



Marketing Strategy and Effectiveness to Increase Fresh Fish Retailers' Income in Kalukku Traditional Market, Mamuju Regency

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ARTICLE INFO

Keywords: Marketing Strategy, Effectiveness, Income, Fresh Fish, Traditional Market

Received : 27 May

Revised : 20 June

Accepted: 25 July

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ABSTRACT

Trader fresh fish retailers in traditional markets face challenge in the form of instability supply, fluctuations prices and fierce competition so that income they not optimal. Research this aim For analyze the marketing strategies implemented as well as its effectiveness in improving income trader fresh fish retailers at traditional markets Kalukku, Regency Mamuju. Research use approach qualitative descriptive with design studies case to informant selected key purposively. Data validity is maintained through triangulation sources and methods, whereas data analysis was carried out in a way interactive (data reduction, data presentation, and data retrieval) conclusion). Analysis income use formula profit ($P_i = TR - TC$) and R/C ratio. Research results show that the marketing strategy implemented covers four element mix marketing, namely products (maintaining the freshness of fish through storage in a box filled with ice), price (determination price competitive and flexible), place (location) strategic and proximity with source catch), and promotion (personal service and use of social media). Strengthening marketing strategies based product quality and digitalization promotion recommended For increase Power competitiveness and welfare trader.

INTRODUCTION

Traditional market own role strategic as one of the driving force main economy community , especially in the sub-district Kalukku , Regency Mamuju , West Sulawesi Province . The existence of trader fish retailers are very important in fulfilling need public will fresh fish as source of animal protein . As a maritime country , Indonesia has potential fishery catch the big one and make it fish commodities as one of the support resilience food national (Ministry of Maritime Affairs and Fisheries , 2023). Although Thus , the level income trader fresh fish retailers at traditional market level Still often experience instability and not yet reach optimal conditions .

One of influencing factors income trader is a marketing strategy that is implemented . Marketing strategy is a series effort integrated For fulfil needs and wants consumer through adjustment to market conditions that continue changed (Kotler & Armstrong, 2021). In practice , the success of marketing No only determined by the quality of the product, but also by the combination element mix marketing , namely product, price , place , and promotion (Tjiptono , 2019). The right combination from fourth element the proven give influence significant to improvement effectiveness marketing and revenue perpetrator business micro , including trader results fisheries (Trihantoro & Hadi, 2023).

Conditions on the ground show that part big fresh fish traders still depend on method marketing conventional without innovation and adjustment to change behavior consumers . Limitations knowledge about technique effective marketing be one of reason low Power competition traders (Nasution et al ., 2023). In fact , the handling of quality and freshness of fish through implementation system chain cold proven capable extend time marketing and maintaining mark sell products (Sobariah et al ., 2023). On the other hand , the use of social media as means digital promotion is increasingly proven effective For expand market reach and increase sale perpetrator business micro (Adam et al ., 2022; Abdillah et al ., 2023).

A number of study previously has study marketing results fisheries , such as analysis efficiency marketing of tuna (Pasaribu) et al ., 2022), analysis fish marketing in increasing income fishermen (Susilawati , 2019), as well as strategies and effectiveness marketing trader retail fresh fish in traditional markets (Noni et al ., 2025). However , studies that specifically special integrate mix strategy analysis marketing with measurement effectiveness economics (profit and R/C ratio) of traders fresh fish retailers at traditional markets Kalukku , Regency Mamuju , is still very limited . This is what makes research novelty This .

Based on description said , research This aim to : (1) identify the marketing strategies implemented trader fresh fish retailers at traditional markets Kalukku ; and (2) analyze effectiveness of marketing strategies the to improvement income traders . Research results expected give useful recommendations for trader For increase income and welfare , as well become references for stakeholders interests in the development of trade systems fisheries at the traditional market level .

RESEARCH METHODS

Time and Place

Study held at the Traditional Market Kalukku , Tasiu Village /Hamlet, District Kalukku , Regency Mamuju , West Sulawesi Province , in April – June 2026. Location selected in a way on purpose (*purposive*) with consideration that the market is one of the center active and representative fresh fish trade dynamics competition as well as obstacles faced trader retailers in coastal areas My Kaluk .

