



## Analysis of Tuna Fish Marketing Systems and Strategies

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### Abstract

Indonesia is a country that has great tuna potential. Indonesia is one of the tuna exporting countries on the world market. Kolaka is one of the districts that has a large catching capacity for tuna. Sales of tuna fish cannot be separated from relationships with marketing institutions, such as collecting traders, wholesalers and retailers, which are marketing institutions that connect producers and consumers. Research objectives are to determine the marketing channels for tuna fish, to determine the marketing margin of each marketing institution and tuna marketing channels, to determine the efficiency of tuna marketing, to determine the size of *Farmer's Share* received by fishermen, and to find out the Tuna Fish marketing strategy in Kolaka Regency. The results of this research are that two marketing channels occur, of the two marketing channels, namely marketing channel I is less efficient with an efficiency value of 89.79% than marketing channel II with an efficiency value of 86.27%. The marketing margin in marketing pattern I obtains a relatively large total margin compared to the total margin in marketing pattern II. *Farmer's share* obtained from each marketing channel is different. The tuna marketing strategy that can be used is development network market, promotion, product innovation as well as utilizing additional capital from the Government/Banks, improving the quality of human resources with training, using online media to promote new prices, making processed tuna fish.

**Keywords:** Marketing, tuna fish, margin, farmers share, marketing strategy

### A. Introduction

Indonesia is a country that has great tuna potential. Starting in 2004, Indonesia became the number one country in producing tuna and had a target of increasing capture fisheries by 0.5%/year [1]. The volume and value of exports of tuna fishery commodities have increased in the last 5 years, according to statistical data on exports of fishery products, the volume of tuna exports has increased on average by 4.30% and the production value has increased by 13.61% [2]. Indonesia is one of the tuna exporting countries on the world market. The countries with the main market share for tuna from Indonesia are Japan, America and the European Union [3]. Kolaka is one of the districts that has a large catching capacity for tuna.

Sales of tuna fish cannot be separated from relationships with marketing institutions, such as collecting traders, wholesalers and retailers, which are marketing institutions that connect producers and consumers. Marketing tuna fish in Kolaka is faced with several problems, including price and marketing costs. Fishermen always rely on the selling price offered by collecting traders through assessments. In general, fishermen act as price takers, which causes revenue at the fishing level to be the lowest. This happens because fishermen do not have bargaining power compared to other marketing institutions and do not have complete information regarding selling prices on the market. In addition, the distance of the marketing location from the production centre allows fishermen to face risks if they sell their catch directly to final consumers, namely in

the form of transportation costs. Meanwhile, if they sell their harvest in their production area, fishermen face the risk that the selling price is too low. For this reason, researchers are interested in conducting research with the theme "Analysis and Marketing Strategy for Tuna Fish in Kolaka Regency".

Research related to "Analysis of Tuna Fish Marketing Systems and Strategies in Kolaka Regency" really needs to be carried out to overcome the problem of tuna marketing at the fisherman and trader level. As information material for marketing actors or marketing institutions in selecting and determining marketing channels that can increase marketing efficiency and provide benefits to all parties involved, including fishermen, traders and consumers.

## B. Methodology

1. To find out the marketing channels and marketing institutions and institutions involved using descriptive methods. Descriptive research is research that tries to find appropriate and sufficient explanations of all activities, objects, processes and people. Descriptive research is concerned with collecting facts, identifying and predicting relationships within and between variables. Descriptive research is collecting data based on factors that support the research object, then analyzing these factors. Describe the marketing conditions for Tuna fish in Kolaka Regency and analyze which marketing channel patterns are more efficient that traders can use.

