

THE EXPORT MARKETING STRATEGY OF CANNED FISH AT PT. SINAR PUREFOODS INTERNATIONAL IN THE CITY OF BITUNG**STRATEGI PEMASARAN EKSPOR IKAN KALENG DI PT. SINAR PUREFOODS INTERNATIONAL DI KOTA BITUNG**

By:

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Abstract: *The trends that occur in the business world today indicate that competition between companies in making market opportunities more stringent. For that the company must have a strong competitive base. One way to win the competition is to continue to improve the quality of products produced with solid quality and have the best quality, the company can continue to retain customers and even attract new customers because customers are the main target and benchmark for the company's success. The purpose of this study is to find out the tuna export marketing strategy applied by PT. Sinar Purefoods International Bitung. The result of this study were from 10 informant workers handling export sales at PT.Sinar Purefoods International. The findings of this study reveal that five factors have a significant impact on marketing strategies: Products, Customers, Company Offering: Quality, Image, and after-sale service, Promotional Function, and Price / Selling Terms. The better the quality of the products produced, the company can get the trust and great opportunities in making export sales.*

Keywords: *marketing strategy*

Abstrak: *Tren yang terjadi dalam dunia bisnis saat ini menunjukkan bahwa persaingan antar perusahaan membuat peluang pasar semakin ketat. Untuk itu perusahaan harus memiliki basis persaingan yang kuat. Salah satu cara untuk memenangkan persaingan adalah dengan terus meningkatkan kualitas produk yang dihasilkan dengan kualitas yang solid dan memiliki kualitas terbaik, perusahaan dapat terus mempertahankan pelanggan bahkan menarik pelanggan baru karena pelanggan merupakan target utama dan tolak ukur kesuksesan perusahaan. Tujuan dari penelitian ini adalah untuk mengetahui strategi pemasaran ekspor tuna yang diterapkan oleh PT. Sinar Purefoods International Bitung. Hasil dari penelitian ini adalah dari 10 informan pekerja yang menangani penjualan ekspor di PT. Sinar Purefoods International. Hasil penelitian menunjukkan bahwa ada lima faktor yang berpengaruh signifikan terhadap strategi pemasaran: Produk, Pelanggan, Penawaran Perusahaan: Kualitas, Citra, dan layanan purna jual, Fungsi Promosi, dan Harga / Syarat Penjualan. Semakin baik kualitas produk yang dihasilkan maka perusahaan dapat memperoleh kepercayaan dan peluang besar dalam melakukan penjualan ekspor.*

Kata kunci: *strategi pemasaran*

INTRODUCTION

Research Background

The current era of globalization shows a lot of progress in various fields, the flow of information, science and technology is growing rapidly, competition between companies is increasingly inevitable and also getting tighter so it requires every company to be able to make improvements to the existing parts in achieving conditions good and efficient company. Current trends in the business world indicate that competition between companies in making market opportunities increasingly tight. For this reason, companies must have a strong competitive base. One way to calm competition is to strive to continually improve the quality of products produced with solid quality and have the best quality so that the company can continue to maintain customers and even attract new customers because customers are the main target and benchmark for the success of the company.

The more companies that produce similar products cause competition, this forces companies to understand and apply the right marketing techniques. Companies that can read opportunities and take advantage of these opportunities with the benefits they have will be more successful in the market than companies that cannot read and see opportunities. Today marketing faces a variety of difficult decisions, they must determine the quality, determine the services needed, set prices, determine the distribution channel, decide on some money that must be spent as costs for other production and marketing. In most companies, marketing is not effective and is therefore considered an activity that is absolutely not important. Many sellers may not recognize this, but just look at the actions they take. Every time a budget is small or limited,

This challenge is growing, while the environment in which these companies operate becomes increasingly competitive both in terms of products, prices and services. Amid these changes, consumers are also busy changing the way they shop and buy goods. Companies that have practical knowledge recognize and realize that the Revolution has taken place, both from the producer and consumer side. So, a decision that is twice as fast as needed to include these developments. North Sulawesi is one of the provinces known for its wealth of the sea and with that marine wealth, most of the livelihoods of the people of North Sulawesi are fishermen and because of this many foreign and local investors are currently opening businesses or companies engaged in fishing, so also the city of Bitung which is one of the cities in North Sulawesi that has so many companies in the field of fisheries even though the existing companies are said to be similar companies and produce similar products but each company has its own strategy in marketing the Products produced .

