

Development Of An Integrated Marketing Communication System For Binuangeun Malimping Lebak Banten Indonesia Fishers

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ABSTRACT. This research aims to develop an integrated maritime marketing communication system for fishers in the Malimping area. To develop the integrated marketing communication system, an analysis of the behavior of fishers is conducted. The integrated marketing communication mix that becomes the unit of analysis is advertising, public relations, direct sales, sales promotion, interactive marketing, personal sales, word of mouth marketing, sponsorships, merchandise, exhibitions, branding, memes, Guerilla marketing, and Ambient. The measurement tool uses SWOT analysis, PEST, market share, and Ansoff matrix by looking at the objectives of fishermen, target consumers, type of market, the life cycle stages of the products being advertised, and fishermen's communication policies in the Malimping area to competitors.

Keywords: Integrated Marketing Communication System

1. Introduction

With a total of 13,487 large and small islands, 6,000 of which are uninhabited, which spread around the equator, Indonesia is referred to as an archipelago in Southeast Asia. The total area of Indonesia has an area that is quite unique with the ocean that stretches between thousands of islands. With the vast ocean of Indonesia, one of the economic activities of the community that is no less important is fisheries and marine affairs. In the Jokowi-Jusuf government, Kalla focused on development in the maritime sector, because 25% of the poor population were fishermen. Based on data from the 2014 Central Statistics Agency, households in Indonesia who rely on their lives from fishing in public waters and the sea as much as 964,231 or about 1.5 percent of households in Indonesia. Of that number, marine fishermen households that are classified as poor are 23.79 percent, fishers in public waters 24.98 percent, while cultivation 23.44 percent. (Kuncoro, 2004) [1].

As a priority agenda in the 2015-2019 national development, Indonesia has been recognized as an archipelagic country by the world according to the 1982 UNCLOS agreement, and it is necessary to utilize the superior geographical and geo-strategic position supported by the diversity of abundant marine natural resources to solve the problem of fishermen poverty in Indonesia. (Nainggolan, P.P., 2016) [2].

Management of marine resources is not enough to only develop fisheries capital resources, the management of small islands and fishing communities are active communities in utilizing existing natural resources, one of which is the Malingping community of Banten Province.

Judging from the potential of marine fisheries resources that are owned by this area, it is still very open to being developed. The development can be done in an intensification and extensification (development) production. (Istiana, I, 2014) [3].

Munir (2005) [4]. There are still many aspects in the marine field that need to be developed and realized as development capital and to utilize one of them is to assist fishers in marketing their catch to consumers. Based on data that Indonesian fishers have a major problem in marketing fish and still use traditional marketing methods in selling fish without adding value to the fish (<http://himasper.lk.ipb.ac.id/harinelayan17>, 2019) [5].

In these conditions, the role of government is needed to minimize the existing problems. Based on article 57 contained in Law No. 31 of 2004 and Law No. 45 of 2009 concerning fisheries which discusses education, counseling, and training organized by the government to improve and produce quality human resources (HR) needs to be done. Also, data collection about the level of education owned by fishermen needs to be done so that the government can easily determine policies to improve and produce quality human resources (HR) (Amin, M., Purwangka, F., & Mawardi, W., 2018) [6].

Develop your business. In the government's effort to increase marine potential, there are still many fundamental obstacles, such as natural conditions and seasons. Besides that, internal conditions / factors that influence the high and low income of the fishing community, where the fishing community still uses traditional technology, both boats and equipment (fishing gear), less capital used, low levels of education of the fishing community, and the magnitude of the influence of the role institutionalization of fishing communities. This situation can occur in fishing communities where traditional fishers can be seen from the results of fish production every year (Rindawati, S, 2012) [7].

In the waters of Binuangeun, Banten, flying fish are not the main catch but bycatch. This is evidenced by the flying fishing data categorized into other fish groups because of the small number of catches. (Harahap, TS, & Djamali, A., 2017) [8]. This was also complained by fishermen in the Malimping area where fishers had difficulty selling the fish to consumers. During this time fishers in the Malimping region in marketing the fish caught still use the traditional marketing system without good analysis. A good marketing system is an important part in marketing fish caught by fishermen in the Malimping area to consumers; one of the marketing strategies is integrated marketing communication.

In the integrated marketing communication strategy it is necessary to identify the goals of the fishermen, the objectives of the fishermen, the condition of the consumers, the type of market, the life cycle stages of the products being advertised and the fishermen's communication policy in the Banten Malimping region to competitors. Then a SWOT, PESTEL, and market share analysis is carried out, based on the previous, it is seen the need to do research on the development of an integrated maritime marketing communication system for fishers in the Malimping Area (Kotler, 2014) [9].