2. To find out what the marketing margin for Tuna Fish is in Kolaka Regency. To find out the marketing margin, it is calculated using the marketing margin formula. Marketing margin is the difference between prices at the fisherman or producer level and prices at the final consumer level

$$M = H_p - H_b \dots \dots \dots (1)$$

Where :

M = Marketing margin (Rp)

HP = Selling price at producer level (Rp/Kg)

Hb = Purchase price at the final consumer level (Rp/Kg)

3. To find out the level of efficiency of tuna fish marketing in Kolaka Regency. To find out the marketing margin, use a formula to calculate marketing efficiency. Marketing efficiency is a measure of the productivity of the marketing process by comparing the resources used to the output produced during the marketing process.

$$EP = \frac{BP}{NP} \times 100\% \dots \dots \dots (2)$$

If: EP whose value is  $< 1$  = Most Efficient

EP with a value of  $1 >$  = Not Efficient

Where :

EP = Marketing efficiency(%)

BP = Total marketing costs (Rp/L)

NP = Total value of products marketed (Rp/L)

4. To find out the size *farmer's share* Tuna fish marketing in Kolaka Regency. To find out the size *fermer's share* the following formula is used:

$$Fs = \frac{Pf}{Pr} \times 100\% \dots \dots \dots (3)$$

Where :

FS = share of price received by farmers (%)

Pf= price at farmer level

Pr= price at the consumer level

5. SWOT analysis

The purpose of data analysis is an attempt to formulate answers to questions regarding aspects of strategic management based on the internal and external environment which are strengths (*Strength*), Weakness (*Weakness*), Chance (*Opportunity*), and Threat (*Threat*). The Tuna Fish marketing strategy uses a qualitative approach, namely SWOT Analysis (*Strength, Weakness, Opportunity, Threat*).

A company can develop strategies to overcome external threats and seize existing opportunities. The analytical process of formulating and evaluating strategies is called strategic planning.

After collecting all the information that influences the company's survival, the next stage is to utilize all this information in quantitative models for strategy formulation. We should use several models at once to obtain a more complete and accurate analysis.

The models that can be used are as follows:

a. SWOT Matrix

After all the data that has been collected is in the form of field notes, researcher comments, descriptions of research informants, documents in the form of reports, articles, and other data sources related to the analysis of Tuna Fish marketing strategies. Next, it was analyzed using SWOT analysis by conducting a situation analysis related to Tuna Fish marketing strategies.

IFAS	STRENGTHS (S) • Determine 5-10 internal strength factors	WEAKNESSES (W) • Determine 5-10 internal weakness factors
EFAS	SO STRATEGY • Determine 5-10 External opportunity factors Create strategies that use strengths to take advantage of opportunities	WO STRATEGY Create strategies that minimize weaknesses to take advantage of opportunities
TREATS (T) • Determine 5-10 External threat factors	STRATEGY ST Create strategies that use strengths to overcome threats	WT STRATEGY Create strategies that minimize weaknesses and avoid threats

Figure 1. SWOT Matrix

Based on Figure 1, it can be seen that the SWOT Matrix produces four cells of possible strategic alternatives, including:

- SO Strategy  
This strategy was created based on the company's way of thinking, namely by utilizing all strengths to seize and exploit opportunities as much as possible.
- ST Strategy  
Strategy in using the company's strengths to overcome threats.
- WO Strategy  
The strategy implemented is based on exploiting existing opportunities by minimizing existing weaknesses.
- WT Strategy  
A strategy based on defensive activities and trying to minimize existing weaknesses and to avoid threats.

b. Internal External Matrix

To determine a strategy, use SWOT analysis which then produces a SWOT diagram. According to Rangkuti (1997), the SWOT diagram is used to see the strategic position in the industry. The X value and Y value are obtained from the internal and external factor matrix.

$$X = \frac{S-W}{2} \text{ and } Y = \frac{O-T}{2} \quad (3.1)$$

Where: **S** = *Strength* (Strength)

**IN** = *Weaknesses* (Weakness)

**O** = *Opportunities* (Opportunity)

**T** = *Threats* (Threat)

Level of Decision Making

The decision-making stage is the stage that produces a strategic plan based on information that has been analyzed using several analysis models. The goal is to develop a strategy so that it is in accordance with the company's mission, goals and policies.

