

Potential of Puger Coastal Fish Auction Place (TPI) with SWOT Approach and Marketing Plan



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ABSTRACT: The Fish Auction Place (TPI) is an important infrastructure to facilitate the marketing of fish catches at Puger Beach. However, TPI Puger's potential is less than optimal in attracting anglers and buyers. Therefore, the purpose of this research is to analyze the Strengths, Weaknesses, Opportunities and Threats (SWOT Analysis) and develop a marketing plan to increase the potential of TPI Puger.

This study uses qualitative methods with data collection techniques through observation, interviews and documentation. The information obtained was analyzed using SWOT analysis to identify internal (strengths and weaknesses) and external (opportunities and threats) factors that affect the potential of TPI Puger. In addition, based on the SWOT analysis, a marketing plan was created which included market segmentation, targeting, purchasing positions, marketing mix (product, price, place, promotion) and evaluation.

The results of the SWOT analysis show that TPI Puger's strength lies in its strategic location, adequate physical facilities, and the diversity of fish species. However, the weaknesses identified were the ineffectiveness of sales promotion, the lack of variations in processed products and the limited human resources. Opportunities that can be exploited include increasing demand for fresh fish, export potential and government support for TPI development. Meanwhile, the threats include price competition with other TPI, changes in people's consumption habits, and strict regulations regarding the management of fish resources

KEYWORDS: SWOT, Marketing, Strategy, Coastal

I. INTRODUCTION

Its strategic geographical location between two oceans, the Pacific Ocean and the Indian Ocean, as well as the South China Sea, and also has a sea area of 5.8 million km², making Indonesia the country with the largest sea area in the world, and has enormous fisheries potential. Indonesia's fisheries potential includes various types of fish, molluscs, crustaceans, and other marine organisms spread across marine and river waters throughout Indonesia. Some types of fish that have high economic value and become Indonesia's main commodity in the international market include tuna, red snapper, mackerel, and tuna.

In addition, Indonesia also has the potential to develop fish farming, such as milkfish, tilapia and catfish farming. This fish farming can provide a source of income for people in coastal and inland areas who have limited access to sea fishing. One of the potential areas of coastal marine production is Puger. Puger is a sub-district in Jember Regency, East Java Province, Indonesia. In Puger there is a Puger Fish Auction Place (TPI) located in Puger Wetan Village. TPI Puger is the largest fish auction in Jember Regency and the center of fish distribution in the eastern region of Jember Regency. Aside from being a fish auction place, TPI Puger also serves as a place for local fishermen to sell their catches. Therefore, TPI Puger is also a strategic place to obtain information about fisheries condition in the region.

TPI Puger has been equipped with adequate facilities and infrastructure to support fish trading activities, such as packing bins, storage areas, security facilities, as well as good road access. In addition, TPI Puger also cooperates with government agencies and non-profit organizations to improve the quality of fish produced by local fishermen. TPI Puger is also a source of income for the surrounding community, such as vegetable and seasoning traders, fish transportation drivers, and food stall managers around the TPI. In addition, TPI Puger is also a place to develop tourism potential in the Jember region, especially culinary tourism that presents fresh fish directly from the Indian Ocean waters.

Modernization in Indonesia has entered many sectors, including the fisheries and marine sector. Various forms of modernization in the fisheries sector include the introduction of new fishing technology, ship procurement, capital and new

Potential of Puger Coastal Fish Auction Place (TPI) with SWOT Approach and Marketing Plan

institutions (Satria, 2001:40). This modernization provides economic benefits only to a small number of fishermen, namely those who own modern production tools. Meanwhile, most fishermen remain in the shadow of poverty, especially traditional fishermen and fishing laborers. Basically, the social inequality that plagues the lives of fishermen is caused by complex factors. It is not only the result of modernization that encourages the overexploitation of marine resources, but also the limitations in providing *adding value* to marine products and expanding the reach of marketing.

Adding value product refers to a theory that focuses on creating value or utility of products through the production process. This theory states that adding value or benefits to a product can increase the price of the product and make consumers more likely to buy it. For example, if a company makes a product that is exactly the same as a product already on the market but with better additional features, the product has added value or advantages that differentiate it from competing products. Therefore, consumers tend to choose the product even if it is more expensive. In business, this theory can be applied by adding additional functions or services to the products offered, improving product quality or improving production processes to produce more efficient and effective products. This can help companies differentiate their products from competitors and increase their value in the market. The research conducted seeks to analyze the potential of fisheries that can be increased in value using a marketing plan, so that it is expected to have a positive impact on the welfare of the local community.

