



## Management analysis of the crispy seafood home industry in Pangandaran, West Java Indonesia: Case Study of Resti Seafood Pangandaran

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### Abstract

This research aims to analyze the seafood crispy business starting from the procurement stage of raw materials, processing process technology, to marketing. The research method used is a survey method with *purposive* sampling based on considerations of the scale and continuity of the seafood crispy business. The study will be conducted from February 15, 2023, to March 17, 2023. The data used are primary and scooter data. Primary data was obtained by observing and interviewing directly the business owner of "Resti Seafood". Secondary data is obtained by literature studies derived from journals related to this research. The data obtained are analyzed descriptively. Types of seafood used as crispy ingredients are shrimp, crab, anchovy, and wilis fish. The procurement of seafood is obtained from the fish auction place on Pangandaran beach while flour and other ingredients are obtained from traditional markets in Pangandaran. The system of purchasing raw materials is carried out in cash, and carry. Process technology still uses conventional equipment. The stages of the process of making crispy seafood consist of washing seafood, mixing with flour dough that has been seasoned and frying. The crispy seafood market segment is the tourists who visit Pangandaran Beach. Marketing crispy seafood is done offline or online with plastic packaging and standing pouches or jars attached to a stamp or sticker. Promotion is carried out by utilizing friend relationships, word of mouth, and also utilizing social media platforms.

**Keywords:** Raw material, Marketing, Frying, Competition, Product

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### Introduction

Pangandaran Regency is one of the areas directly adjacent to the sea. Marine natural resources are a leading commodity for Pangandaran Regency. The abundant fish catch is used as the backbone of the economy of the Pangandaran community. Pangandaran coastal communities generally make a living as fisherman and process fishery products. Various processed fishery products of the coastal community of Pangandaran are marketed to tourists who visit Pangandaran Beach.

One of the processed seafood products that are quite developed in Pangandaran is crispy seafood. According to Nurdiana *et al.*, (2020), crispy seafood is a snack food or snack made from flour- coated seafood. Seafood commodities used include small shrimp, crabs, anchovies, and others.

The business of making seafood crispy in Pangandaran still on a household industrial scale. According to Syahdan & Husnan (2019) <sup>[8]</sup>, the home industry is an effort to produce where there is a change in the form or nature of an item that is done at home, with the number of workers used less than 5 people. This household industry has developed a lot in Pangandaran and has become a driver of the economy of rural or coastal communities (Arianty, 2017) <sup>[1]</sup>.

The fisheries processing industry has an important role as one of the largest contributors to the formation of gross domestic product in Indonesia (Yudaswara *et al.*, 2018) <sup>[11]</sup>.

The seafood crispy household industry is spread in various locations in Pangandaran, but most community is in the East Coast area of Pangandaran. Resti Seafood is a long-established producer of crispy seafood and continues to grow its business. Therefore, Resti Seafood is used as a case study in this research. This research aims to analyze the seafood crispy business starting from the procurement stage of raw materials, processing process technology, to marketing.

### Research and Method

The research method used is a survey method with purposive sampling based on considerations of the scale and continuity of the seafood crispy business. The study will be conducted from February 15, 2023, to March 17, 2023. The data used are primary and scooter data. Primary data was obtained by observing and interviewing directly the business owner of "Resti Seafood". Secondary data is obtained by literature studies derived from journals related to this research. The data obtained are analyzed descriptively.

### Results and Discussion

#### Business Profile

Resti Seafood is a home industry business that serves processed fishery products. This seafood crispy processing business has been started in 2010 without having a name. The name Resti Seafood for the fishery product processing business run by Diyat Agus Susanto was only given in 2015. Resti Seafood serves a variety of processed crispy seafood made mainly from shrimp, anchovies, wilis fish, squid, and crab. This seafood restaurant is located on the East Coast of Pangandaran.

#### Raw Material Procurement Analysis

The raw materials used in making seafood crispy can be grouped into two parts, namely the main and additional raw materials. The main raw materials used consist of seafood and flour while the additional ingredients are spices (Table 1).

**Table 1:** Ingredients used in making crispy seafood

Material
Shrimp, crab, anchovies, wilis fish, and squid
Tapioca flour
Flour
Baking powder
Garlic
Salt or flavoring
Pepper
Cooking oil

The following is a classification of the main raw materials in processed seafood products:

#### 1. Shrimp

Kingdom	:	Animalia
Phylum	:	Arthropods
Subphylum	:	Crustaceans
Class	:	Malacostraca
Order	:	Decapoda
Susubdo	:	Pleocyemata
Infraorder	:	Caridea

#### 2. Crab

Kingdom	:	Animalia
Phylum	:	Arthropods
Class	:	Malacostraca
Order	:	Decapoda
Infraorder	:	Brachyura

