat factor has a value of 0,56, developing a salted fish processing business can take advantage of opportunities to deal with threats.

The Results Of The Interview Are Described In The SWOT Matrix.

Table 3. SWOT Matrix

<p>IFAS</p> <p>EFAS</p>	<p>STRENGTH (S)</p> <ol style="list-style-type: none"> 1. Strategic business location 2. A place that is easy to reach 3. Long business experience in the field of salted fish processing 4. Products that have good quality 5. Affordable price 6. Wide distribution channel 7. The availability of sufficient raw materials 	<p>WEAKNESS (W)</p> <ol style="list-style-type: none"> 1. Low level of education 2. Simple equipment 3. Product marketing has not taken advantage of digital marketing 4. Have no financial statements 5. Limited business capital
<p>OPPORTUNITIES (O)</p> <ol style="list-style-type: none"> 1. Improve the family economy 2. High demand 3. Broad market potential 4. Opening job opportunities for the surrounding community 5. Have a good relationship with the supplier 	<p>STRATEGI S-O</p> <ol style="list-style-type: none"> 1. Expanding strategic business locations so that good quality products get enough raw materials by collaborating with suppliers in improving the family economy and opening job opportunities for the surrounding community (S1, S4, S7, O5, O1, O4) 	<p>STRATEGI W-O</p> <ol style="list-style-type: none"> 2. Trying to take advantage of digital marketing to increase product marketing to get a wider market reach and increase high product demand (W3, O3, O2)

TREATHS (T)	STRATEGI S-T	STRATEGI W-T
1. Increase in the price of raw materials that will affect the selling price 2. The product is easy to imitate 3. There are competitors in the surrounding area 4. Changing consumer demand 5. Bad weather	3. Maintaining the quality of salted fish experience in the field of salted fish processing that has been running long enough so that competitors in the surrounding area are not easy to imitate (S4, S3, T3, T2)	4. Managing the financial statements of the salted fish business to buy more modern equipment so that when bad weather occurs, it does not hinder the manufacturing process (W4,W2,T5)

Source: Result from the interview, 2023

CONCLUSIONS AND SUGGESTIONS

The priority of business development strategy obtained from the results of SWOT analysis using QSPM applied to Mrs. Pipin's salted fish business is expanding strategic business locations so that good quality products get sufficient raw materials by collaborating with suppliers in improving the family economy and opening job opportunities for the community.

REFERENCES

- Adawyah, R. (2007). *Pengolahan dan Pengawetan Ikan*. Jakarta: Bumi Aksara.
- Adisasmita, R. (2013). *Teori-Teori Pembangunan Ekonomi*. Yogyakarta: Graha Ilmu.
- Arikunto, S. (2010). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Fathurrohman, M. 2010. Defenisi Konversasi Lingkungan.
- Heruwati, E.S 2002. Pengolahan Ikan Secara Tradisional. *Jurnal Lintang Pertanian*. 21(3). 92-99.
- Lasabuda, R. 2013. Pembangunan Wilayah Pesisir dan Lautan Dalam Perspektif Negara Kepulauan Republik Indonesia. *Jurnal Ilmiah Platax*. 1(2). 92-101.
- Simanjuntak, H.J., 2012. Pengembangan Sensor Optik Kimia Untuk Penentuan Formaldehida Di Dalam Makanan. *Skripsi*. Medan (ID); Universitas Negeri Medan.
- Sujarweni, V. W. 2015. *Metodologi Penelitian Bisnis dan Ekonomi*. Yogyakarta: Pustaka Baru Press.