RESEARCH METHODS

Increasing the potential of TPI Puger is an opportunity and at the same time a dilemma in improving regional economy and community welfare. Because the economic potential of the community around TPI Puger is relatively many and varied, but limited in its management due to the lack of accessibility to facilities, lack of supporting infrastructure, business management issues and lack of community skills, as well as the pattern and orientation of community economic activities or most of which are still oriented to fulfillment for daily life.

The concept of increasing the potential of marine resources in TPI Puger, in general, is influenced by internal and external environments that can determine the level of success in improving community welfare. This concept refers to SWOT theory, for internal environment will synergistically determine strengths (*strengths*) and weaknesses (*weakness*), then external environment will synergistically determine opportunities (*opportunities*) and threats (*threats*) that will be faced by the community around TPI Puger.

The research method to increase the potential of Puger Coastal Fish Auction Place (TPI) by using SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) and marketing plan can involve the following steps:

1. Identification of Puger Coastal TPI Potential: The first step is to identify the potential owned by TPI Pesisir Puger. This potential may include geographical, economic, social, and cultural aspects, such as strategic location, amount and type of fish that can be landed, available infrastructure and facilities, local and regional market potential, and local community involvement in fisheries activities.
2. SWOT Analysis: Next, conduct a SWOT analysis to identify strengths, weaknesses, opportunities, and threats that exist in TPI Pesisir Puger. Strengths and weaknesses can be found from internal factors of TPI Pesisir Puger, such as fishermen's expertise and skills, infrastructure quality, facility availability, and existing policies and regulations. Opportunities and threats can be found from external factors, such as market potential, competition, policy changes, and environmental changes.
3. Data Collection: Collect data related to the potential of Puger Coastal TPI, SWOT analysis, as well as information on target market, potential customers, competitors, market trends, and other economic and social factors that may affect the success of TPI marketing.
4. Strategy Formulation: Based on SWOT analysis and data collected, formulate strategies to increase the potential of Puger Coastal TPI. Strategies may involve facility development, product quality improvement, increased local community involvement, market development, and effective promotion and branding.
5. Marketing Plan Creation: Create a detailed marketing plan, which includes specific steps to be taken to implement the formulated strategy. The marketing plan may involve the introduction of products or fish produced by TPI Pesisir Puger to local, regional, or international markets, the use of social media or digital marketing for promotion, the development of cooperation networks, and regular evaluation to measure the effectiveness of each marketing activity.
6. Implementasi dan Evaluasi: Mengimplementasikan rencana pemasaran yang telah dirancang, dan secara rutin melakukan evaluasi terhadap keberhasilan dan efektivitas dari setiap langkah yang diambil. Evaluasi dapat melibatkan analisis data penjualan, pangsa pasar, kepuasan pelanggan, serta pemantauan terhadap perkembangan pesaing dan faktor eksternal lainnya.

Potential of Puger Coastal Fish Auction Place (TPI) with SWOT Approach and Marketing Plan



Figure 1: Fish Trader Of Tpi Puger

The results of the situation analysis with a comprehensive approach from various aspects that have an important influence on community empowerment at TPI Puger, can be identified internal factors (strengths and weaknesses) and external (opportunities and threats), based on the survey results known SWOT from the TPI Puger environment as shown in the table above.

	Strength	Weaknesses
Internal	Large potential capture fisheries resources. High work ethic resilient in the face of life's difficulties	Skills and mastery of technology are still lacking. Low entrepreneurial spirit Low average education level Low bargaining position with wholesalers
	Opportunities	Threat
Eksternal	High Demand for Fish Products	The market price is determined by the toke Fishing depends on the season Fluctuating production yields

Potential of Puger Coastal Fish Auction Place (TPI) with SWOT Approach and Marketing Plan

RESULT AND DISCUSSION

SO	WO
Expanding marketing of fish catches	Socialization regarding the use of digital technology Create a marketing plan
ST	WT
Adding value to seafood products	Standard Pricing Regulation

The results of the analysis of strategies to increase the coastal potential of TPI Puger, formulated several strategic programs, namely 1. Expanding the marketing of fish catches, 2. Socialization related to the use of digital technology, 3. Creating a marketing plan, 4. Establishing standard pricing regulations, and 5. Adding value to seafood. The rich potential of marine resources needs to be utilized in line with the increase in consumption, population and development in Indonesia. In an effort to utilize this potential, the Regional Government through the Fisheries Service needs to establish cooperation with investors. Furthermore, promoting the existing natural resources so that investors are interested and willing to cooperate in capital investment, for the development of fishing gear, procurement of cold storage, establishment of ice factories, processed fish such as flour and other appropriate processing industries. In addition, assist fishermen in processing fish so that it has greater added value.

