

# **ANALYSIS OF MARKETING STRATEGIES TO INCREASE THE VOLUME OF MANGROVE CRAB (SCYLLA SERRATA) EXPORT SALES AT PT YOI SEAFOOD INDONESIA**

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## **Abstract**

International trade is one of the important aspects in the economy of every country. In the era of globalization, international trade has become a necessity for every country that wants to develop, especially Indonesia. This research aims to analyze effective marketing strategies to increase the volume of mangrove crab export sales. This research uses a descriptive method with a qualitative approach. The data collection techniques used were observation, interviews, and documentation. The data analysis technique used is SWOT analysis (opportunities, threats, strengths and weaknesses) with a matrix, IFAS, EFAS, IE and SWOT matrix. The results of this study indicate that PT Yoi Seafood Indonesia has implemented a 4P marketing mix strategy (product, price, place, promotion) in its company. Through SWOT Analysis, it is known that the strength of the company lies in the quality of the superior product of Kalimantan crab, while the weakness of the company lies in seasonal factors, the company's opportunity is the opening of an international free market, while the company's threat is competition with other countries such as Vietnam, Malaysia and Thailand.

**Keywords: Marketing Strategy, Sales Volume, Export, Mangrove Crab**

## 1. Introduction

International trade plays an important role in the economy of a country, including Indonesia, which is rich in natural resources. In the era of globalization, international trade has become essential for a country's growth and progress. Indonesia has two main objectives in conducting international trade utilizing differences in factors such as climate and technology and increasing the scale of production for economic efficiency. Strategy is a plan that can carry out organizational goals and is used as a tool to achieve goals. According to Lamb, Hair, and McDaniel (2001: 36) in febriyandi 2016, marketing planning is the process of projecting potential future events and identifying tactics that will be needed to meet organizational goals.

Export is the act of removing an item from the customs area of Indonesia to the customs area of another country, or it can also be interpreted as the act of selling goods from one country to another. According to Law Number 17 of 2006 concerning Amendments to Law No. 10 of 1995 concerning Customs. As a reliable source of foreign exchange for the country's foreign exchange reserves, exports are the main tactic used by small businesses to grow into larger companies and be able to compete on a global level. Compared to other tactics, the export approach requires less capital and less risk. Fisheries is one of the goods that Indonesia exports.

The most exported seafood product from Indonesia is shrimp. According to data from the Ministry of Maritime Affairs and Fisheries, in May 2024, exports of fishery products reached US\$2.30 billion, with shrimp accounting for 34.56% of the total. In addition, Indonesia's seafood exports also include other commodities such as skipjack-tuna, squid-cuttlefish, and seaweed, but shrimp is the main commodity.

Crabs are not among the most exported commodities from Indonesia. Based on available data, shrimp is one of the most exported seafood commodities from Indonesia. Shrimp exports have reached significant values, such as \$567 million in the January-April 2023 period, and are an important contributor to the country's foreign exchange earnings. However, crabs also have significant export potential, especially from Southeast Sulawesi. As of November 2023, the value of crab exports reached \$3.5 million, outperforming several other fisheries commodities. Despite this, crab is not considered as Indonesia's main seafood export commodity.

Mangrove crabs are one of the natural aquatic resources found in Indonesia, a tropical country. Especially in Balikpapan, mangrove crab can be a major source of income and a substitute for some Indonesian fishermen. One of the leading industries in Balikpapan is the fisheries sector. Mangrove crab (*Scylla serrata*) is one of the potential fishery commodities to be cultivated in Balikpapan area.

One of the companies engaged in fisheries is PT Yoi Seafood which is located at Jalan Partai Gang Sidorame RT.38, Manggar Baru, Balikpapan Timur, East Kalimantan. There are several factors that contribute to the development of PT Yoi Seafood and this cannot be separated from the company's efforts. so far the company has implemented a strategy by looking for buyers (buyers) through foreign and domestic digital platforms, then contacting via email, after getting a large number of requests then we find suppliers suppliers, in addition to using digital platforms PT Yoi

Seafood also utilizes business matching to directly communicate to buyers and participate in fisheries shows to meet potential buyers and other parties.

