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The Relationship Between Marketing Strategy and Consumer Purchase Interest: A Study of the Biofloc System of Catfish Business in Apung Village

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Abstract.

This study aims to analyze the relationship between marketing strategies and consumer purchasing interest in the biofloc catfish farming system in Apung Village. The biofloc system is an innovative cultivation method that is more efficient in resource utilization, but this business still faces challenges in increasing consumer purchasing interest. This study used a qualitative method with a case study approach involving in-depth interviews and direct observation of business actors and consumers. The results showed that marketing strategies that include competitive pricing, promotions through social media, direct marketing to customers, and product quality assurance play a significant role in attracting consumer purchasing interest. Consumers are more interested in purchasing catfish that are marketed in an informative manner, especially if accompanied by education about the advantages of the biofloc system. In addition, prices that are in line with people's purchasing power and easy access to the product are also important factors in increasing purchasing decisions. The conclusion of this study confirms that the better the marketing strategy implemented, the higher consumer purchasing interest in the biofloc catfish farming system in Apung Village. Therefore, business actors are advised to be more active in digital marketing, maintain product quality, and improve sales services so that their businesses can grow sustainably.

Keywords: *Marketing strategy, consumer buying interest, catfish, biofloc system.*

1. INTRODUCTION

In the KBBI, marketing strategy is a plan to increase influence on the market, both short and long term, based on market research, assessment, product planning, promotion and sales planning, and distribution. Marketing strategy is a method used by a company to realize the mission, goals and targets that have been determined by maintaining and seeking harmony between the various goals it wants to achieve, the capabilities it has and the opportunities and threats faced in its product market. Harmony like this does need to be maintained, but it does not rule out the possibility of change and improvement if the marketing environment faced changes. Thus, marketing strategies must be dynamic, flexible, and feasible to implement (Maulana & Rosmayati, 2020a).

Marketing strategies play a crucial role in attracting consumers and maintaining their loyalty to a product or service. In an increasingly competitive business world, a product must not only be high-quality but also well-known to attract customers and generate purchase. Therefore, an effective marketing strategy can help businesses in various ways, from building brand awareness and attracting potential buyers to retaining customers.(Tjiptosoewarno et al., 2022).

Consumer purchasing interest is a desire that arises within consumers for a product as a result of a process of consumer observation and learning about a product. Consumers who have an interest in purchasing a product show attention and a sense of enjoyment towards the product, which is then followed by realization in the form of buying behavior. Purchasing interest is consumer behavior that arises in response to an object that indicates a person's desire to make a purchase.(Kotler, 1991). It can be concluded that consumer purchasing interest is a desire that arises within consumers towards a product to consume it because of a feeling of pleasure, and several other factors towards the product based on observations and learning about a product.

The biofloc catfish farming system is a growing fishery business in Indonesia. The biofloc system uses microorganisms to process organic waste into nutrients useful for fish. The biofloc system can be implemented in small areas without water changes, making it suitable for critical water conditions such as urban areas. This system offers several advantages, such as increased feed efficiency, reduced waste, and improved water quality.(Nurhayani & Sunaryo, 2022).

In Apung Village, there are several types of ponds, including tarpaulin ponds, earthen ponds, and biofloc ponds. The biofloc fish pond business was the first of its kind in Apung Village. The biofloc catfish farming business in Apung Village is a promising venture. However, this business still faces several challenges, including a lack of consumer interest and limited market access.

Based on the problems faced by the biofloc system catfish business in Apung Village, this study aims to determine the relationship between marketing strategies and consumer purchasing interest in the biofloc system catfish business in Apung Village.

II. METHODS

This research used a qualitative method with a case study approach, aiming to understand in-depth the relationship between marketing strategies and consumer purchasing interest in the biofloc catfish farming business. This research was conducted in a biofloc fish pond located at SMPN 8 Apung Village, Tanjung Selor District, Bulungan Regency.

To collect data, this study used two main techniques: in-depth interviews and direct observation. First, in-depth interviews were conducted with catfish entrepreneurs and consumers. Through these interviews, researchers gathered information on how marketing strategies are implemented, such as how to promote products, determine

prices, and maintain catfish quality. Furthermore, interviews with consumers aimed to understand the factors influencing their decisions to purchase catfish, such as whether consumers were more interested in fish quality, affordable prices, and attractive promotional methods. Second, this study also used direct observation at business locations to see how marketing strategies are implemented in daily activities. Researchers observed how entrepreneurs interact with customers, the condition of the catfish being sold, and how consumers respond to the implemented marketing strategies. These observations are important to complement the data from the interviews, as they provide a concrete picture of how the marketing process works in the field.(Sugiyono, 2010)By combining in-depth interviews and direct observation, this study was able to obtain accurate data. The results are expected to provide insights for catfish farmers operating in Apung Village using the biofloc system to improve their marketing strategies and attract more consumers.