Market development strategy

The increasing knowledge of the importance of animal protein needs derived from marine resources, as well as the demand for fish supply continues to increase. Fishery products have been exported including pomfret, grouper, red snapper, and layur. In addition, it also meets local needs (Probolinggo, Madiun, Situbondo, Madura, Surabaya, Bali, Bondowoso, Central Java, Jakarta, West Java). Opportunities for the development of marketing of marine products to the region and also abroad are very large provided that the quality meets the specified requirements.

Increased Production

Increasing the production of marine products can be done by diversifying fishing gear, enlarging engines and boats. Diversification of fishing gear is used to anticipate the various types of fish caught, because the manufacture of fishing gear is specialized in certain types of fish. Increasing the power of the engine aims to make the fishing location not only in the coastal area but also to reach a wider area. In addition, enlarging the fleet so that it can accommodate ice and fish so that the quality is guaranteed and the quantity of the catch is also more .

Education and Training

Continuous training is needed for fishermen and the community around TPI Puger. Human resource development can be done through training, courses or courses. The role of local government and private sector is expected to be involved through training courses that are developed and should be based on specific needs for the development of marine fisheries production.

Market Improvement

The achievement of increased productivity of qualified human resources in the mastery of science, skills in the use of fishing gear, and processing of catches, has a great opportunity to increase the marketing of fishery products.

The main purpose of preparing the potential and strategy of marine resources improvement in TPI is to initiate the main strategies and work programs that need to be taken to improve the economy of the community around the area. It can also provide direction in the utilization of rural and coastal resources optimally and sustainably in order to improve and equalize the welfare of the community around TPI Puger.

Marketing Plan

Increasing the potential of the Puger Coastal Fish Auction Place (TPI) can be done in two ways, namely by adding value to fish products auctioned at the TPI and planning the right marketing strategy (marketing plan).

1. Adding Value to Fish Products

To increase the potential of Puger Coastal TPI, efforts are needed to add value to fish products auctioned at the TPI. This can be done in several ways, among others:

a. Maintain fish quality

Fish quality is very important in maintaining buyer confidence. Therefore, at TPI Pesisir Puger it is necessary to make efforts to maintain the quality of fish to keep it fresh and undamaged.

b. Adding value to fish products

Potential of Puger Coastal Fish Auction Place (TPI) with SWOT Approach and Marketing Plan

Value-added to fish products can be done by giving special treatment to the fish, such as labeling or trademarking certain fish. In addition, TPI can also introduce unique and value-added fish products, such as deep-sea fish that are rarely found elsewhere.

c. Developing processed products

Processed fish products can be an added value for TPI Puger Coast. TPI can develop unique and attractive processed fish products, such as smoked fish, grilled fish, or fish satay.

2. Planning Marketing Strategy

In addition to adding value to fish products, TPI Pesisir Puger also needs to plan the right marketing strategy to increase its potential. Some things that need to be considered in planning marketing strategies include:

a. Market identification

TPI Pesisir Puger needs to identify target markets, such as restaurants, hotels, or traditional markets in the surrounding area. By identifying the market, TPI can determine the right marketing strategy to reach the target market.

b. Setting competitive prices

A competitive price is essential to attract buyers' attention. Therefore, TPI Pesisir Puger needs to set prices that are competitive with other TPIs in the surrounding area.

c. Using social media

Social media can be an effective tool to market seafood products. In today's digital era, business actors must be able to adapt, by starting to market their products using social media such as Facebook, Instagram, TikTok. Because there is a shift in consumer behavior, where consumers now tend to like online transactions. The use of social media is becoming increasingly important for business people in fish auction sites in today's digital era. Here are some reasons why the use of social media is very relevant and beneficial for them:

1. **Increase Visibility and Awareness:** Social media allows businesses in fish auctions to be better recognized by potential buyers, distributors, and customers. With regular posts about their products, auction process, and the story behind their business, they can increase awareness about their brand and business.
2. **Direct Communication with Consumers:** Through social media platforms such as Facebook, Instagram, and Twitter, businesses can communicate directly with their consumers. This allows them to respond to questions, provide product information, and receive feedback directly, which can help build strong relationships with customers.
3. **Product Promotion and Special Offers:** Social media provides opportunities to promote specific fish products, present special offers, or hold limited promotions. This can help increase sales and entice consumers to visit the fish auction site.
4. **Branding:** Businesses can use social media to create a positive brand image. They can share stories about their sustainable practices, sustainability or social responsibility as part of their marketing strategy.
5. **Learning from Concurrent:** Through social media, businesses can follow their competitors and learn what strategies work or fail. This can help them to improve their own strategies and adapt to changes in the market.
6. **New Product Introduction:** When businesses introduce new types of fish or innovative products, social media can be used to introduce these products to the market. They can share recipes, cooking guides, or relevant nutritional information..
7. **Keeping up with Market Trends:** Social media can also be used to keep up with changing market trends and needs. By monitoring conversations and feedback from customers, businesses can adapt quickly and provide products that match consumer desires.
8. **Consumer Education:** Businesses can use social media to educate consumers about different types of fish, sustainable fishing methods, and the health benefits of fish consumption.