One type of fisheries commodity that has a bright prospect in terms of overseas exports is tuna. The sales volume and value of Indonesian tuna exports have increased continuously. The international trade system concerning exports and imports is increasingly developing and leading to the global economy, therefore PT. Sinar Purefoods International Bitung must spur the ability to improve its business, and must strive to implement the right strategies in order to be able to compete in the international market. PT. Sinar Purefoods International Bitung is very concerned about quality or product quality, where the products produced will be marketed or exported abroad, therefore PT. Sinar Purefoods International Bitung must be able to carefully pay attention to the strategies that will be implemented so that the products produced can be consumed , as well as having good quality and high selling value, despite the tendency of the volume and value of Indonesian tuna exports to continue to increase from year to year, the export volume of PT. Sinar Purefoods International Bitung, as one of the Indonesian tuna export companies. Based on the descriptions above, for this reason the author raised a title, namely *"The Export Marketing Strategy of Canned Fish at PT. Sinar Purefoods Internationa In The City of Bitung"*

Research Objectives

The purpose of this study is to find out the tuna export marketing strategy applied by PT. Sinar Purefoods International Bitung.

THEORETICAL REVIEW

Marketing

Marketing is a system of business activities designed to plan, determine prices, promote and distribute products that can satisfy desires in achieving company goals (Stanton 2013). Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return (Kotler and Amstrong 2012). Marketing is the spearhead of companies in an increasingly

fierce world of competition, companies are demanded to stay alive and thrive. therefore a marketer is required to understand the main problems in their field and devise strategies in order to achieve company goals (Sunyoto 2014).

Marketing Strategy

The marketing strategy is basically a comprehensive and integrated plan in the field of marketing, which provides guidance on activities that will be carried out to achieve the marketing objectives of a company. In other words, marketing strategy is a series of goals and objectives, policies that lead to marketing efforts from time to time. The important objective of a marketing strategy is to simply build a brand the consumer will prefer products with brands that he already knows or trusts in advance. with marketing, the consumer will know our brand, what are the products of our brand and what are the advantages.

Marketing Mix

The success of a business in achieving its stated objectives depends on the arrangement of the existing marketing strategies in the business. Every business uses a number of tools to get consumer responses to the marketing activities carried out by the business. One of the tools used by businesses in compiling a marketing strategy is to use the marketing mix.

Price

From a marketing point price is the monetary unit or any other measure which were exchanged in order to obtain the right of ownership or use of goods and services. Price is an element of the marketing mix that produces revenue-for businesses through the sale. Therefore, enterprises must be able to set the price of its products properly and appropriately so that consumers are interested and want to buy the products offered that will have an impact on operating income.

Differentiation

The essence of differentiation strategy is the company can provide a more unique difference from competitors, so that with the difference that the consumer has a higher value. According to Kotler (1999), provides a definition of differentiation is the act of designing a set of meaningful differences to distinguish competitors' offerings. Meanwhile, according to Thompson and Strickland (1998), defines diferensasi as follows: "Differentiation Strategies are an attractive competitive approach when preferences are too diverse to be fully satisfied by a standardized product or when the buyer requirements are too diverse to be fully satisfied by sellers with identical capabilities".

Strategic Planning

Strategic planning is the process of an organizational structure which coordinates the implementation of activities in the planning, in theory, strategic planning difasilitator by the process of holding any part of the department to a manager with the director on all the actual activities planned. The main purpose of strategic planning is to help companies select and process the business so that the company will remain healthy despite unexpected events hit areas of business or specific product lines. According to Murphy, "Strategic planning is a long-term planning that is focused on the final goal (the expected results) that adapts to environmental change of the organization".

