

ANALYSIS OF MARKETING STRATEGIES TO INCREASE SALES OF NAURA ORNAL FISH SHOPS IN REMBANG CITY

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Abstract

Ornamental fish are now the target of entrepreneurs. One of the freshwater ornamental fish cultivators is the Naura Ornamental Fish Shop in Rembang, Central Java. In developing its business, the Naura ornamental fish shop uses online marketing strategies. In this era, buyers can not only go directly to stores, but also online. This research aims to determine the marketing strategy carried out by the Naura Ornamental Fish Shop in Rembang City. The type of research carried out by researchers in this research is field research, where field research itself is research carried out at the research location with a qualitative descriptive nature. The researcher's data collection technique used interview and documentation methods with Naura ornamental fish shop owners. The interview technique in this research was carried out by preparing relevant questions regarding the Naura ornamental fish shop. The data source was taken by researchers from shop owners direct naura ornamental fish. The results of this research indicate that the marketing strategy carried out by the Naura ornamental fish shop is a marketing strategy with a 4p marketing mix, namely product, price, place and promotion. The first is in the product aspect. The products at the Naura ornamental fish shop are more varied, complete and of good quality. Second, based on the price aspect. The price of ornamental fish at the Naura ornamental fish shop is more expensive Cheaper than other ornamental fish shops. Third, based on the aspect of place. Fish shop Ornamental Naura is very strategic so that buyers do not find it difficult when looking for a shop location naura ornamental fish. Fourth, based on promotional aspects. In developing his business, shop Naura ornamental fish uses promotion via social media, namely Facebook.

Keywords: product marketing mix, price, place, promotion, marketing strategy

Introduction

Fisheries are one of the potentials that have a high economic level. Indonesia has a wide variety of ornamental fish species. Now ornamental fish are becoming a trend for fish lovers. Ornamental fish are types of fish that live in fresh water and sea water. However, ornamental fish that are often traded are ornamental fish that live in fresh water, this is because they are easier to care for than saltwater fish. With ornamental fish, it can be an alternative entertainment in the midst of busy activities. Ornamental fish are kept as a form of hobby or pleasure and satisfaction starting from the shape, color and pattern of the ornamental fish. Now the trend is glow fish, which has many colors, making buyers want to keep them.

The ornamental fish trade in the city of Rembang has a very high potential to be developed because it is supported by areas that have ornamental fish lover communities. Not only for room decoration, ornamental fish can be kept in ponds, such as koi fish and comet fish. . In 2020, ornamental fish exports decreased compared to 2019. This is evidenced by BPS data (2020), which reached USD 6.41 million and USD 7.34 million or decreased by 24.77% and 8.35%. In addition, it can also be seen that the growth in the value of ornamental fish exports is far above the growth in the total export value of national fisheries.

One of the ornamental fish shop traders in Rembang City is the Naura ornamental fish shop. The right price is an affordable and efficient price. Cheap prices are usually the target of buyers. The prices of ornamental fish at the Naura ornamental fish shop vary, depending on the species. The price of the Naura ornamental fish shop is quite cheap compared to other ornamental fish shops. The Naura ornamental fish shop uses a marketing mix to increase sales, including price, product, promotion and placement.

In addition to the marketing mix, the Naura ornamental fish shop increases its sales by serving buyers with a friendly attitude. So that buyers are not discouraged from buying fish at the Naura ornamental fish shop. A friendly attitude can be shown in the following ways; greet customers in a friendly manner, always be responsive to customer questions, and provide clear answers so that buyers do not hesitate when they want to buy goods.

Marketing mix, promotion. Naura ornamental fish shop uses Facebook social media to promote its products, namely by posting the latest ornamental fish and aquarium equipment. So that buyers know,

before deciding to come directly to the Naura ornamental fish shop. The income obtained from the sale of ornamental fish ranges from IDR 700,000 - IDR 1,000,000 per day.

In the development of business or the world of trade, there must be competition. Therefore, traders must be able to upgrade their products in order to compete with other traders. Developing a strategy is by marketing products more intensively so that the name of the shop is recognized more quickly by buyers. Based on the background above, marketing strategies have a very large influence on increasing sales at the Naura ornamental fish shop, because the influence of the strategy is very important, so the author is interested in researching with the title "Analysis of Marketing Strategies to Increase Sales of Naura Ornamental Fish Shops in Rembang City"

Problem formulation

What is the marketing strategy used by the Naura ornamental fish shop to increase sales?

Research objectives

From the formulation of the problem to be studied, the purpose of this study is to determine the marketing strategy used by the Naura ornamental fish shop to increase sales.