This study refers to the central theme formulated and determined in the UHAMKA Research Master Plan (RIP) for 2016-2020 in the non-educational scientific field of the Faculty of Economics and Business. The central theme related to this research is social studies and humanities for the development of science. The research conducted is intended to support national research related to the development of marine marketing strategies.

2. Literature review

The study conducted by Joel J. & Heini T. (2016) [10] show the use of marketing automation to generate high-quality sales leads through behavioral targeting content personalization. It show too how content marketing can be combined with B2B selling processes via marketing automation in way that achieve business benefits. Furthermore, variables of integrated marketing communication like advertising, sales promotion, personal selling, public relations and direct marketing influence the brand awareness (KeKe, Y., 2015) [11]. Istiana, I. (2014) [3], find that fisherman constrained in access to information for business development because did not receive information from outside nad the bad marketing.

3. Method

The method used in this research is a descriptive method through a quantitative approach using primary data to see problems directly by holding interviews, observations, documentation, library research, and focus group discussions (FGD) to fishers in the Malimping area, and using secondary data from the report on the sale of fish in the last 4 years (2015-2018) in the Malimping area. The data collection technique used is the documentation method by collecting reports on the results of fish sales in the last 4 years (2015-2018) and using the SWOT analysis, PESTEL, Ansoff matrix, and market share analysis on fishers in Malimping. From the data obtained, the variables that will be used are the integrated marketing communication mix; advertising, public relations, direct sales, sales promotions, interactive marketing, personal purchases, word of mouth marketing, sponsorships, merchandise, exhibitions, branding, memes, Guerilla marketing, and Ambient. The choice of fishermen's objectives to sell fish, target consumers, market types, product life cycle stages advertised and communication policies against competitors is determined by considering SWOT analysis (Strength, Weakness, Opportunity, Threat) and PESTEL (Political, Economical, Social, Technology, Environmental, Legal).

4. Results And Discussion

Fishers is a term for people who work daily to catch fish that live on the bottom, columns, and surface waters. The waters that become fisherman's activity areas can be fresh, brackish, or sea waters. In developing countries such as in Southeast Asia or in Africa, there are still many fishermen who use equipment that is simple in catching fish, in contrast to developed countries that already use modern equipment and large vessels equipped with advanced technology.

In the Banuangeun area, the fishermen started fishing activities starting from around 04.00 am and returned to the land around 12.00 noon. The results obtained by the fishermen cannot be sold directly to the local community because the government has set regulations to sell the catch through the Fish Auction Place (TPI).

With the regulation by selling fishermen's catches to TPI, it has changed the traditional pattern of selling fish (direct selling fishermen) to a more centralized pattern. Sales through

this TPI make fish prices improve, so that fishermen income increases because the selling prices are evenly distributed.

The sea products auctioned at TPI are all kinds of fish, shrimp and shellfish. Determination of the price set by fishermen to intermediaries depends on the type of fish, shrimp, and shellfish itself. Not only based on the type but also based on the weather, if the weather is bad, the price given by the fishermen to the middlemen is classified as high because the sea products they get are few. Vice versa, if the weather is good, then the price provided will be stable.

The fishermen in the Binuangen area have low education, most of the fishermen only graduate from Elementary School. But the fishermen and their family members have creativity. For example, sea products that they can not only be auctioned at TPI, but they also process the seafood itself such as fish to be made into salted fish and jerky fish to increase the selling price of the fish itself.

Although the local government has decided to sell fish to the fish auction place, researchers want to see the extent to which the rules and strategies can be accepted with fishers well.

From some of the results of interviews and FGDs conducted can be analyzed using the PEST method.

Table 1. PEST matrix for fishers Banuangeun Malimping

Political	The economy
Tax Policy	Sales fees and costs
Rules of sale	Boat / boat rental fee
Consumer protection rules	Operating costs
Social	Technology
Demographic	Potential Market
Share sharing	Use of Communication Media
Media Influence	Internet use

The Banuangeun Malimping Fishermen PEST Matrix above is further analyzed as follows:

a) Political Factors

1. Tax policy

Fishers in the Banuangeun Malimping area are not taxed, this is because the government facilitates fish trading.

2. Rules of sale

The rules of sale are made by the Lebak Regency Government of Banten, where fishers are required to sell fish in the provided places.

3. Consumer Protection Rules

There are no specific rules that govern consumer or fisherman protection.

b) Economic factors

1. Sales fees and costs

Tariffs or sales fees obtained by fishermen are set according to the results of auctions conducted in the Malimping beach area, can be larger and also smaller.

2. Boat / boat rental fee

The average fisherman who is used as a resource has his own small boat.