### C. Findings and Discussion

#### 1. Marketing Channels

Marketing institutions are people or business entities or institutions that are directly involved in the flow of goods from producers to consumers. These marketing institutions can be in the form of middlemen, collecting traders, wholesalers and retailers. Based on the results of the research that has been carried out, it can be explained the pattern of tuna marketing channels in Kolaka Regency. Data collection to determine the various seaweed marketing channels used was obtained by tracing tuna marketing channels from fishermen to consumers. Based on the results of research conducted on tuna fish marketing in Kolaka Regency, there are two marketing channels, namely as follows:

Marketing channels I

Tuna Fishermen → Collector Traders → Final Consumers (Kolaka City)

Marketing channels II

Tuna Fishermen → Collecting Traders I → Wholesalers → Final Consumers (Kolaka City)

#### 2. Marketing Margin Analysis

The amount of marketing margin in each tuna marketing channel is influenced by the respective prices applicable to each fisherman and marketer. Marketing margin is calculated based on the reduction of the sales price from the purchase price at each marketing institution or can be seen using the following formula:

Table 3. Tuna Fish Marketing Margin Analysis in Channels I and II in Kolaka Regency, 2023

No	Description	Channel I		Channel II	
		Rp/Kg	Margin percentage (%)	Rp/Kg	Margin percentage (%)
1.	Fisherman - Selling price	23.500		27.500	
2.	Collector traders - purchase price - selling price <b>Marketing margin</b>	23.500 27.500 <b>4.000</b>		27.500 28.500 <b>1.000</b>	
3.	Wholesalers				

	- selling price			25.500	
	- purchase price			28.500	
	<b>Marketing margin</b>			<b>1.000</b>	
	Final consumer	3.000		27.000	
	<b>Total marketing margin</b>	<b>7.000</b>	<b>21,8%</b>	<b>2.000</b>	<b>36,8%</b>

Sourcer : Primary data processed in 2023

In table 3 it can be concluded that in marketing channel I, a total margin of IDR 7,000/kg is obtained, where the margin is obtained from collecting traders, namely the buying price for tuna from fishermen is IDR 23,500, then the selling price to collecting traders is IDR 27,500, so the price difference at the producer level and consumer, which is IDR 4,000, while in marketing channel II a total margin is obtained of IDR 1,000/kg, where the margin is found at collecting institutions and wholesalers. Collecting traders buy Tuna fish from fishermen for IDR 23,500 then sell to wholesalers for IDR 27,500 so the price difference is IDR 4,000, then wholesalers buy Tuna fish from collecting traders for IDR 27,500 then sell them to district collecting traders for IDR 28,500 So the difference in price obtained is IDR 1,000. Sudiyono (2001) states that the length and shortness of the marketing channel depends on the distance between the producer and the consumer, the further the distance between the producer and the consumer, the longer the channel, the smaller the production scale, the channel tends to be long because it requires intermediaries in distribution, whether the product is delivered quickly or not. Perishables require short marketing channels because consumers must immediately accept them. The financial situation of merchant entrepreneurs with strong financial positions tends to be able to carry out more marketing functions and shorten marketing channels.

### 3. Analysis *Farmer's Share*

Marketing margin is not the only indicator that determines the marketing efficiency of a commodity. One other indicator is to compare the prices paid by final consumers or what is usually called *farmer's share*, and expressed as a percentage. Rosmawati (2011) *farmer's share* namely the percentage of price received by farmers compared to the selling price to collecting traders. *Farmer's share* in a marketing activity it can be used as a basis or benchmark for marketing efficiency. The higher the percentage rate *farmer's share* What farmers receive is said to be the more efficient the marketing activities carried out and conversely the lower the percentage level *farmer's share* received by farmers, the lower the level of marketing efficiency will be.

Table 4. Analysis *Farmer'Share* Tuna fish marketing in Channels I and II in Kolaka Regency in 2023.

