

# **TUNA FISH PROCESSING (THUNNUS SP) AND ITS MARKETING STRATEGIES AT FISH AUCTION PLACES IN PANGALI ALI SUB-DISTRICT, BANGGAE DISTRICT MAJENE**

**Muhammad Nur\***

*Agribusiness Study Program, Science and Technology Faculty,  
Universitas Terbuka (INDONESIA)*

*\*Corresponding author: [mnur70557@gmail.com](mailto:mnur70557@gmail.com)*

## **Abstract**

The purpose of this study was to find out how to process tuna and how the strategies used in marketing tuna and determining the price of tuna fishery products in terms of marketing in Pangali Ali Village, Banggae District, Majene Regency. The research subjects were fishermen, and the determination of the sample was carried out using a survey method with a sample of 8 fishermen, based on the total population of 8 tuna fishermen. The reason for the number of samples taken is due to the small number of populations so that a 100% sample must be taken. The research location is in the fish auction place, Pangali Ali Village, Banggae District, Majene Regency. The data used is primary data with the help of a list of questionnaire questions. The data analysis method used in this research is quantitative analysis techniques. The results showed that at the fish auction place, Pangali Ali Village, Banggae District, Majene Regency, tuna fish processing was carried out by sea processing, namely fishing using circular net and landing at the unloading dock, and land processing consisting of cleaning and weighing, processing, and transportation. The results showed that the marketing strategy of tuna fish is to use a form of cooperation with companies or industries outside the city in the marketing process of tuna fish products.

Keywords: Tuna, Processing, Strategy, Marketing

## 1 INTRODUCTION

In Majene district there is a fish auction place or fish marketing place which has several chart points. At the auction place is a place where traders gather in the charts to wait for the catch of fish from the fishermen/sailors to carry out the marketing process in the markets [1]. The fishing boats/boat facilities used by fishermen at the Majene fish auction are in the form of modern fishing boats/boats for catching fish at sea, because the boats used are no longer paddled with wood but already have modern machines for catching fish by boat. According to observations from seafarers, each boat/ship has eight people in one fishing vessel/boat [1].

One type of fish resource that has great potential in Majene is a group of large pelagic fish, including tuna. Tuna is a type of fish that has a fairly high economic value and even beats various other species. The tuna fishery business is very lucrative because tuna is the prima donna fish in the country and abroad. The high world demand for tuna (tends to be overcapacity) makes the tuna industry more passionate from year to year. This tuna product, which is liked by all circles, makes the selling price soar. Indonesia as the largest tuna producing country has great potential to dominate the international tuna market [1].

According to Nontji [2] in Anonymous [6], Tuna is a fish that has a torpedo-like shape with a sharp head. The body is smooth, the pectoral fins are curved, and the caudal fin is forked with a wide slit. Behind the dorsal and anal fins are additional, small, separate fins. The dorsal, anal, abdominal, and pectoral fins, at the base, have curves on the body. The fins can be folded into the groove, so as to reduce the friction in the water when the fish is swimming at full speed. The purpose of this study was to find out how to process and marketing tuna fish in Pangali Ali Village, Banggae District, Majene Regency. According to Saanin [3] and FAO (2011) in Romdlona, A (2014), stated that the classification of tuna is included in the Phylum Chordata, Subphylum Vertebrata, Class Teleostei, Subclass Actinopterygii, Order Perciformes, Suborder Scombridae, Family Scombridae, Genus thunnus Species Thunnus Sp.

Tuna is a type of fish with high protein content and low fat. Tuna fish contains protein between 22.6 to 26.2 g/100g meat, and fat between 0.2 to 2.7 g/100g meat. In addition, tuna contains minerals, iron, calcium, sodium, and phosphorus, vitamin A (retinol) and vitamin B [6].

### 1.1 Price Theory

According to Philip Kotler [14] and Susanto in Rohmah [12], price is the only element of the marketing mix that generates revenue, other elements generate costs. Price is also one of the most flexible marketing mixes; prices can be changed quickly, unlike product displays and distribution agreements. According to Hazmi [4], states that demand is various quantities of goods and services demanded at various price levels at certain times and places. The determinants of demand: 1) The price of the good itself; 2) The price of other goods that are closely related to the item; 3) The distribution pattern of people's income; 4) The taste of the community; 5) The number of residents; and 6) Forecasting about future conditions.

The Law of Demand "The lower the price level of an item, the more the item demanded, and conversely, the higher the price level of an item, the less demand for that item (catteries paribus)". While supply (supply) is the amount of goods and services sold at various price levels at a certain time and place. The determinants of supply: 1) The price of the good itself; 2) The price of other goods; 3) The cost of production; 4) The company's operating objectives; and 5) The level of technology used Law of Supply "The higher the price level of an item, the more the number of goods offered, assuming catteries paribus" [4].