#### 3. Teri (Anchovies)

Kingdom	:	Animalia
Phylum	:	Chordata
Subphylum	:	Vertebrae
Class	:	Actinopterygii
Ord	:	Clupeiformes
Family	:	Engraulidae
Genus	:	Stolephorus
Species	:	Stolephorus indicus

#### 4. Wilis fish

Kingdom	:	Animalia
Phylum	:	Chordata
Class	:	Actinopterygii
Order	:	Cypriniformes
Family	:	Cyprinidae
Genus	:	Mystacoleucus
Species	:	M. padangensis

#### 5. Squid

Kingdom	:	Animalia
Phylum	:	Mollusks
Class	:	Cephalopod
Subclass	:	Coleoidea
Order	:	Teuthoidea
Family	:	Loliginidae
Genus	:	Loligo
Species	:	Loligo sp.

The seafood raw materials are obtained from the fish auction place around Pangandaran Beach. The quality of the seafood is still very good because it has just been caught. The purchase system is made with an open and cash system. The procurement of other raw materials such as flour and seasonings is obtained from nearby traditional, the purchase is made in cash.

### Process technology analysis

#### A. Tools used

The following are the tools used in the processing of seafood crispies:

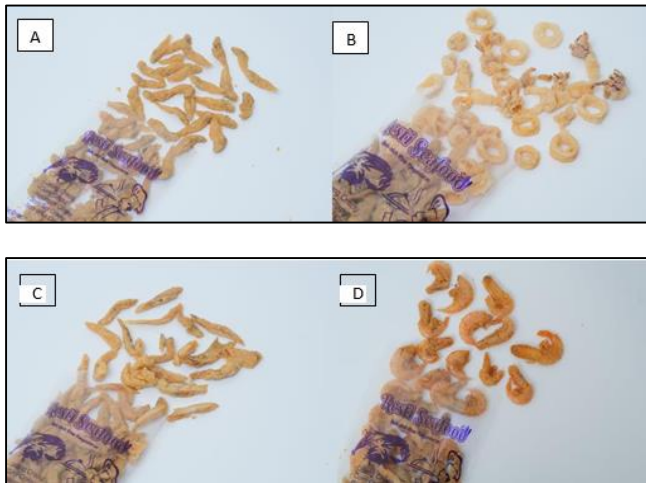
**Table 2**

Tool	Information
Knife	To cut and clean crabs from their dirt and scales
Bowl	To mix flour ingredients such as wheat flour, cornstarch, baking powder, salt, and pepper powder
Spatula	For stirring and frying
Wok	To fry crispy crabs. Choose a pan that is large enough so that it can be fried evenly
Stove	For heating cooking oil and frying
Spoon	To pick and slice the process that has been fried
Serving Plates	To serve processed products

The stages of the process of making seafood crispy are carried out as follows:

The raw materials that have been obtained will then go through the processing process. The raw materials consist of shrimp, crab, anchovies, wilis fish, and squid.

1. Wash thoroughly the raw materials in running water
2. Puree additional spices such as garlic, pepper, and other spices, then add enough water
3. Put tapioca flour, wheat flour, and seasonings that have been mashed into a large container
4. Put the raw materials gradually into the container containing the spices, stirring until evenly distributed
5. If it has been stirred evenly, put it in a pan and fry until cooked. Remove and drain to avoid too much oil
6. If it is cold, crispy seafood is ready to be packaged



**Fig1:** Resti Crispy Seafood Product (Figure A: Crispy Seafood Teri Fish (Anchovie), Figure B: Crispy Seafood Squid, Figure C: Crispy Seafood Willis Fish, And Figure D: Crispy Seafood Shrimp).

## Marketing Analytics

### Market segmentation

According to Sudartono (2019), market segmentation divides the market into several different groups of buyers who may need different products or services. Given a large number of buyers with different needs in the market, market segmentation is needed. Market segmentation is a strategy based on the concept of consumer-oriented marketing management. Through market segmentation, marketing activities can be carried out more effectively, and company resources in the field of marketing can be used more effectively. A different buyer's wants and needs can guide the design of marketing strategies. Buyers often display different product preferences and priorities. They usually want products and services that meet consumer needs at competitive prices. This difference creates a market segment. For each market segment that the company will enter, a product placement strategy needs to be developed. Each product to be distributed is marketed to occupy a certain position in its segment. Market segmentation shows the opportunities faced by companies in these market segments (Sudartono 2019).

Resti Seafood provides an opportunity for seafood enthusiasts from all walks of life to enjoy the delicacy of processed seafood that is different from what is usually sold in other markets. Although many sell similar products, these products have distinctive characteristics. The strategic location of the marketing place makes the product easy to find among other products.

## Competition

According to Porter (2008) <sup>[4]</sup>, the product differentiation strategy is one of the effective competitive strategies to win a competition in the market. This strategy is based on the company's ability to produce different products and is appreciated by consumers for its uniqueness and high quality. With this strategy, companies can reduce competitive pressure and increase profits by offering products that are unique and difficult for competitors to replicate. Market competition in small-scale industries or households and medium-sized industries depends on the quality of products offered to consumers (Rohman and Badi, 2020).

