

ABSTRAK

Hadi Saputra NPM : 202310, Judul “**ANALISIS STRATEGI PEMASARAN DALAM PENGEMBANGAN USAHA BUDIDAYA IKAN NILA SISTEM BIOFLOK PADA USAHA “GOLDEN TILAPIA” AMUNTAI SELATAN KABUPATEN HULU SUNGAI UTARA**” dibawah bimbingan Bapak Haris Fadillah, S.SOS.,M.A.B CLMA

Penelitian ini dilatarbelakangi oleh belum optimalnya strategi pemasaran pada Usaha "Golden Tilapia" Amuntai Selatan, khususnya dalam pemanfaatan media promosi digital dan perluasan jangkauan pemasaran. Tujuan penelitian ini adalah untuk menganalisis strategi pemasaran dalam pengembangan usaha budidaya ikan nila sistem bioflok berdasarkan bauran pemasaran (*marketing mix*) 7P yang meliputi produk, harga, tempat, promosi, orang, proses, dan bukti fisik. Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian deskriptif. Data diperoleh melalui observasi, wawancara, dan dokumentasi terhadap 10 informan yang terdiri atas 2 pemilik usaha, 3 karyawan, 3 konsumen tetap, dan 2 konsumen baru. Analisis data menggunakan model Miles, Huberman, dan Saldaña yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa strategi pemasaran yang diterapkan sudah berjalan cukup baik. Produk ikan nila bioflok memiliki kualitas yang baik, segar, dan sesuai dengan harapan konsumen. Harga yang ditetapkan dinilai sesuai dengan kualitas produk dan mampu bersaing di pasaran. Lokasi usaha mudah dijangkau serta distribusi produk berjalan dengan baik. Pelayanan karyawan dinilai ramah, proses transaksi berlangsung cepat dan mudah, serta kondisi tempat usaha dan peralatan terjaga kebersihannya. Namun, promosi masih lebih banyak dilakukan dari mulut ke mulut sehingga pemanfaatan media sosial perlu ditingkatkan untuk memperluas jangkauan pasar. Disarankan agar pemilik usaha meningkatkan promosi digital, memperluas jaringan pemasaran, serta mempertahankan kualitas produk dan pelayanan guna mendukung pengembangan usaha secara berkelanjutan.

Kata Kunci: Strategi Pemasaran, Marketing Mix 7P, Bioflok, Ikan Nila, Pengembangan Usaha.



STIA AMUNTAI

ABSTRACT

Hadi Saputra NPM : 202310, Title **"ANALYSIS OF MARKETING STRATEGY IN THE DEVELOPMENT OF BIOFLOC SYSTEM NILA FISH FARMING BUSINESS IN "GOLDEN TILAPIA" BUSINESS, SOUTH AMUNTAI, UPPER SUNGAI UTARA REGENCY"** under the guidance of Mr. Haris Fadillah, S.Sos, M.A.B, CLMA

This research is motivated by the suboptimal marketing strategies employed by the "Golden Tilapia" business in South Amuntai, particularly regarding the use of digital promotional media and the expansion of market reach. The objective of this study is to analyze marketing strategies for the development of the biofloc-system Nile tilapia farming business based on the 7P marketing mix framework: product, price, place, promotion, people, process, and physical evidence. This study employs a qualitative approach with a descriptive research design. Data were collected through observation, interviews, and documentation involving 10 informants, comprising two business owners, three employees, three regular customers, and two new customers. Data analysis utilized the Miles, Huberman, and Saldaña model, involving data reduction, data display, and conclusion drawing. The research results indicate that the implemented marketing strategies are functioning quite well. The biofloc Nile tilapia products are of high quality, fresh, and meet consumer expectations. The established prices are considered commensurate with product quality and competitive in the market. The business location is easily accessible, and product distribution operates smoothly. Employee service is perceived as friendly, transaction processes are quick and easy, and the cleanliness of the business premises and equipment is well-maintained. However, promotion relies heavily on word-of-mouth; therefore, the use of social media needs to be enhanced to expand market reach. It is recommended that the business owner increase digital promotion, expand marketing networks, and maintain product and service quality to support sustainable business development.

Keywords: Marketing Strategy, Marketing Mix (7P), Tilapia Farming, Biofloc System, Golden Tilapia.

The logo of STIA Amuntai is a purple shield-like shape with a white border. Inside the shield, there are three vertical bars of varying heights. Below the shield, the text "STIA AMUNTAI" is written in a bold, white, sans-serif font.

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