Sales Definition & Sales Volume

Sales is an integrated effort to develop strategic plans aimed at satisfying needs and wants of business buyers, in order to get the sales profit (Marwan, 1991). Sales is the lifeblood of a company, because of the sale can be obtained as well as a business profits lure consumers who sought to determine their appeal in order to know the results of the resulting product.

The Important of Volume Sales

The volume of sales has an important meaning that the magnitude of the activities carried out effectively by the sale to encourage the consumer to make a purchase. And the purpose of this sales volume is to estimate the amount of profit earned by selling the products to consumers and the costs already incurred.

Factors Affecting Sales Volume

Factors that affect the sales volume is a distribution channel that aims to see whether the market

opportunities that can provide the maximum profit. Also affecting the volume of sales is as follows: Quality goods, consumer tastes, service to customers, competition decrease selling terms.

Previous Research

Yvonne Brodrechtova (2007) determinants of export performance have been extensively examined in the literature. Although marketing strategy is considered to be one of the major determinants of export performance, little attention has been paid to the factors affecting export marketing strategies. The results suggested that generally the physical and relational resources and domestic formal institutions have the most relevant bearing on export marketing strategies. In addition, company history reveals that the years of the transition process are still having an effect.

T. Sabri Erdil, Osman Ozdemir (2016) The aim of this study is to investigate the effects of firm characteristics and marketing mix strategies on export performance. An integrative approach is used in designing the research model. Firm-specific characteristics and external factors as antecedents of export performance are included in the model as existed in the literature.

Ana Valenzuela & Monica Gomez (2006) This study examines the elements of a company's marketing strategy that explain high exporting performance. This relationship is empirically tested using several multivariate methods: correspondence analysis, discriminant analysis, lineal regression and logistic regression. The results obtained demonstrate a significant positive correlation between the level of penetration in foreign markets and marketing strategy. With regard to the marketing strategy, the most discriminating variables of active exporting are the degree of product adaptation, price competitiveness and type of distribution network. The type of distribution network, however, is the most explanatory and should be given more weight when designing export promotion policies.

Conceptual Framework

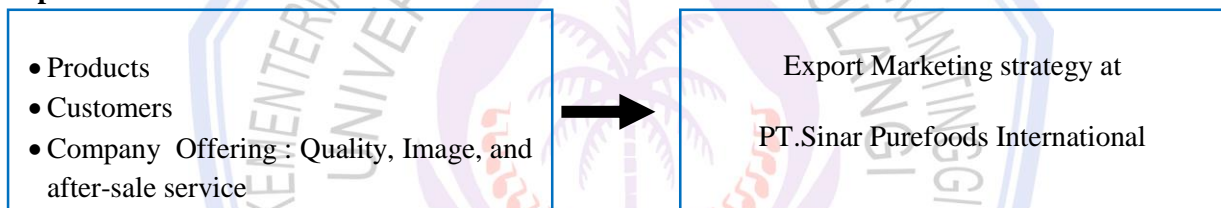


Figure 1. Conceptual Framework

Figure 1 shows that this study aims to determine how the marketing strategy at PT. Sinar Purefoods International.

RESEARCH METHOD

Research Approach

This research used qualitative research methodology to explore how export marketing strategy of canned fish at PT.Sinar Purefoods International in the City of Bitung. According to Creswell (2009), qualitative research is exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The process of research involves emerging questions and procedures typically collected in the participants setting.

Population, Sample, and Sampling Technique

The target population and sample are explained below, include the sampling technique in order to describe the respondents or informants criteria before doing the research.

Population

The population refers to the entire group of people, events, or thing of interest that the researcher wishes to investigate (Sekaran and Bougie 2009). Population is the whole of the characteristics or unit of measurement results that become the object of research. The Population in this research is 15 marketing staff of PT. Sinar Purefoods International.