## **2. Literature Review**

### **2.1 International Marketing**

According to Koiler and Keller, marketing is identified with identifying human and social needs, marketing creates value for customers and builds strong customer relationships that benefit all customers. On the other hand, according to Kotler, A person or group of people can engage in the social process of marketing. A procedure by which a person or a group of people determines what they need and want by creating, offering, and politely improving products of value to others. find out what individuals want and need by making, presenting, and improving goods that are beneficial to others.

Selling products and services to people and businesses for uses other than personal use as business marketing. The performance of an organization's financial performance depends on its sales force, an organization depends on its sales force. If there is no desire to continue, operations, administration, and other aspects of the business will not function. (Fitriyah, 2015).

### **2.2 Marketing Strategy**

A marketing strategy is basically a comprehensive, integrated and integrated marketing plan that provides direction on the actions to be taken to achieve the company's marketing objectives. In other words, a marketing strategy is a set of goals and objectives, policies and rules that guide the company's marketing activities at all levels, especially in response to the ever-changing social environment and competitive situation. Therefore, the determination of marketing strategy must be based on an analysis of the company's weaknesses, as well as an analysis of the opportunities and threats faced by the company in its environment. In addition, the marketing strategy that has been established and implemented must be re-evaluated to see if it is still in accordance with the current situation/conditions. This evaluation or analysis involves analyzing strengths, weaknesses, opportunities and threats. The results of this evaluation or analysis are used as a basis for determining whether the current strategy needs to be changed and also as a basis for formulating or determining strategies to be implemented in the future. Prof. DR. Sofjan Assauri, M.B.A. Marketing Management (Jakarta: PT Raja Grafindo Persada: 2007), pp 168, 169.

## **3. Material and Method**

### **3.1 Design Study**

This research uses a descriptive method with a qualitative approach. The data collection techniques used were observation, interviews, and documentation. This research aims to analyze effective marketing strategies to increase the volume of

mangrove crab export sales. The data analysis technique used is SWOT analysis (opportunities, threats, strengths and weaknesses) with IFAS, EFAS, IE and SWOT matrices.

### **3.2 Data Analysis**

Data analysis in this study uses SWOT analysis a systematic method to identify internal and external factors that affect company performance by evaluating opportunities, threats, strengths and weaknesses according to Rangkuti (2019: 19).

1. Analyze the external and internal environment of the business, which is the basis for SWOT analysis.
2. SWOT analysis is carried out using the IFAS (Internal Strategic Factor Analysis Summary) matrix, which outlines the company's greatest strengths and weaknesses, and the EFAS (External Strategic Factor Analysis Summary) matrix, which outlines the external factors (opportunities and threats) that the company has. Using the company's strengths, weaknesses, opportunities, and threats as a basis, the SWOT matrix can be used to create alternative marketing strategies.

## **4. Results**

The results of this study indicate that PT Yoi Seafood Indonesia has implemented a 4P marketing mix strategy in its company. By using SWOT analysis, it is known that the company's strength lies in the excellent quality of its products, namely Kalimantan crabs, while the company's weakness lies in seasonal factors, the company's opportunity is the opening of international free markets, while the company's threat is competition with other countries such as Vietnam, Malaysia and Thailand.

The S+O strategy with the highest score of 3.00 indicates that the company has a very favorable position by utilizing internal strengths to capture external opportunities, especially in the context of expanding business in the international market. This approach emphasizes the importance of product quality and skilled human resources in the face of global competition and utilizes effective marketing strategies to achieve these goals.