III. RESULTS AND DISCUSSION

This study found that the marketing strategies implemented by biofloc catfish farmers in Apung Village significantly influenced consumer purchasing interest. These strategies include competitive pricing, social media marketing, direct customer promotions, and product quality assurance.(Sangadji & Sopiah, 2014).

Research results show that consumers are more interested in purchasing catfish marketed in a clear and attractive manner, such as by providing information about the advantages of the biofloc system, product cleanliness, and more hygienic rearing methods compared to traditional methods. Furthermore, prices that are affordable and easy access to catfish are also important factors in increasing purchasing interest.

Interviews with business owners and consumers revealed that effective promotional strategies, including the use of social media and direct sales to local markets, can increase the number of buyers. Consumers also tend to choose catfish grown in the biofloc system because they are perceived as superior and high-quality. Overall, this study concluded that the better the marketing strategy implemented, the higher consumer interest in catfish grown in the biofloc system in Apung Village. Therefore, developing more innovative and targeted marketing strategies is essential for this business to thrive in the future.

Research has shown that effective strategies for marketing catfish using the biofloc system in floating villages include maintaining product quality and implementing marketing strategies such as direct promotion to customers and social media. Businesses that actively use social media platforms like Facebook and WhatsApp to promote their catfish tend to attract more customers. Furthermore, affordable prices and good service also help attract buyers.

"The following conversational evidence shows that marketing strategies through social media, especially WhatsApp, help businesses attract buyers and increase sales.

Consumers tend to inquire about prices, product availability, and shipping methods before making a purchase."

Based on the research results, there are several main factors that influence consumer purchasing interest in biofloc system catfish.(Azizi et al., 2022), that is:

1. Product Quality
   Consumers are more interested in buying catfish from the biofloc system because the quality of the fish is cleaner and healthier than catfish from earthen ponds.
2. Competitive prices
   A price that aligns with people's purchasing power is a crucial factor in purchasing decisions. Prices that are too high can reduce purchasing interest, while competitive prices tend to be more attractive to consumers.
3. Active promotional strategy
   Active marketing, whether through social media such as Facebook and WhatsApp or direct promotions to customers, has been proven to increase consumer appeal.
4. Ease of Access and Additional Services
   Customers are more likely to purchase catfish if the product is readily available. Delivery services or partnerships with local restaurants and markets can increase sales and product appeal.

The results of this study indicate that the biofloc system catfish business in Apung Village can develop rapidly if business actors implement marketing strategies (Noerhayati, 2019).

One of the main keys is effective promotion, such as utilizing social media (e.g., Facebook and WhatsApp) to attract consumer attention.

Product quality also significantly influences consumer purchasing interest. Consumers prefer clean and healthy catfish (Iskandar, 2007). Therefore, businesses must maintain fish quality to ensure it remains high. Furthermore, pricing that aligns with consumer purchasing power is crucial in attracting buyers. Offering attractive offers or discounts can also increase purchasing interest. Furthermore, easy access to catfish also influences consumer decisions (Siti Rosmayati, 2022). If businesses can provide delivery services or collaborate with local markets and restaurants, the product will be more readily available to consumers (Maulana & Rosmayati, 2020b). By considering all of these factors, the biofloc catfish business in Apung Village has the potential to continue growing and attract more customers, ultimately increasing profits.

IV. CONCLUSION

Based on the research conducted, it can be concluded that the marketing strategy implemented in the biofloc catfish farming business in Apung Village significantly influences consumer purchasing interest. The use of social media as a promotional tool, affordable prices, and the quality of the catfish are important factors that can increase

consumer interest in purchasing the product. Furthermore, ease of access to purchasing, such as delivery services or collaborations with local restaurants and food stalls, also plays a significant role in increasing sales. The research results show that the better the marketing strategy implemented, the higher consumer purchasing interest. Therefore, business owners are advised to continue utilizing social media, maintaining fish quality, and providing the best service so that this business can grow further in the future.

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