Types and Approaches Study

Study This use approach qualitative descriptive with design studies case (*case study*) . Approach This chosen Because aim understand in a way deep the phenomenon of marketing strategies being implemented trader fresh fish retailers in context real in the field (Sugiyono, 2019).

Sources and Determination Techniques Informant

data sources consist of on primary data and secondary data . Primary data is obtained direct from informant key , namely trader fresh fish retailers at traditional markets My determined Kaluk by purposive sampling with criteria : (1) has operate minimum three business year ; (2) selling fresh fish as business main ; and (3) willing give information in a way open . Secondary data obtained from market manager , Department of Industry and Trade Regency Mamuju , Central Statistics Agency , and literature relevant scientific .

Data collection technique

Data collection was carried out through three techniques , namely : (1) observation participatory to activity fish trade and handling ; (2) interviews deep (*in-depth interview*) use guidelines semi- structured interviews regarding marketing strategies , constraints , and structure costs and income ; and (3) documentation in the form of notes , photos , and transaction data . Before used , instruments interview compiled and validated in a way content .

Data Analysis Techniques

Qualitative data analyzed in a way interactive through stage data reduction , data presentation , and data extraction conclusion / verification (Sugiyono , 2019). Data validity is maintained through triangulation sources and

triangulation method . For measure effectiveness marketing in a way economy , used analysis income with formula profit and ratio reception to cost (R/C ratio) as following :

$$Pi = TR - TC ; \text{ with } TR = P \times Q \text{ and } R/C = TR / TC$$

Description : P_i = profit (income) net); TR = total revenue ; TC = total cost ; P = price sold per kilogram; Q = number of fish sold . The business is stated feasible and effective if R/C value > 1 (Pasaribu et al ., 2022).

RESULTS AND DISCUSSION

Business Profile and Fish Sources

Informant key in research This is a trader fresh fish retailers at traditional markets My Kaluk who has operate business during not enough more than five years . This business become source main fulfillment need economy family . Because it is located living in coastal areas West Kalukku (Kayu Mate Hamlet), traders get direct fish supply from fisherman local . The most common type of fish traded are turangan fish , scad fish (Decapterus sp.), and katombo fish , which were selected in accordance request consumers in the market. Proximity with source catch This shorten chain marketing so that trader can catch fish with higher price competitive (Mufrihah et al ., 2019).

Marketing Strategy Based on Mix Marketing (4P)

Marketing strategies implemented trader analyzed use framework mix marketing (*marketing mix*) which consists of on four elements , namely product, price , place , and promotion (Kotler & Armstrong, 2021).

a. Product

Trader prioritize quality and freshness of fish as mark sell main . Fish are stored in a box filled with ice cubes added a little salt water for guard temperature low and slow decline quality . With method this , fish can lasts 2–3 days so that give leniency time sales . Practice This in line with principle handling chain a cold that confirms that giving temperature low in a way consistent able to maintain quality and extend the shelf life of fish (Sobariah et al ., 2023).

b. Price

Trader set price in a way competitive and flexible follow condition supply and demand . At the time supply limited (for example in the month of dark or weather bad), price tends to rise, while at the time supply abundant price lowered For speed up rotation goods and reduce risk loss consequence decline quality . Determination strategy adaptive pricing This is one of the factor important in maintaining income traders (Trichant & Hadi, 2023).

c. Place (*Place*)

Business location located in the Traditional Market My Kaluk who became center activity economy public so that easy reachable consumers . In addition , the proximity domicile trader with location fish landing shortens channel distribution and maintaining product freshness since from source (Pasaribu) et al ., 2022).

d. Promotion (*Promotion*)

Promotion done in two ways , namely friendly personal service For build trust and loyalty customers , as well as utilization of social media For offer fish in direct to customer still . Utilization of social media proven effective expand range consumers and maintain sustainability sales , especially when weather No allows selling in a way directly in the market (Adam et al ., 2022; Abdillah et al ., 2023).