In the world of marketing, marketing strategy is the main and comprehensive thing, related to the goals and objectives in marketing products. Kotler and Armstrong state that marketing strategy is a technique used by business people to try and generate value, generate profit, and establish connections in the book *Marketing Strategy Concept, Theory and Implementation* Heri Erlangga (2022). Strategy also has levels, According to Hunger and Wheelen (2001:26), there are three levels of strategy in a company, namely:

- a. Corporate Strategy (Company)
- b. Business Strategy
- c. Functional Strategy

Marketing must also have a concept, so that marketing remains in the minds of buyers. In addition to the concept, the marketing mix is also important in the marketing process. Rismiyati and Suratno (2001:190) define the marketing mix as a combination of four company activities which are the core of the company's marketing system, namely products, pricing structures, distribution systems, and promotional activities. Various products are in great demand by buyers, because with complete products, buyers will not be disappointed if they want to buy a product but there is no item. In addition, cheap prices are also the target of buyers. Usually buyers compare prices from one store to another. Now buyers can also see products without coming directly to the store. Because now sellers are more creative in marketing their products online. A strategic location also greatly influences sales. A strategic location makes it easier for buyers to find a location.

Threats in opening a business must also be considered. Threats can be analyzed through a SWOT analysis (strengths, weaknesses, opportunities, and threats).

Methods

The type of research conducted by researchers in this study is field research, where field research itself is research conducted at the research location with a qualitative descriptive nature. According to Mukhtar (2013: 10) the qualitative descriptive research method is a method used by researchers to find knowledge or theory. The location of this research is at Jl. Selamat Riyadi no 25, Karangmencol, Rembang, Central Java. The author chose the location because it was in that location that the Naura ornamental fish shop was established. Because of the consistency of the Naura ornamental fish shop in marketing its products, so that the author is interested in the Naura ornamental fish shop business. The data sources obtained in this study use primary and secondary data. The primary data itself is obtained by the author directly from the author's observations, while secondary data is obtained from external and internal sources.

The data collection methods required in this study are interviews, observations and documentation.

1. Observation

Observation is a data collection technique by observing directly in the field to see and observe the variables studied according to Kholifah Siti (2018). The purpose of the researcher in conducting observations is to directly observe the situation in the Naura ornamental fish shop in order to obtain accurate data that can be used as a reference in research.

2. Interview

An interview is an activity carried out to obtain information directly by asking the owner of the Naura ornamental fish shop by preparing questions that have been prepared in advance.

3. The documentation obtained by the author in this study is taking pictures of what is in the Naura ornamental fish shop.

Results and Discussions

There are many factors that influence a business, so traders must be good at marketing their products. Marketing is a process of social, cultural, political, economic, and managerial activities. (Sudirman & Musa, 2023)

Naura Ornamental Fish Shop is one of the ornamental fish traders in the city of Rembang, Central Java. Naura ornamental fish shop has many variations of fish for sale. The ornamental fish that is currently trending is the glow fish, with its many colors making the glow fish a target for buyers. Naura ornamental fish shop gets its supply of ornamental fish from Kudus, which comes directly to the Naura ornamental fish shop once a week. Naura ornamental fish shop is famous for its complete products, so it has an attraction for buyers to buy at the Naura ornamental fish shop rather than other fish shops. Buyers are looking for more freshwater ornamental fish than saltwater ornamental fish, because freshwater ornamental fish are easier to care for and the fish don't die easily. Marketing strategy is an effort made by a company to differentiate itself positively from competitors, using its relative corporate strengths to better meet customer needs in a particular environment (Jain, 1997, p. 22). Naura Ornamental Fish Shop also uses a marketing mix in developing its business, which includes product, price, place and promotion.

- **Product**

A product is a complex property, both tangible and intangible, including packaging, color, price, company prestige, entrepreneur and retailer services, which are received by buyers to satisfy their desires and needs (Swastha & Irawan 1990:165). The products sold at the Naura ornamental fish shop vary. Not only selling ornamental fish, but also selling aquarium equipment, aquascape, and aquarium accessories. The variety of products sold at the Naura fish shop can be seen in table 1.

Table 1 Ornamental fish and equipment sold by the Naura fish shop

Product categories	Types of ornamental fish and equipment for the Naura ornamental fish shop
Ornal fish	Goldfish
	Comet fish
	Pancawarna fish
	Glow fish
	Golden black fish
	Balloon fish
	Guppy fish
	Angel fish
	Neon tetra fish
	Lemon fish
	Snow white fish
Ornamental Fish Equipment	Ornamental fish food
	Synthetic plants
	Scoop
	Aquarium
	Fish medicine
	Pipe hose
	Filter pump
	Aquarium decoration
	Aquarium decorative stones
	Neutralizing salt for ornamental fish water
	Glass cleaning tool

Source: direct observation results, 2024

From the table above, it can be stated that product completeness greatly influences purchasing decisions. If the product is incomplete, then buyers can run to other stores, because the product is the main attraction for consumers to buy.