### 1.2 Marketing Theory

Marketing is a total system of business activities designed to plan, determine prices, promote, and distribute goods that can satisfy wants and achieve target markets and company goals [10]. There are 5 elements in a marketing strategy, namely (1) market determination, (2) product planning, (3) price management, (4) distribution, (5) communication and promotion [13].

### 1.3 Production

The definition of production is an activity carried out by humans to produce products, either in the form of goods or services and can be utilized by consumers. In addition, the notion of production is also an activity to create and add value to an object without changing its shape, which is called the production of services. While the activities carried out by adding use value to objects (raw materials) and changing their nature or shape are called goods production. The actors of production activities are often referred to as producers and the results of production activities are often referred to as products [11]. Marketing is a total system of business activities designed to plan, determine prices, promote, and distribute goods that can satisfy wants and achieve target markets and company goals [10].

### 1.4 Marketing Strategy

Marketing is one of the important activities that need to be carried out by companies to increase business and maintain the survival of the company. In addition to marketing activities, companies also need to combine functions and use their expertise so that the company runs well [9]. Marketers according to Kotler [14] in Anonymous [7], states that someone who seeks resources from others and is willing to offer something in return. Thus, a marketer expects a response from the other party, either in the form of selling or buying. In other words, marketers can be sellers or buyers.

Marketing strategy is an effort to market a product, whether it is goods or services, using a certain pattern of plans or tactics so that the number of sales is higher. The definition of marketing strategy can also be interpreted as a series of efforts made by a company in order to achieve certain goals, because the potential to sell a proposition is limited to the number of people who know this. Marketing strategy has an important role in a company or business because it serves to determine the economic value of the company, both the price of goods and services.

There are three (3) factors that determine the value of the price of goods and services, namely:

- 1) Production
- 2) Marketing
- 3) Consumption

In this case, marketing is the link between production and consumption activities [8]. There are 5 elements in the marketing strategy according to Tyas, [13], namely: Market determination, Product planning, Price management, Distribution, Communication and Promotion.

## **2 METHODOLOGY**

### **2.1 Research Implementation Method**

The units analyzed in this study were tuna fishers at the Fish Auction Place in Pangali Ali Village, Banggae District, Majene Regency. The study method used in this research is a case study. The case study was used because the research was conducted to seek empirical knowledge to investigate and research about tuna fish processing and tuna marketing strategies in Pangali Ali Village, Banggae District, Majene Regency.

### **2.2 Research Implementation Location**

The location of the research is located at the Fish Auction Place, Pangali Ali Village, Banggae District, Majene Regency.

### **2.3 Research Implementation Time**

The time of the research was carried out for 2 weeks starting from the 8th to the 21st of November 2021.

### **2.4 Population and Sample**

At the Fish Auction Place, Pangali Ali Village, Banggae District, Majene Regency, it has a population of 8tuna fishermen. The research subjects were fishermen, and the determination of the sample was carried out using a survey method with a sample of 8 fishermen, based on the total population of 8 tuna fishermen. The reason for the number of samples taken is due to the small number of populations so that a 100% sample must be taken.

## 2.5 Variables and Measurements

To find out the components that will be encountered in the discussion of this research, the variables observed in this study are as follows:

- 1) Fish processing is the process that converts fish into fish products that occurs between the time when the fish is caught or harvested until the product is received by the consumer.
- 2) Pricing is the process of determining the value that producers will receive in exchange for services and goods. The pricing method is carried out to adjust the costs offered by producers according to producers and customers.
- 3) Marketing strategy is defined as a long-term marketing design that aims to optimize sales. This optimization process is carried out by providing customer satisfaction.

## 2.6 How to Collect Data

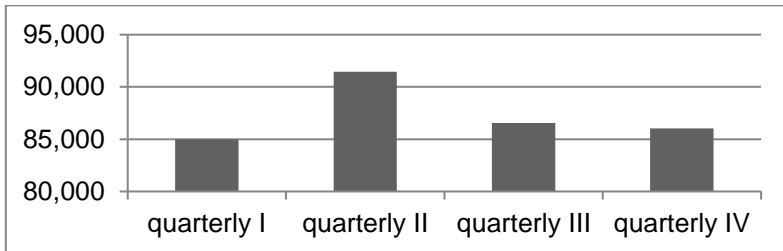
The data collected in the study are primary data. The primary data collection method is using a list of questionnaire questions to fishermen at the Fish Auction Place, Pangali Ali Village, Banggae District, Majene Regency.

## 2.7 How to Analyze Data

The data analysis method used in this research is quantitative analysis techniques. The use of quantitative analysis to determine costs.