## **5. Discussion**

### **1. Marketing strategy implemented by the company**

A marketing strategy is basically a comprehensive, integrated, and integrated marketing plan that outlines the activities that will be carried out to achieve the company's marketing objectives. According to Assauri (2021) a marketing strategy is a series of goals and objectives, policies and rules that provide direction to marketing efforts from time to time, with each level, reference and allocation, especially in relation to the company's response to changing environmental and competitive conditions.

Based on the results of the interview, PT Yoi Seafood Indonesia has implemented the 4p strategy (product, price, place, promotion) well, by utilizing products from Kalimantan such as mud crabs, the prices offered are relatively competitive, utilizing offline marketing by participating in international trade and online by utilizing international trade platforms, promotion by using websites, social media and utilizing email marketing by reaching customers directly to provide product information.

From the description above, it shows that the strategies that have been implemented by the company are quite optimal in product selection, pricing, utilizing offline and online marketing, and utilizing social media platforms to reach customers directly.

## **2. Impact of the 4P Marketing Mix**

The marketing mix is a framework used to design and manage product marketing strategies. Each element in this mix is interrelated and contributes to achieving marketing goals.

PT Yoi Seafood Indonesia has used the 4P marketing mix. The company itself provides various types of high-quality seafood products. Prices are determined based on production costs and based on the market. The place used is an e-commerce platform or selling products directly to consumers via email. Promotion through education about product knowledge and providing adequate promotional equipment. This research is in line with research conducted by Nanda (2023) at PT Delta Pacific Indotuna Bitung, which shows that the application of the right marketing mix strategy can increase the company's sales volume.

At PT Yoi Seafood Indonesia, the implementation of this strategy also has an impact on increasing sales, especially in the international market. However, in the case of PT Yoi Seafood, challenges in pricing and international distribution are more prominent, especially as the company is still in the development stage of export facilities that comply with international standards. This suggests that while the implementation of the marketing mix yielded positive results, the company needs to continue adapting to changes in the global market and overcome export regulatory barriers.

## **6. Conclusions, Implications and Recommendations**

### **6.1 Conclusion**

Based on the analysis that has been done by the author regarding “analysis of marketing strategies to increase the volume of export sales of mangrove crabs (*scylla serrata*) at pt yoi seafood indonesia”, it can be concluded that the company has implemented an effective marketing strategy.

1. PT Yoi Seafood Indonesia has demonstrated a clear and effective strategy in building a reputation as a crab specialist, but still has potential that has not been fully utilized, especially in product diversification.
2. Based on the marketing strategy implemented by PT Yoi Seafood Indonesia, the company has made comprehensive efforts both offline and online. Participation in

international exhibitions, such as Trade Expo, provides direct access to the global market, while online marketing through trading platforms and social media demonstrates the utilization of digital infrastructure.

3. PT Yoi Seafood Indonesia capitalizes on export opportunities from abundant fishery resources, especially crabs and shrimps. The company faces threats from fictitious buyers and international competition, so it needs to strengthen its verification system and relationships with trusted buyers. By maximizing product quality and overcoming seasonal fluctuations through diversification and expansion of the company's partner network.

## 6.2 Implication

Based on the results of this study, it can be seen that the company has significant strengths through superior product quality. This quality must be continuously maintained and improved to meet international standards, so that the company can take advantage of open opportunities in the international free market. This shows that the company is in a good position to expand global market share by utilizing product excellence. However, the company must be proactive in addressing weaknesses and threats and continue to innovate in marketing strategies to achieve long-term success.

## 6.3 Recommendations

1. Future researchers are expected to explore the impact of implementing the 4P marketing mix strategy on the company's sales performance and market share.
2. Future researchers are expected to conduct quantitative analysis to measure changes in sales volume before and after strategy implementation.
3. Future researchers are expected to examine more deeply the influence of seasonal factors on the supply and sales of seafood products. This research could include analyzing historical sales data to identify seasonal patterns and formulate effective mitigation strategies.

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