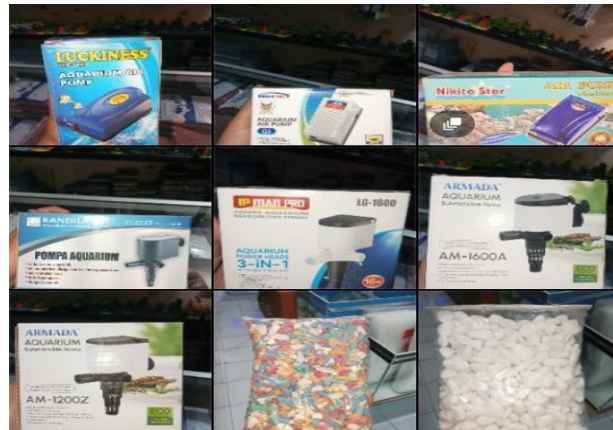


Figure 1
Naura ornamental fish shop products

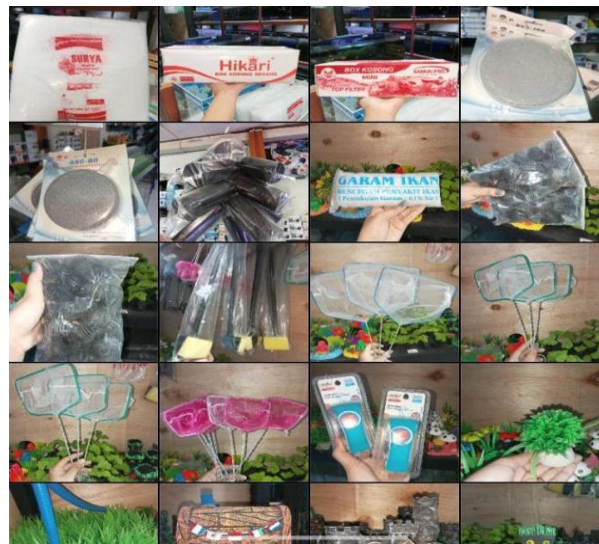


Figure 2
Other products of Naura ornamental fish shop

- Price (price)

Price is an important aspect in the sales process. The price of products at the Naura ornamental fish shop is cheaper than other traders. Pricing is influenced by differences in the types of ornamental fish and ornamental fish equipment. Variations in the price of Naura ornamental fish shop products can be seen in table 2

Table 2 Price variations of Naura Ornamental Fish Shop products

Products sold	Product price (Rp)
koi fish	25.000 – 250.000
Betta fish (2)	15.000
koki fish	5.000 – 65.000
arowana fish	180.000 – 500.000
lohan fish	180.000 – 250.000
golden black fish (4)	10.000
glow fish (1)	5.000
guppy (3)	10.000
manfish (2)	15.000
Turtle	45.000
Shrimp	15.000
Plastic flowers	5.000
Decorative stones	10.000
Aquarium decorations	18.000 – 85.000
Fish food pf	10.000
Takari food	5.000 – 10.000
Glass cleaner	65.000
Filter pump	55.000 – 850.000
Ornamentalfish salt	10.000
Aquarium	15.000 – 850.000

Source: direct observation resultsresults, 2024

Pricing is the main thing that must be considered in determining a product. The results of this price research were obtained through interviews with the owner of the Naura Ornamental Fish Shop. The reason for the varying prices is that the types of fish are different, starting from the shape, color and pattern. The most expensive fish is the arowana fish which can be up to IDR 500,000 and the most expensive fish are guppies and glow fish.

- Place (place)

The place where the Naura ornamental fish shop sells is very strategic, which is located close to the city center. Which is located on Jalan Selamat Riyadi No. 25 Sumbermukti, Karangmencol, Rembang, Central Java. The reason the seller chose this location is because the area has high sales prospects and strategies. So that buyers have no difficulty when finding the location of the Naura Ornamental Fish Shop. To help buyers, the location of the Naura ornamental fish shop can be searched via Google Maps. In addition to having high prospects, the location of the Naura ornamental fish shop also has a weakness, namely when it rains, there are many puddles in front of the shop, but it does not make it difficult for buyers to enter the Naura ornamental fish shop. The parking lot of the Naura ornamental fish shop is very spacious, so that buyers feel comfortable when shopping at the Naura ornamental fish shop without worrying about their motorbikes on the side of the road.