Marketing channel	Prices at producer level (Rp/Kg)	Prices at the consumer level (Rp/Kg)	<i>Farmer share</i>
I	23.500	27.500	90%
II	27.500	28.500	96%

Based on Table 4 from the results of the data obtained from the analysis *farmer's share* in each Tuna fish marketing channel, namely where marketing channel I has one marketing institution in it until it reaches the final consumer, the percentage obtained by fishermen in this marketing channel is 90%, marketing channel I can be said to be efficient because from the results of data analysis the share received by farmers (*Farmer's share*) > 50%. The results of this research are in accordance with previous research conducted by Cherina (2020), where marketing channel I is said to be the most efficient channel because it can be seen that the share received by tuna fishermen (*Farmer's share*) > 50%, namely the results obtained are 90%. Meanwhile, in

marketing channel II there are two marketing institutions in which the percentage obtained by fishermen from this channel is 96%, marketing channel II can be said to be efficient because of the results of data analysis of the share received by farmers (*Farmer's share*) > 50%. The results of this research are in accordance with previous research conducted by Cherina (2020) where marketing channel II is said to be the most efficient channel because it can be seen that the share received by tuna fishermen (*Farmer's share*) > 50%, namely the results obtained were 96%. The results of this research are in accordance with previous research conducted by Cherina (2020) which examined seaweed marketing margin analysis (*eucheuma cottoni*) in this research the author also discusses calculations *farmer's share* where if the share received is above 50% then it can be said to be efficient, whereas if it is less than 50% then it is inefficient.

#### 4. Marketing Channel Efficiency Analysis

Efficient marketing is the ultimate goal to be achieved in the marketing system, where the marketing system provides satisfaction to every party involved, producers, consumers and marketing institutions. The level of efficiency in the 2 seaweed marketing channels in Wakambangura village, Mawasangka sub-district, Central Buton regency, can be seen in Table 4.4 as follows:

Table 5. Analysis of Tuna Marketing Channel Efficiency in Kolaka Regency, 2023.

Marketing channel	Consumer - producer prices (Rp/Kg)	Consumer prices (Rp/Kg)	Efficient (%)
I	23.500	27.500	89,79%
II	27.500	28.500	86,27%

Source : Primary data processed in 2023

Table 5 can be seen from the marketing pattern I. Tuna fish marketing channels in Kolaka Regency are said to be less efficient because from the results of the analysis obtained or obtained the margin percentage is relatively large compared to the farmer's share received by farmers, which is 90% or with a decision rule of 0 - 30 % is said to be efficient. In marketing pattern I, the marketing channel is relatively short because it only involves one marketing agency. The results of this research are in accordance with previous research conducted by Cherina (2020) based on high and low marketing margins and farmer's share, marketing channel I is the marketing channel that is less economically efficient in Kolaka Regency. This is because the farmer's share value is the highest. This is because marketing channel I has the highest farmer's share value, namely 89.79%. In marketing pattern II, the Tuna fish marketing channel in Kolaka Regency is said to be less efficient because from the results of the analysis obtained or obtained the margin percentage is relatively large, namely 86.27%, meaning that the decision rule is 34 - 67%, which means it is less efficient. As is known, marketing is efficient if the marketing channel has a low margin percentage value and the percentage value of the share received by farmers (*farmer's share*) tall. In marketing pattern II, the marketing channel is relatively long because it involves two marketing institutions.