## 3 RESULTS

Based on the results of the production number of tuna catches landed at the fish auction place in Pangali Ali Village, Banggae District, Majene Regency. Based on statistical data from the Department of Marine Affairs and Fisheries of Majene Regency [1]. It can be seen in **Figure. 1.**



**Figure 1.** Production of tuna catch.

**Figure. 1** showed that the catch of tuna caught in Majene waters landed at the fish auction is a type of yellowfin tuna or baby tuna with production results in units (kilograms). In the first quarter, the production of tuna catches was 83,451 kg. During the second quarter of the production of tuna catches, there was an increase in production of 91,441 kg. The third quarter of the production of the catch decreased by 86,558 kg, which was caused by several factors including seasonal factors, weather and sea water temperature. In the fourth quarter the production of tuna catches increased again as much as 86,021 kg. The increase and decrease in catches are caused by several factors such as climate change, seasons and several other factors that cause the production of tuna catches to experience fluctuations in catches.

### 3.1 Tuna Fish Processing

Tuna fish processing activities at the fish auction place in Pangali Ali Village, Banggae District, Majene Regency consist of two activities, namely, operational activities at sea and operational activities on land.

#### 1) Operational Activities at Sea

##### a. Fishing

Fishing in the sea (fishing ground) is carried out by traditional fishermen who catch fish in coastal waters using circular net. Circular net is a fishing tool in the form of a rectangular net consisting of wings, body, equipped with buoys, weights, upper rigging rope, bottom rigging rope with or without

corrugation/shrink rope and one part of which functions as a bag whose operation is to encircle schools of pelagic fish. In this fishing activity, the handling process is included.



**Figure 1.** Fishing activity

b. Landing at the Unloading Dock

The activities of landing fishing vessels at the dock include unloading and transporting fish to the fish auction place.



**Figure 2.** Landing at the unloading dock activity



## 2) Operational Activities on Land

### a. Cleaning and Weighing



**Figure 3.** *Cleaning and weighing activity*

The caught fish that have been landed are then weighed dirty. After being weighed dirty, then the fish are cleaned of dirt or unnecessary fish parts such as gills and entrails. After the fish are clean, they are then weighed clean, and the weight of the fish is recorded, for further processing.

### b. Processing

Tuna fish processing activity is freezing tuna. The clean and recorded fish are then put into the freezer. The purpose of this stage is to prevent and slow down the process of spoilage in tuna. Freezing is a method / method of preserving food by freezing tuna at temperatures below freezing. With the freezing process, the activity of enzymes and micro-organisms becomes inhibited or can be stopped so that the quality of tuna can be maintained. The freezing process of tuna can preserve tuna because tuna only undergoes a very slight quality change process during the freezing, frozen storage, and distribution processes so that the quality value of

the fish can be enjoyed in a processed state like the quality possessed by the tuna fish product before freezing.



**Figure 4.** Tuna fish freezing activity

c. Transportation

The transportation of these products is a very important link in the chain of fishery activities. The transportation of fishery products (fresh and frozen fish) from the fish auction place to the marketing destinations is an important component that affects the selling price. This transportation activity involves land transportation facilities and infrastructure.



**Figure 5.** Tuna fish transporting activity

d. Marketing

Marketing activities include marketing of tuna by marketing it to tuna customers both within the city and outside the city.



**Figure 6.** Tuna fish marketing activity

### 3.2 Marketing Strategy

The marketing strategy carried out by the fishermen who are at the fish auction place to market the tuna catch products is to work with several companies to increase the profits from the sale. However, fishermen must fulfill several requests given by the company such as the number of products, types of products and criteria for tuna fish (such as meat texture, meat color, and eyes).

### 3.3 Product

The products produced by fishermen from the catch are then packaged in whole frozen form to be sent to several companies that have placed orders in advance. Apart from frozen whole tuna products, fishermen want to sell their caught products in the form of frozen tuna loins. However, the fishermen have not done the packaging because the company has not requested the frozen loin form.

### 3.4 Price

The prices given by fishermen to several companies for packaging frozen whole tuna fish products in kilograms can be seen in **Table 1**.

**Table 1.** Selling prices for each company 2020.

No	Company	Price
1	UD. Sejahtera Sentosa	45.000
2	UD. Sinar Harapan	45.000
3	PT. Fishindo Sulawesi	45.000
<b>Total</b>		<b>135.000</b>

Based on **Table 1**, the price given by fishermen for tuna catches to these companies is Rp. 45,000 per company because this price is the price that has been set by the company for these fishermen.

### 3.5 Promotion

Apart from frozen whole tuna products, fishermen just wanted to do a promotion to the company regarding the packaging of frozen loin tuna products. However, fishermen want to promote first to retailers and traders before being promoted to companies so that these products can be observed by companies.

## 4 CONCLUSIONS

Based on the results of research on tuna fish processing and marketing strategies at fish auctions in Majene Regency, it can be concluded that;

Processing of tuna, namely by processing at sea, namely catching fish and landing at the loading dock, and processing on land consisting of cleaning and weighing, processing, and transportation.

The strategy used in marketing tuna products at fish auctions in Majene Regency is to work together with companies with a record that fishermen must meet several company requests including the number of products, product types and tuna fish criteria (such as meat texture, meat color, and eyes) so that the income received by the fishing community increases.

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