3. *Obstacles in Activities Marketing*

The main obstacles faced trader is change weather that affects availability fish supply ; under conditions weather bad , activities sale often No can done . In addition , fluctuations price consequence limitations supply during the period certain as well as height competition , good with fellow traders in the market and with traveling fish seller , become challenge separate . Condition This in line with findings of Noni et al . (2025) which show that instability weather and competition is constraint dominant for trader retail fresh fish in traditional markets.

4. *Strategy for Overcoming Obstacles*

For overcome constraint said , traders apply some strategies: (1) maintain quality through storage chain cold so that the fish don't finished sold still worthy sold on the day next ; (2) divert sale to social media with offer direct to customer when weather No support ; and (3) provide higher price friendly For speed up sales and press loss . Combination of adaptive strategies This show ability traders in managing risk business .

5. *Analysis Business Revenue and Effectiveness*

Effectiveness of marketing strategy measured through analysis income daily . With daily capital amounting to Rp. 700,000, traders buy 30 kg of fresh fish at an average price of Rp. 20,000/kg (Rp. 600,000) plus cost operational (ice cubes, bags plastic , levies , and transportation) amounting to Rp. 100,000. Fish are sold with average price Rp. 30,000/kg. Details costs , revenues , and profits presented in Table 1.

Table 1. Analysis Daily Business Costs , Income , and Profits

Description	Calculation	Value (Rp)
Cost fish purchases	30 kg × Rp. 20,000	600,000
Cost operational	ice, bags , fees , transportation	100,000
Total cost (TC)	600,000 + 100,000	700,000
Total revenue (TR)	30 kg × Rp. 30,000	900,000
Profit (Pi = TR - TC)	900,000 - 700,000	200,000
R/C ratio	900,000 / 600,000	1.50

Source : Processed primary data (2026)

Based on Table 1, traders get profit clean Rp. 100,000 per day with R/C value of 1.50. R/C value > 1 indicates that business marketing of fresh fish worthy in a way economic and effective give profit . Every Rp. 1.00 of costs incurred produce receipt of Rp1.50 (Pasaribu) et al ., 2022). If activity sale assumed lasts an average of 25 days effective per month , with take into account days when weather bad hinder sales , then estimate profit monthly trader reach around Rp. 5,000,000. Assuming 25 days This more realistic compared to 30 day assumption full , remembering factor recognized weather by the trader himself as constraint main .

Findings This confirm that implementation of mix strategy proper marketing , especially guard product quality through chain cold , determination adaptive pricing , as well as promotion based personal service and social media contribute positive to effectiveness and benefits effort . This result consistent with research by Noni et al . (2025) and Susilawati (2019) which concluded that effective marketing strategies capable increase income traders and fishermen . Need confirmed that Because study This based studies case in one informant key , result analysis economy nature contextual and not intended For generalized to the whole population trader , required study advanced with amount more respondents big For strengthen validity external .

CONCLUSIONS AND SUGGESTIONS

Marketing strategies implemented trader fresh fish retailers at traditional markets Kalukku , Regency Mamuju , includes fourth element mix marketing , namely guard product quality through storage chain cold , determination competitive and adaptive pricing , selection strategic and close location with source catch , as well as promotion through personal service and social media . This strategy proven effective in a way economy , indicated by profits net Rp. 200,000 per day and R/C value of 1.50 which means business worthy and profitable .

It is recommended that traders strengthen marketing strategy based product quality and expand network digital marketing for increase Power competitiveness and welfare . For the government area , required support in the form of training digital marketing , improvement means chain cold , and stabilization supply . Research furthermore recommended use amount more respondents big as well as margin and efficiency analysis marketing cross institutions so that the results can generalized more wide .

THANK-YOU NOTE

Writer say accept love to the entire academic community of Muhammadiyah University of Mamuju, especially the Fisheries Product Technology Study Program , as well as to fresh fish traders at the Traditional Market Kalukku , Regency Mamuju , which has willing become informants in research This .

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