#### 5. Tuna Marketing Strategy Analysis

Results of strategy formulation in development I remember using SWOT Matrix analysis. The main strategy recommended consists of four types of strategies, namely SO, WO, ST, and WT. SWOT Matrix in development tuna fish trader that is:

<p>IFAS</p> <p>EFAS</p>	<p><i>STRENGTHS (S)</i></p> <ol style="list-style-type: none"> <li>1. Varied products</li> <li>2. Prices vary</li> <li>3. Promotion was carried out quite well through online media</li> <li>4. The division of labor is clear</li> <li>5. The target market is all ages</li> </ol>	<p><i>WEAKNESSES (W)</i></p> <ol style="list-style-type: none"> <li>1. The product is not durable</li> <li>2. Small profit margin</li> <li>3. Lack of HR education</li> <li>4. Has no processed products</li> <li>5. Product distribution is only in the area around Kolaka</li> </ol>
<p><i>OPPORTUNITIES (O)</i></p> <ol style="list-style-type: none"> <li>1. The availability of a market that is always growing</li> <li>2. The level of people's purchasing power is high</li> <li>3. Located in a market environment</li> <li>4. Tuna fish traders vary in the market</li> <li>5. Additional business development capital from banks/government</li> </ol>	<p><i>SO STRATEGY</i></p> <ol style="list-style-type: none"> <li>1. Increasing market reach and expanding markets (S1, S5, O1, O2)</li> <li>2. Mimplement promotions to attract consumers (S3, O4)</li> <li>3. Utilizing capital from Banks/government for mlooking at him (O4, O5)</li> <li>4. Adding product innovation in terms of quality to meet consumer taste needs (S6, O3, O5)</li> </ol>	<p><i>WO STRATEGY</i></p> <ol style="list-style-type: none"> <li>1. Improving the quality of human resources with training (W3, O5)</li> <li>2. Opening a new business to be close to consumers (W6, O3)</li> </ol>
<p><i>THREE (T)</i></p> <ol style="list-style-type: none"> <li>1. Competitors with almost the same type of fish seller</li> <li>2. Increase in operational costs</li> <li>3. Bored with other types of tuna fish products</li> <li>4. Merchant Development</li> <li>5. The people's cost of living is getting higher</li> </ol>	<p><i>STRATEGY ST</i></p> <ol style="list-style-type: none"> <li>1. Increase product prices according to operational cost prices (S2, T2)</li> <li>2. Utilizing online media to obtain more information from consumers (S7, T4)</li> </ol>	<p><i>WT STRATEGY</i></p> <ol style="list-style-type: none"> <li>1. Making preparations from tuna fish raw materials (W5, T1)</li> <li>2. Producing according to orders (W1, T2)</li> </ol>

Source: Primary Data Processed 2023

Furthermore, based on the results of the SWOT analysis in Figure 4.1, there are several strategies which are then formulated into several core strategies which are similar in combination to the selected alternative strategy. The selected strategies are arranged based on the priority order of application and implementation of the marketing strategy I remember. The sequence of strategies includes the following:

- a. Strategy I: Development network market, promotion, product innovation and utilizing additional capital from the Government/Bank
- b. Strategy II: Improving the quality of human resources by training market players

- c. Strategy III: Utilization of online media to promote new prices
- d. Strategy IV: Make preparations from tuna fish as raw materials

#### D. Conclusion

Based on the results of the analysis and discussion in this research, conclusions can be drawn that is, there are two marketing channels that occur, namely marketing channel I, namely fishermen - collectors - consumers, marketing channel II, namely fishermen - collectors - wholesalers - final consumers. The marketing margin in marketing pattern I obtains a relatively large total margin compared to the total margin in marketing pattern II. Marketing pattern I obtains a margin of IDR 4,000/kg, while marketing pattern II obtains a margin of IDR 3,000/kg. Based on the marketing efficiency analysis, the results obtained from both marketing channels are that marketing channel I is less efficient with an efficiency value of 89.79% than marketing channel II with an efficiency value of 86.27%. *Farmer's share* obtained from each marketing channel is different. Marketing pattern I obtained farmer's share > 50%, namely 90%, and in marketing channel pattern II obtained farmer's share > 50%, namely 96%. Tuna marketing strategies that can be used include: Strategy I: Development network market, promotion, product innovation and utilizing additional capital from the Government/Banks, Strategy II: Improving the quality of human resources with training, Strategy III: Utilizing online media to promote new prices, Strategy IV: Making processed tuna fish.

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