3. Operating costs

The average fisherman spends an operational cost of approximately Rp. 30,000 in one day for the cost of boat / boat gasoline.

c) Social

1. Demographic

Malimping is a sub-district in Lebak Regency, Banten Province, Indonesia. This sub-district is the second largest sub-district after Rangkasbitung sub-district of all sub-districts in Lebak Regency. Malimping is a mainstay for Banten Lebak Regency in fish, seafood, and others. In addition to marine products, this regency also has abundant agricultural output. Located in a very strategic area. As the buffer zone of the capital city with the third largest seafood consumption in Indonesia, fishers benefit.

d) Technology

1. Potential Market

With its location not far from the capital city of DKI Jakarta and also West Java which has the highest level of seafood consumption in Indonesia, this makes a potential market for fishermen.

2. Use of Communication Media

From some interviews with fishers, almost all of them were elementary school graduates. These fishermen are less concerned with communication to be used as a sales medium.

3. Internet use

The internet is only used as a playground for children in the Malimping area; parents or native fishers in Malimping prefer to spend time smoking and drinking coffee with neighbors.

From the PEST analysis above, it is followed by an analysis of the concept of objectives, consumer circumstances, market type, product life cycle, marketing media, and competitor strength. This is done to find out more about the fishermen's strategy in selling their products in the market.

a) Analysis of the Concept of Purpose

The fishermen in the Malimping Lebak area did not have a clear purpose. In the principle of his life can meet their daily needs. The sale was carried out individually which was sold directly to the fish auction place in Malimping.

b) State of consumers

In their entirety, fishers in Malimping have regular and loyal consumers spread across Banten, Bekasi and Jakarta. However, from the results of interviews with fishers almost every day there is no interaction with consumers because consumers directly buy from third parties, namely middlemen (auctioneers) in the Malimping area.

c) Market type

Market types conducted by fishermen are Business to business or B2B. This type of market is a transaction that is carried out electronically or physically and occurs between one business entity to another business. B2B is the sale of products or services provided by the business and is intended for other businesses, not to consumers. From 30 fishers who were interviewed by researchers, only 3 people said that they had sold the fish directly to consumers. This was done because of family factors, the rest of the catch of fishers was handed over to the TPI auction.

d) Product life cycle.

the cycle of a product / organization with the stages of its life process starting from the initial launch (soft launching), the official launch (grand launching), changing

from the initial target, then starting to fight and compete with similar products, through competition and competition the product has a deep and widespread level of acceptance / sales / distribution. In the context of organizational life cycle, an organization becomes an organization that is valued and has high credibility. After reaching its peak, the product will naturally fall. Changes in the image of the product / organization are then carried out to support innovation and avoid a drastic decline due to product saturation. The period of saturation point is not only determined by the type of product but can be seen using indicators such as product sales,

From the interviews of researchers with fishers, it was found that the catches of fishers were much sought after by consumers, this was proven by the construction of the largest fish auction site in Lebak, Banten, Malimping area. Also, in 2018 Lebak regency government data shows that fish and seafood from Malimping are most interested in Jakarta, Banten and Bekasi areas. This happens because consumers need fresh fish

e) Competitor

Judging from the theory, there are no close competitors from fishers in the Malimping region, because the average fisherman is more focused on direct sales. So it can be concluded Malimping Fishermen have a great opportunity to develop themselves in sales.

After formulating and analyzing PEST and internal producers (fishermen). Then the next is the formulation or determination of an integrated marketing communication strategy for fishers in the Malimping area, Lebak banten.

Table 2. formulation or determination

Factor	Analysis of the Concept of Purpose	State of consumers	Market type	Product life cycle	Competitor	Total
IMC						
Event	4	3	3	4	1	3.15
the sponsor	1	1	5	1	3	2
Merchandise	4	1	3	2	1	2.25
Branding	3	3	4	4	2	3,2
Community	5	3	5	5	5	4,3
Direct Marketing	5	4	3	2	5	3.95
Total number	0.25	0.35	0.2	0.1	0.1	1

Data processed 2019

From the analysis results of the integrated marketing communication strategy above, it appears that the highest results are in the marketing community with a total of 4.3, followed by direct marketing 3, 95, and Branding 3.2 and event 3, 15. From the results above, the right strategy for Malimping fishers to rank the sales is sorted by the marketing community, direct marketing, branding, and joining the event.

5. Conclusion

From the results of the above analysis, it can be concluded that fishers must build a community together to raise the price of the catch. and then continued with direct marketing to consumers. Fishers must try new ways by utilizing B2C market types to be able to make added value from the products (catches) to consumers directly. To do direct selling, fishers must sell fish or seafood in certain processed forms and be made as special food or souvenirs by Malimping with product branding.

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