

## Analysis of Marketing Strategy in Increasing Sales of Sucker Fish-Based Pellet Feed

Musriadi Perdana Saputra<sup>1</sup>, Mirnatul Qinayah<sup>2</sup>

Affiliation: <sup>1,2</sup> Livestock Agribusiness, Hasanuddin University, Makassar

\*Correspondence author: musriadiperdanasaputra@gmail.com

### Abstract

The availability of affordable and high-quality livestock feed remains a major challenge in the poultry sector, particularly for small- and medium-scale farmers. The high price of commercial feed has driven the need for alternative feed innovations that are more economical and environmentally friendly. One underutilized local raw material with significant potential is the sucker fish (*Pterygoplichthys pardalis*), which is abundant in Lake Tempe and often considered a pest. This study aims to analyze effective marketing strategies to increase sales of pellet feed made from sucker fish in Lompomajang Subdistrict, Mariorawa District, Soppeng Regency. This research employed a descriptive quantitative method, with data collected through interviews, observations, and questionnaires. Data analysis used the SWOT approach, supported by the Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) matrices to assess the strengths, weaknesses, opportunities, and threats in product marketing. The IFE score was 3.67, indicating strong internal advantages, particularly in good protein quality, affordable prices, and product availability. The EFE score was 2.48, suggesting considerable market opportunities despite threats such as competition from well-established commercial feeds and limited promotional reach. The combination of these values places the business in Quadrant I of the SWOT matrix (aggressive strategy), meaning its internal strengths can be leveraged to capture market opportunities. The optimal marketing strategy should focus on expanding distribution coverage, enhancing digital and educational promotion, and strengthening product branding to increase competitiveness in both local and regional markets.

**Keywords:** *marketing strategy, alternative feed, sucker fish, SWOT*

## 1. INTRODUCTION

Feed is a key factor in determining livestock productivity and health, and it is also one of the largest cost components in livestock farming. Feed costs can account for 60–70% of total production costs, while reliance on raw materials such as corn, soybean meal, and fish meal makes feed prices vulnerable to global price and supply fluctuations (Directorate General of Livestock and Animal Health, 2020). These conditions underscore the need to develop alternative feed ingredients based on local resources to reduce production costs and enhance the sustainability of the livestock industry.

Indonesia's pellet feed industry has shown an increase in production from 15.89 million metric tons in 2020 to 17.94 million metric tons in 2023. However, as of October 2024, production stood at 14.47 million metric tons, lower than the 14.84 million metric tons recorded during the same period the previous year. This situation indicates that the availability and price of raw materials remain challenges for the sustainability of the feed industry (Poultry Indonesia, 2024). Therefore, utilizing local raw materials is one alternative to reduce dependence on conventional raw materials.

One local resource with potential for utilization is the sapu-sapu fish (*Pterygoplichthys* sp.), which is abundant in the waters of Lake Tempe, particularly in the Lompomajang Village, Soppeng Regency. This fish has a protein content of more than 20%, making it a potential raw material for fish feed pellets (Putri et al., 2022). However, its utilization remains limited due to a lack of knowledge and access to information regarding its processing into feed (Sema et

al., 2024). Utilizing sapu-sapu fish as a feed ingredient not only has the potential to reduce production costs but also adds value to local resources and supports the control of a fish population that has long been considered a threat to the aquatic ecosystem.

In Limpomajang Village, Marioriawa District, Soppeng Regency, sapu-sapu fish has been utilized as a raw material for pellet feed. The product has development potential because it offers a relatively affordable price and utilizes locally available raw materials. However, based on field observations, product marketing remains concentrated around the production area, resulting in limited market coverage. This condition is consistent with Adella et al. (2023), who found that limitations in distribution and marketing strategies can influence the sales volume of feed products.

In addition to limited distribution, another challenge is the limited knowledge among local communities and farmers regarding the benefits of sucker fish-based feed. Products utilizing less familiar raw materials require stronger communication and educational strategies so that consumers understand their benefits and quality. Therefore, marketing strategies are required not only to expand market coverage but also to build consumer trust and increase product acceptance.