Despite its many competitors, Resti Seafood can still maintain its place in the market with different frying qualities and differences in taste in the products produced. Resti Seafood can be an interesting place to visit for seafood enthusiasts who want to taste the delicacy of the process. With a strategic location on the East Coast Pangandaran can provide good accessibility, attract consumers, and facilitate product distribution. In the case of Resti Seafood, the location on the East Coast of Pangandaran provides good accessibility for beachgoers and makes Resti Seafood an attractive place to visit.

## Market form

According to Joko (2019) <sup>[2]</sup>, the conventional market is a market where buying and selling transactions are carried out through the physical exchange of goods or money, where buyers and sellers meet face-to-face and trade goods directly. In the form of a conventional market, the price and quality of goods can be assessed directly by buyers, so that the transaction process can take place more efficiently and effectively. Concrete market theory refers to a market in which traded goods and services can be delivered directly, and buyers and sellers can interact directly. In the concrete market, the price and quality of goods and services can be assessed by buyers directly and the transaction process can take place more efficiently (Prasetyo, 2020) <sup>[6]</sup>.

Based on the nature of goods and their delivery, the form of market in the seafood crispy business is included in the concrete market, with the following characteristics: cash transactions, goods can be brought / taken directly, goods exist / real not in the form of pictures or photos, sellers and buyers face to face (Pramudyo, 2014) <sup>[5]</sup>. This form of market in the form of squats will usually place its products on store shelves or places that are visible to consumers directly. Thus, this form of market in the seafood crispy business is included in the concrete market or conventional market, where buyers and sellers can meet face to face and make transactions directly through the delivery of real or physical goods.

## Ways to win the competition

Marketing strategies that can be applied to the company's competitive strategy include positioning and rebranding, which is creating a new name, symbol, design, or combination for an established brand to form a new brand in the minds of consumers, investors, and differentiated consumers identities. Positioning is the act by which a company designs its product and marketing mix to create a certain impression in the minds of consumers. In this way, consumers in the segment understand and appreciate what the company does relative to its competitors (Soenaryo, 2020) <sup>[9]</sup>. In the competitive market, Resti Seafood faces many competitors who sell similar products and use the same

recipes. However, Resti Seafood can still distinguish itself from its competitors with different frying qualities, resulting in differences in taste in the products sold. The selling price of the products offered by Resti Seafood is the same as the price offered by its competitors, but if there is a discount, Resti Seafood will make a deal with the buyer. In marketing planning, Resti Seafood uses social media, such as Instagram, to upload product photos and get BPOM. While in product planning, Resti Seafood will wait until the offline business is stable before trying flavor variations in the products sold. Resti Seafood uses ordinary plastic packaging with a name stamp in general, but if sold online, the product will be packaged using a standing pouch affixed with stickers or jars attached with stickers. Resti Seafood products can last for a month if dried, and 3 to 4 days if wet. If stored in the refrigerator, the product can last for 1 week.

### **Strategies that can be used in dealing with similar businesses include**

#### **1. Product branding or Strengthen brand**

Branding or strengthening the brand can increase product sales potential. This is because if a product has a brand, the product will be easily recognized and chosen by consumers.

#### **2. Analysis or observation of business competitors**

One strategy that can be done in dealing with similar business competitors is to observe and analyze competitors. By making observations, business actors can find out the advantages and weaknesses possessed by competitors. The weakness of competitors can be a gap and it is an opportunity that can be used to improve product quality.

#### **3. Observing consumer habits**

Observing consumer habits will help business actors in recognizing consumer desires for a product, intended target consumers, and make business actors understand what consumers like. Understanding this can increase product sales over a fairly long period time.

#### **4. Diligently promote products**

Promotion is one of the important things in running a business. Currently, promotion is not only done by word of mouth, but by promoting on social media. One of the social media that can be used as a means of promotion is TikTok, Instagram, Facebook, and WhatsApp.

### **Conclusion**

Types of seafood used as crispy ingredients are shrimp, crab, anchovy, and wilis fish. The procurement of seafood is obtained from the fish auction place on Pangandaran beach while flour and other ingredients are obtained from traditional markets in Pangandaran. The system of purchasing raw materials is carried out in cash, cash, and carry. Process technology still uses conventional equipment. The stages of the process of making seafood crispy consist of washing seafood, mixing with flour dough that has been seasoned and frying. The crispy seafood market segment is the tourists who visit Pangandaran Beach. Marketing crispy seafood is done offline or online with plastic packaging and standing pouches or jars attached to a stamp or sticker. Promotion is carried out by utilizing friend relationships, word of mouth, and also utilizing social media platforms.

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