- Promotion (promotion)

Promotion is carried out to spread information to influence consumers to be interested in the products we sell. Promotion carried out by the Naura ornamental fish shop is word of mouth promotion. Usually people who have bought at the Naura ornamental fish shop tell other consumers to buy at the Naura ornamental fish shop, because the price is quite cheap and of course the products are also complete. In addition to word of mouth, the promotion carried out by the Naura ornamental fish shop is through social media, Facebook. With social media, now buyers can see and ask about prices online without coming directly to the Naura ornamental fish shop. With clear promotion, it can help increase income. The promotional media for the Naura ornamental fish shop can be seen in the following picture

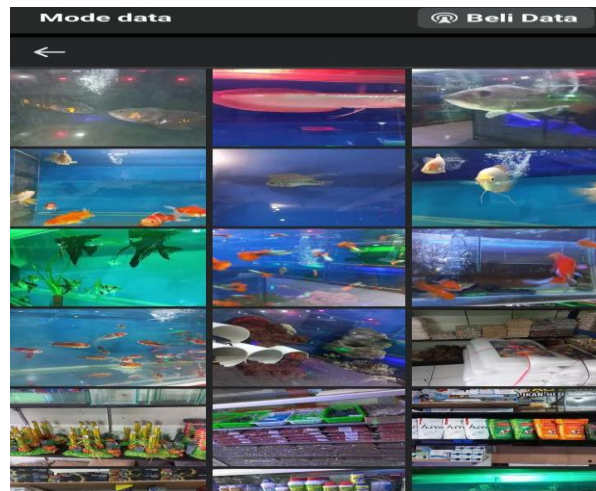
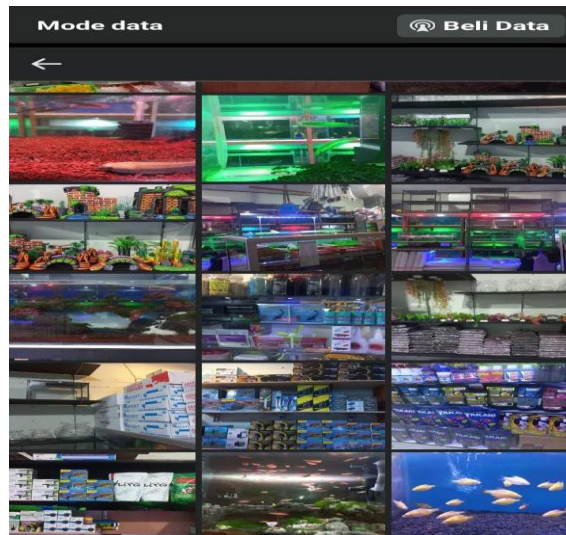


Figure 3
Naura ornamental fish shop promotional media



Naura ornamental fish shop promotional media

Based on the analysis of marketing strategies that have been carried out including products, prices, locations and promotions at the Naura ornamental fish shop in Rembang City, it has sufficient potential to develop its business. This is supported by the completeness of the products and prices that are quite cheap compared to other ornamental fish shops. Because the affordable price is the main interest of buyers. The Naura ornamental fish shop also applies a friendly attitude when serving consumers, so that consumers do not hesitate to just ask about the price. This friendliness can be done by always greeting consumers when consumers come, always being responsive to consumer questions, and explaining in detail about the goods to be purchased by consumers so that consumers do not hesitate when they want to buy the goods, and of course not forgetting to say thank you at the end of the transaction. The products sold are of course complete with fairly cheap prices. The location of the Naura ornamental fish shop is also very strategic with a fairly large parking area.

In addition, the Naura ornamental fish shop also has weaknesses in developing its business, namely in the promotion section. Promotions are carried out through word of mouth and Facebook social media. The Naura ornamental fish shop should be more creative, not only through Facebook, now TikTok and Instagram also support in terms of marketing products. So buyers who don't play Facebook can see the products of the Naura ornamental fish shop via TikTok. With that, it can increase income even more.

Suggestions

Suggestions for the Naura ornamental fish shop are that the Naura ornamental fish shop should be more intense in uploading ornamental fish and equipment on social media. And must create sales accounts on other social media such as Instagram and TikTok. This aims to make the Naura ornamental fish shop better known to buyers. So that buyers are more interested in buying at the Naura ornamental fish shop. And if it has just rained, the water in the shop yard must be immediately cleaned, so that the shop still feels comfortable when buyers come.

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