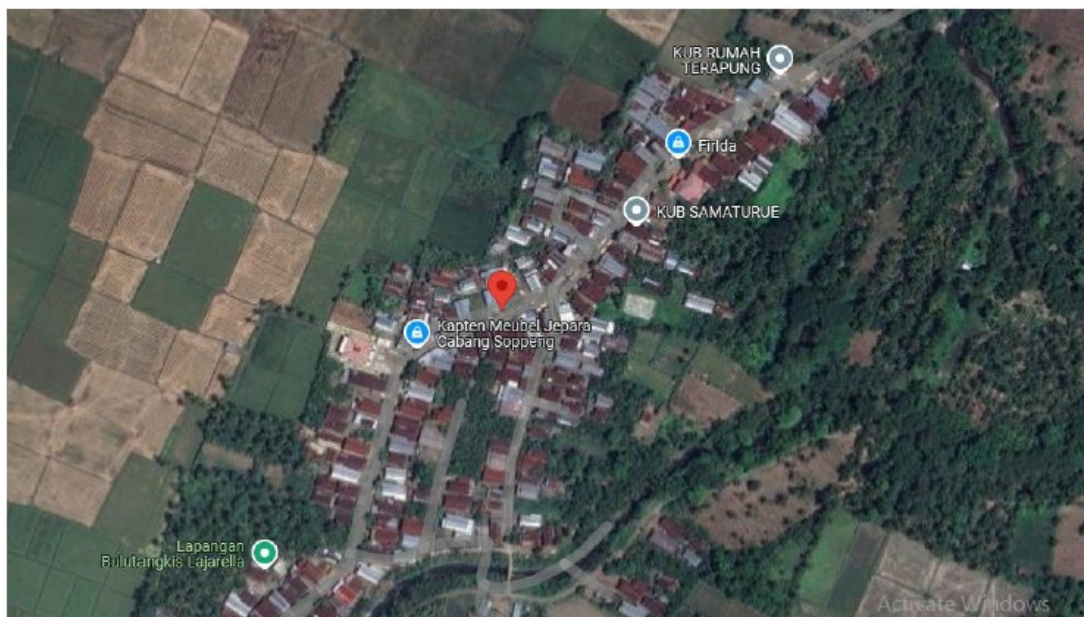
Based on these conditions, this study aimed to analyze an effective marketing strategy for increasing sales and expanding the market reach of sucker fish-based pellet feed in Limpomajang Village, Marioriawa District, Soppeng Regency.

## 2. METHODOLOGY

### 2.1 Research Design and Location

This study employed a descriptive quantitative approach. The approach was used to describe the marketing conditions of sucker fish-based pellet feed and identify internal and external factors influencing business development.

The research was conducted for one month in May 2025 located in Limpomajang Village, Marioriawa District, Soppeng Regency, South Sulawesi. The location was selected because of the abundance of sucker fish resources and the presence of a business processing sucker fish into pellet feed



**Figure 1.** Location of a Fish-Based Pellet Feed Business Using Sapu-Sapu Fish

## 2.2 Data Collection

The study used both primary and secondary data. Primary data were obtained through interviews, observations, and questionnaires administered to business operators, livestock farmers, and distributors. Secondary data were obtained from books, scientific journals, and government documents related to livestock feed and marketing strategies.

## 2.3 Population and Sample

The research population consisted of parties directly involved in the production and marketing of sucker fish-based pellet feed, including business operators, farmers as product users, and distributors or retailers. Respondents were selected using purposive sampling based on their involvement in producing or using fish-based feed, residence in Limpomajang and surrounding areas, and willingness to provide relevant information. A minimum of 30 respondents was targeted, consisting of business owners, feed users, and local distributors, in accordance with the recommended sample size for research of 30–500 respondents (Sugiyono, 2017). A total of 30 respondents participated in the study. Most respondents were livestock farmers (86.67%), while distributors and business operators each accounted for 6.67%. In terms of business experience, 53.33% of respondents had been operating their businesses for less than one year, 43.33% for 1–3 years, and 3.33% for more than three years.