Sample

Sample of qualitative research, which is called informant or participant, is a theoretical sample since the

aim of qualitative research is to bear new theory and selected purposively according to several consideration and particular aim (Sugiyono, 2007). A sample is a subset of the population by which researcher select to be participants in research or study. The sample method involves taking a representative selection of the population and using the data collected as research information. Sampling in qualitative research usually relies on small numbers with the aim of studying in depth and detail (Miles and Huberman, 1994). The sample should be “representative in the sense that each sampled unit will represent the characteristic of a known number of units in the population”. A sample in this research is 10 workers who were interviewed.

Data Collection Method

In this research, data collection methods are given great emphasis. Data are categorised as primary data and secondary data.

Primary Data

Primary data is an original data source, that is one in which the data are collected firsthand by the researcher for a specific research purpose or project. According to Kumar, R (2011) Information collected for the specific purpose of a study either by the researcher or by someone else . Sources that provide primary data such as interviews, observations

Secondary Data

Secondary data of this research will be gain from analyze, and previous research that support and related with the topic that are being discussed in this research. According to Kumar (2011) secondary data is sometimes the information required is already available in other sources such as journals, previous reports, censuses and researcher extract that information for the specific purpose of this study.

Operational Definition of Research Variables Table 1.Operational Definition and Indicators

Variable	Definition	Indicators
Export Marketing Strategy	Marketing is a social and managerial process in which individuals and groups get what they need and want by exchanging valuable products with other parties (Kotler, 1997: 8). According to Kotler quoted by Saladin (2006: 1), marketing is a social process in which individuals or groups obtain what they need and want by creating, offering, and exchanging valuable products and services with other parties.	<ul style="list-style-type: none"> - Products - Customers - Company Offering : Quality, Image, After-sale service - Promotional Function : Trade promotion, and trade fairs - Price / selling terms : Competitive Prices

Table 1 shows that the discussion is about the definition of the variable that will use in this research. The variable is Export Marketing Strategy.

Steps in Qualitative Data Analysis

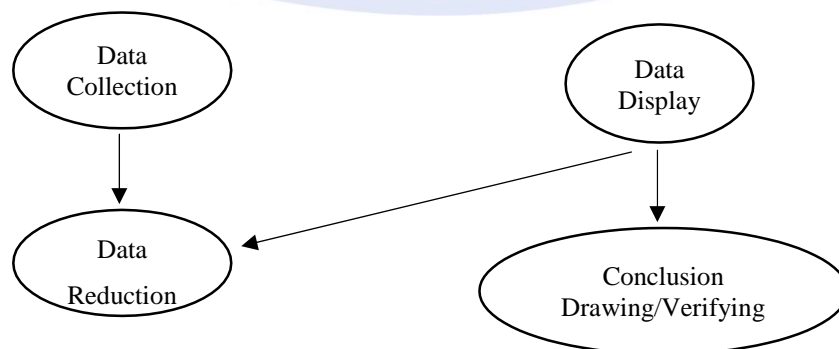


Figure 2. Steps in Qualitative Data Analysis

Figure 2 shows that the step that will use in this research which is the step of qualitative data analysis because this research using qualitative data analysis in order to get the best result through step by step.

RESULT AND DISCUSSION

Result

The result contains explanation in detail about the information that have been gained from the informants through in-depth interview.

Table 2. Characteristics of Informants

No.	Informant	Name of Informant	Gender	Age
1.	Informant 1	Lili Dauhan	Female	34 th
2.	Informant 2	Royke Bambang	Male	33 rd
3.	Informant 3	Denny Tuhatelu	Male	35 th
4.	Informant 4	Servina. P	Female	26 th
5.	Informant 5	Alfrets. L	Male	30 th
6.	Informant 6	Evita Patanduk	Female	25 th
7.	Informant 7	Max Pangkey	Male	32 nd
8.	Informant 8	Lusye. M	Female	28 th
9.	Informant 9	Budi Satriyo	Male	22 nd
10.	Informant 10	Christine. C	Female	37 th

Source: Primary Data, 2019

Table 2 shows that here are 10 informants on administration division who have been done the job crafting before. There are 5 Male informants and 5 Female informants.