By utilizing social media effectively, businesses in fish auctions can expand their reach, increase sales, and build strong relationships with consumers. This is a valuable tool in the quest to run a successful fish business in today's digital age.

d. Awareness of the importance of the brand

Traders in TPI Pesisir Puger should realize and start building the brand of their products. The awareness of the importance of brand for businesses in fish auction sites is a crucial factor in running their business in a competitive market. By understanding the unique characteristics of their products and building a strong brand, they can increase their competitiveness, attract more consumers, and maintain the sustainability of their business. This research will provide valuable insights for fish auction businesses and other stakeholders in the fisheries industry to understand how brand can be a valuable asset in the face of challenges.

Potential of Puger Coastal Fish Auction Place (TPI) with SWOT Approach and Marketing Plan

Some reasons why awareness of the importance of building a brand is very relevant for business actors in the Puger fish auction site.

1. **Differentiation from concurrent competitors:** In a competitive fish market, businesses in Puger fish auction must be able to differentiate their products and services from competitors. Building a strong and recognizable brand can help them create a unique identity that makes them stand out in the market.
2. **Increase Market Awareness:** Through a strong brand, businesses in Puger can increase market awareness of their existence. This can help them attract more consumers and distributors, which in turn can increase sales volume.
3. **Building Consumer Trust:** A good brand can help build consumer trust. Consumers are often more likely to buy from brands they know and trust. By building a trusted brand, businesses can increase customer loyalty.
4. **Increased Product Value:** A strong brand can increase the value of the product. Consumers may be willing to pay more for products with a well-known brand or with a good reputation.
5. **More Effective Marketing Strategies:** A strong brand can provide a solid foundation for marketing strategies. Businesses in Puger can more easily promote their products and reach the right target market with the appropriate message.
6. **Supports Product Diversification:** If businesses in Puger plan to diversify their products, a recognized brand can help in introducing new products more successfully.
7. **Improved Negotiations with Distributors:** In the fishing business, dealing with distributors is often important. A strong brand can help in negotiating with distributors and reaching favorable deals.
8. **Building Regional Identity:** Building a strong brand for Puger fish products can also help in promoting the identity and image of the Puger region as a source of quality fish.
9. **Understand Market and Consumers Better:** The process of building a brand also allows businesses to better understand their market and consumer needs. This can help in developing products and services that are more in line with market demands.

CONCLUSIONS

We would like to highlight some of the key findings and implications that emerged from the SWOT analysis and marketing planning for a Fish Auction Place (TPI) on the Puger Coast. This study aims to identify key factors that influence the success of this TPI and develop a sustainable marketing strategy to maximize its business potential.

From the SWOT analysis, we managed to identify some key strengths of TPI Puger, such as its strategic location close to rich fish resources, good fish quality, and good relationship with local fishermen. However, we also identified some potential weaknesses, such as limited infrastructure and challenges in maintaining product quality throughout the supply chain.

Meanwhile, significant opportunities were found in efforts to improve marketing and distribution of fish products from TPI Puger. Growing local and regional fish markets, demand for high quality fish products, and the potential to collaborate with local restaurants and traders are some examples of opportunities that can be utilized.

However, keep in mind that TPI Puger also faces some potential threats, such as competition with surrounding TPIs, fish price fluctuations, and changes in fisheries-related regulations. Therefore, a good marketing strategy should consider ways to overcome these threats.

Within this framework, we recommend several concrete steps to improve the success of TPI Puger. These include investment in better infrastructure, training for fishermen and TPI staff, strong branding efforts to differentiate products, as well as effective marketing through social media and local business networks. In addition, collaboration with local stakeholders and fishing industry players can strengthen TPI Puger's position in the market.

We believe that with careful marketing planning and proper strategy implementation, TPI Puger has the potential to grow and thrive in the long run. The success of this TPI will not only provide economic benefits for businesses in Puger but also support the sustainability of local fisheries resources and fulfill consumer demand for high quality fish products. Hopefully this research can provide useful guidance for decision-making at TPI Puger and make a positive contribution to the fisheries industry in this area.

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Potential of Puger Coastal Fish Auction Place (TPI) with SWOT Approach and Marketing Plan

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