## 2.4 Data Analysis

The data were analyzed using descriptive and SWOT analyses. SWOT analysis was employed to systematically assess the internal and external factors influencing the marketing of sucker fish-based pellet feed. According to Yatminiwati (2019), SWOT analysis provides a systematic framework for examining internal and external factors to identify appropriate strategies. Similarly, Nur'aini (2016) describes SWOT analysis as an approach for identifying and evaluating the strengths, weaknesses, opportunities, and threats affecting a business. In this study, SWOT analysis was applied to identify the internal strengths and weaknesses as well as the external opportunities and threats associated with the marketing and development of sucker fish-based pellet feed.

# 3. RESULT AND DISCUSSION

## 3.1 Result

### 3.1.1 Internal Factor Evaluation (IFE)

Based on the results of the IFE Matrix calculation, the total score obtained was 3.67. This value indicates that the internal strengths of the sapu-sapu fish-based pellet feed business are quite dominant and above average (average value of 2.50). Regarding the strength factor, the three main indicators there are, good protein quality (weight 0.17; score 0.67), affordable price (weight 0.17; score 0.50), and ease of obtaining the product (weight 0.17; score 0.67) yielded a total score of 1.83. This indicates that adequate nutritional quality, competitive pricing, and product availability are strong differentiating factors compared to competitors. Regarding weaknesses, three indicators having seen promotions (0.67), promotional media (0.67), and distribution (0.50) also yielded a total score of 1.83. Although the weakness score is relatively high, this is because respondents assessed that while these factors exist, they are not yet optimized, particularly in terms of promotional media utilization and distribution

expansion. With an overall total score of 3.67, the business's internal position falls into the "strong" category. This means that its strengths can be maximized to capitalize on market opportunities, while continuing to address weaknesses particularly in the areas of promotion and distribution.

Table 1. Internal Factor Evaluation (IFE)

| No.                | Factor                | Weight      | Rating | Score       |
|--------------------|-----------------------|-------------|--------|-------------|
| <b>Strengths</b>   |                       |             |        |             |
| 1                  | Good protein quality  | 0.17        | 4      | 0.67        |
| 2                  | Affordable price      | 0.17        | 3      | 0.50        |
| 3                  | Easy to obtain        | 0.17        | 4      | 0.67        |
| <b>Total</b>       |                       |             |        | <b>1.83</b> |
| <b>Weaknesses</b>  |                       |             |        |             |
| 1                  | Exposure to promotion | 0.17        | 4      | 0.67        |
| 2                  | Promotional media     | 0.17        | 4      | 0.67        |
| 3                  | Distribution          | 0.17        | 3      | 0.50        |
| <b>Total</b>       |                       |             |        | <b>1.83</b> |
| <b>Total (S–W)</b> |                       | <b>1.00</b> |        | <b>3.67</b> |

Source: Data Processed, 2025

### 3.1.2 External Factor Evaluation (EFE)

Based on the results of the EFE Matrix calculation, the total score obtained was 2.48. This value is above average (2.50 is the moderate category), which means that external conditions provide fairly good opportunities for business development, although there are threats that need to be anticipated. Under the opportunities factor, the indicators for the number of competitors (weight 0.26; score 0.78) and competitor strength (weight 0.22; score 0.67) yielded a total score of 1.48. This score indicates that, despite competition, the market still offers significant room to market catfish-based pellet feed, especially if the business can leverage product differentiation in terms of price and quality. Under the threat factor, the indicators "previous exposure to promotions" (0.52) and "promotional media" (0.52) yielded a total score of 1.03. This suggests that the primary threats stem not only from established competitors but also from the low visibility of product promotions in the broader market. With a total score of 2.48, it can be concluded that market opportunities for catfish-based pellet feed businesses still outweigh existing threats. These conditions support the implementation of an aggressive strategy, in which internal strengths are maximized to capitalize on external opportunities. These results align with the findings of Pramudya (2024) regarding Wishlist MSMEs, which leverage market potential through digital promotions, collaborations with various partners, and distribution expansion. A similar approach can be adapted to this business to enhance.