Table 3. Coding Categorizing

No	Indicator of Maketing Strategy	Description	Respondent
1.	Product	- Canned fish - Fish meal - Fish oil - Not answering	- R1,R4,R8 - R1,R4 - R1,R8 - R2,R3,R5,R6,R7,R9,R10
2.	Customers	- Customer satisfaction - Marketing target - Reach customers - Not answering	- R1,R4,R5,R9 - R1,R4,R5,R9 - R1,R4,R5,R9 - R2,R3,R6,R7,R8,R10
3.	Company Offering	- Product Quality - Product overview - After-sale service - Not answering	- R2,R4,R9 - R2,R9 - R2,R6,R9,R10 - R1,R3,R5,R7,R8
4.	Promotional Function	- Trade Promotions - Trade Fairs - Not answering	- R2,R5,R6,R7,R10 - R2,R5,R6,R7,R10 - R1,R3,R4,R8,R9
5.	Price / Selling Terms	- Competitive prices - Standard market price - Pricing strategy - Not answering	- R3,R4,R7,R8 - R3,R7,R8 - R3,R6,R10 - R1,R2,R5,R9

Source: Primary Data, 2020

Table 3 shows that the coding from all the answers that were collected from all the informants, in coding categorizing researches put all the important things according to the indicators about analyzing the effective and usefulness of the job crafting on administration division.

Discussion

The purpose of this research is to know how the strategy marketing at PT. Sinar Purefoods International. Based on the interview from all the informants, in this case 10 informants, 5 Male and 5 Female to be interviewed. This study defines the involvement of workers in the process of selling products abroad. In a business we need products to sell or services to offer, at PT.Sinar Purefoods International the products offered are Fish. Respondents R1, R4, R8 who answered canned fish, canned fish offered in the form of export canned fish and local canned

fish, processed canned fish are tuna and skipjack fish, canned fish is fish and fish products that have been processed, packaged in airtight cans, and given heat to kill the bacteria in it and ripen it. Customers also have an important role for the smooth running of a business, as some respondents R1, R4, R5, R9 answer that customer satisfaction also determines the quality of the products sold. Respondents R2, R9 answered the product description. The product description shown by PT.Sinar Purefoods International in the form of advertisements, brochures, and packaging that is given a company logo. Respondents R2, R5, R6, R7, R10 answered trade promotions. Trade promotion is an attempt to notify or offer a product or service with the aim of attracting potential customers to buy or consume it. Respondents R3, R6, R10 answered the pricing strategy. The pricing strategy used by PT. Sinar Purefoods International to penetrate the export market share is the calculation of raw material prices including costs for export products.

CONCLUSIONS AND RECOMMENDATION

Conclusion

Based on the results of interviews and discussions in the previous chapter, it can be concluded that a marketing strategy is needed in entering the export market share, as well as providing a great opportunity for marketers to increase market share. The findings of this study reveal that there are five factors on marketing strategies: Products, Customers, Company Offering: Quality, Image, and after-sale service, Promotional Function: Trade Promotions, and Trade Fairs, and Price / Selling Terms: Competitive Prices.

Recommendations

This research was conducted to determine the marketing strategy of a company for the export sales of a product, and to help guide or provide reviews for sellers or other companies who plan to implement a marketing strategy for a product to run their business, also in order to support the progress of the business or other companies. When the results are obtained, these are some recommendations for sellers or companies and for future researchers who want to make similar research.

1. For companies, can increase production results that have high quality and high sales value.
2. For the government, it is better to introduce more about export marketing to citizens, to educate them more about global marketing.
3. For future researchers who want to make research similar to this study, the study recommends to be done in a wider population, and more diverse applications, to get more samples and to get more results and more problems about strategy marketing in export sales.

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