Table 2. Internal Factor Evaluation (IFE)

| No.                  | Factor                | Weight      | Rating | Score       |
|----------------------|-----------------------|-------------|--------|-------------|
| <b>Opportunities</b> |                       |             |        |             |
| 1                    | Number of competitors | 0.26        | 3      | 0.78        |
| 2                    | Competitors' strength | 0.22        | 3      | 0.67        |
| <b>Total</b>         |                       |             |        | <b>1.48</b> |
| <b>Threats</b>       |                       |             |        |             |
| 1                    | Exposure to promotion | 0.26        | 2      | 0.52        |
| 2                    | Promotional media     | 0.26        | 2      | 0.52        |
| <b>Total</b>         |                       |             |        | <b>1.03</b> |
| <b>Total (S–W)</b>   |                       | <b>1.00</b> |        | <b>2.48</b> |

Source: Data Processed, 2025

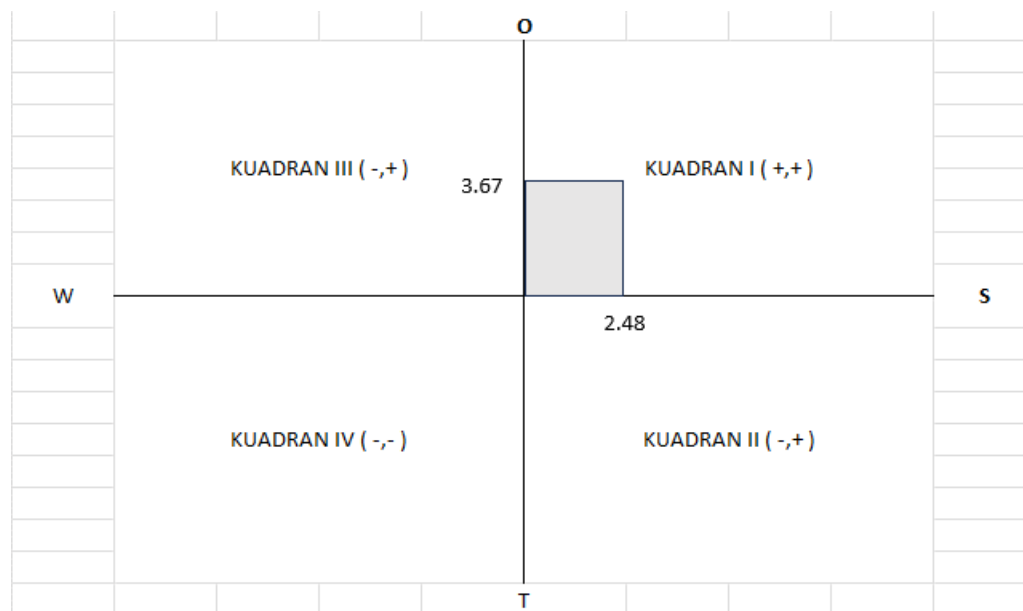


Figure 2. SWOT Strategy Quadrant

As present in figure 2, The SWOT strategy quadrant indicates that the fish-based pellet feed business is positioned in Quadrant I, with an IFE score of 3.67 and an EFE score of 2.48. This position reflects strong internal capabilities, particularly good protein quality, affordable prices, and product availability, along with favorable market opportunities despite competition and limited promotional reach. Therefore, a growth-oriented or aggressive strategy is recommended by maximizing internal strengths to capture market opportunities. Key strategies include expanding distribution, strengthening digital and direct promotion, emphasizing the product's high protein content and environmental benefits, and developing partnerships with distributors and farmer communities. Compared with Pramudya (2024) and Masyitoh (2023), the results indicate that this business has a strong internal position and considerable potential for market expansion through strengthened branding, promotion, and distribution

### 3.1.3 SWOT Strategies

Based on the results of the IFE and EFE matrix calculations, the marketing strategy for sapu-sapu based pellet feed is positioned in Quadrant I (aggressive strategy) with an IFE score of 3.67 and an EFE score of 2.48. This position indicates that internal strengths can be optimally leveraged to capitalize on external opportunities, although there are still weaknesses that need to be minimized and threats that must be anticipated. The strategy SWOT refers to this table below:

Table 3. SWOT Strategies

| Internal<br>Factors<br><br>External<br>Factors | Opportunities                                                                                                                             | Threats                                                                                                                                                        |
|------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                | <b>S-O Strategy (Strength–Opportunity):</b><br>Utilize good protein quality, affordable prices, and product availability to expand market | <b>S-T Strategy (Strength–Threat):</b><br>Leverage competitive pricing and product quality to compete with established commercial feed products. Emphasize the |

| Internal<br>Factors | External<br>Factors                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                        |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                     | Opportunities                                                                                                                                                                                                                                                                                           | Threats                                                                                                                                                                                                                                                                |
|                     | reach in areas with high growth potential. Emphasize the product's environmentally friendly image to attract environmentally conscious consumers.                                                                                                                                                       | advantages of locally sourced raw materials to strengthen product differentiation and overcome limited market exposure outside the local area.                                                                                                                         |
| <b>Weaknesses</b>   | <b>W-O Strategy (Weakness–Opportunity):</b><br>Increase the intensity and quality of promotion through digital media and educational outreach to reach new market segments. Expand distribution to potential areas through partnerships with farmer cooperatives, feed retailers, and online platforms. | <b>W-T Strategy (Weakness–Threat):</b><br>Reduce the impact of competition by strengthening educational promotion that emphasizes product quality and safety. Develop partnerships with farmer communities to address limited promotional support from the government. |

Source: Data Processed, 2025

### 3.2 Discussion

The SWOT analysis identifies four strategic approaches for developing the fish-based pellet feed business. The S-O strategy emphasizes leveraging internal strengths, particularly good protein quality, affordable pricing, product availability, and environmental benefits, to expand market reach in high-potential areas and attract environmentally conscious consumers. This approach is consistent with Pramudya (2024), who demonstrated that internal strengths can support business expansion through digital promotion and product diversification. Meanwhile, the S-T strategy focuses on utilizing competitive pricing, nutritional quality, and locally sourced raw materials to differentiate the product from established commercial feed, similar to Masyitoh (2023), which emphasized product differentiation and strong local market relationships. The W-O strategy seeks to address limitations in promotion and distribution by increasing digital marketing, consumer education, and partnerships with farmer cooperatives, feed retailers, and online platforms. Furthermore, the W-T strategy aims to minimize weaknesses and external threats through educational campaigns that improve consumer perceptions of fish-based feed and by strengthening partnerships with farmer communities and distribution networks. Overall, these strategies indicate that strengthening promotion, branding, distribution, product differentiation, and strategic partnerships is essential for improving competitiveness and supporting the sustainable growth of the fish-based pellet feed business.

## 4. CONCLUSION & SUGGESTION

The marketing strategy for fish-based pellet feed in Limpomajang Village remains limited, particularly in digital promotion and market distribution. The IFE score of 3.67 indicates strong internal capabilities, while the EFE score of 2.48 reflects favorable market opportunities despite competition and limited promotion. These results position the business in Quadrant I of the SWOT Matrix, supporting an aggressive growth strategy.

Accordingly, business development should focus on expanding distribution through partnerships with farmer cooperatives, feed retailers, farmer groups, and online platforms, while strengthening digital and educational promotion through social media, farmer outreach, exhibitions, and agribusiness forums. Product branding should also emphasize nutritional quality, affordability, and environmental benefits to strengthen competitiveness at the local and regional levels. In addition, continuous training in packaging, modern marketing, business management, and digital literacy, supported by local government and relevant institutions, is recommended to strengthen human resource capacity and access to financing. Future research should further examine the sustainability of raw materials and the environmental impacts of fish-based pellet feed to ensure that business development generates not only economic benefits but also meaningful contributions to environmental sustainability.

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