

# Marketing Mix of Amplang and Fish Crackers Products Produced by Sari Alami MSMEs

Maria Ulfah Riani<sup>1</sup>, Leila Ariyani Sofia<sup>1</sup>

Program Studi Sosial Program Studi Sosial Ekonomi Perikanan, Fakultas Perikanan dan Ilmu Kelautan, Universitas Lambung Mangkurat, Jl. A. Yani Km 36, Kota Banjarbaru 70714, Indonesia

Corresponding Author: Maria Ulfah Riani

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## ABSTRACT

**Background:** The “Sari Alami” Processing and Marketing Group or commonly called Poklahsar Sari Alami is an independent business that has been running for approximately 16 years with the main production of amplang and fish crackers with various types of fish, namely Flat, Snakehead, and Spanish Mackerel. Sari Alami is located at Jl. Bumi Berkas 8, RT.02/RW.01, Kemuning Village, South Banjarbaru District, Banjarbaru City, South Kalimantan. The purpose of this study is the marketing mix of Sari Alami crackers and amplang products so that they can expand the market later.

**Materials and Method:** The second method used is the literature study method which includes analysis of the marketing mix with observation method and interview method

**Result and Conclusion:** The product uses 3 different types of fish, namely Spanish Mackerel, Flat and Snakehead fish, various packaging sizes so that consumers have many choices and does not use preservatives so it only lasts 4 months so it is necessary to use natural preservatives without changing the taste and there needs to be innovation in terms of packaging so that it is not the same as similar products. The production site is located in a densely populated area and close to a university, although not yet on a main provincial road. Product prices are equalized between end consumers and wholesalers or

resellers, and they compete with similar products, although they can be lower due to their current strong capital compared to MSMEs producing similar products. Promotion is solely carried out by resellers; they don't have their own promotional tools, so a dedicated admin is needed to manage promotional tools and online sales.

**Keywords:** amplang, fish crackers, sari alami

## INTRODUCTION

The "Sari Alami" processing and marketing group, commonly known as Poklahsar Sari Alami, is an independent business that has been running for approximately 16 years, moving from Samarinda, East Kalimantan, then to North Hulu Sungai, and now residing in Banjarbaru City, South Kalimantan. This business was initially pioneered by producing fish crackers that were shipped daily outside the city. As the business grew, various products made from fish and fruit began to be produced. The main products of Sari Alami consist of two types, namely crackers and amplang, which are made from various types of fish such as flatfish, snakehead, and mackerel. All products are processed without preservatives, hence the brand name 'Sari Alami'. This Sari Alami product does not use artificial preservatives so the product shelf life is only 4 months, while similar MSME products have a shelf life of around 6 months to a year, making Sari Alami products safer for consumers. Many

Sari Alami products besides amplang and fish crackers such as kue bangkit, rempi pisang, kue tambak anyar, kue talipuk and others. Non-amplang and fish cracker products are products purchased by Sari Alami and then repackaged because the business actors do not have halal certificates from the Indonesian Ulema Council (MUI) and home industry food production certificates from the Regency/City Health Office.

According to Sari and Hafid (2019), amplang is a choice product that can be developed in areas with fisheries potential. Various types of fish with economical selling prices can be used to produce fish amplang, such as milkfish, patin, and catfish. Amplang is a food from East Kalimantan, also known as tiger claw crackers. This amplang has a delicious umami taste. The main ingredient of this amplang is usually mackerel fish mixed with tapioca flour, eggs, and other spices. Good quality amplang can last almost a year (Qosthari 2016). Crackers are sold both ready-to-eat and unfried/raw. Crackers have two variants that are better known to the public: crackers with plant-based ingredients such as onion crackers, puli crackers, and others, and crackers with animal product complements such as fish and shrimp crackers (Rinaldi et al. 2023).

The Sari Alami Community Group (Poklahsar Sari Alami) in Sungai Besar Village has 12 employees, including one business owner/chairman and 11 members. The Sari Alami Community Group has many employees, but the owner, Mrs. Annisa Hariani, is the closest relative, employee, and trusted confidant of Mrs. Hj. Latifah. The Sari Alami Community Group's vision is to become the best producer of healthy snacks and foods, producing high-quality products in Banjarbaru City. The Sari Alami Community Group's mission is to create high-quality and competitive products, tailor products to customer needs, and provide customer satisfaction. It also improves the quality and quantity of processed fishery products and marketing; it also increases the income and welfare of group members; and

it empowers fishery product processors and marketers. The purpose of this study is to analyze the marketing mix for Sari Alami crackers and amplang products to expand the market.

## **MATERIALS & METHODS**

### **Time and Location**

This research took place over two months, from October to November 2024, at the Sari Alami fish processing and marketing group located on Jl. Bumi Berkas 8, RT.02/RW.01, Kemuning Village, South Banjarbaru District, Banjarbaru City, South Kalimantan. Sari Alami was selected purposively because this home industry produces amplang (rice crackers) and crackers using fish as its primary raw material.

### **Data Analysis**

The data obtained comprises both primary and secondary data. Primary data is information derived from interviews and direct observations pertaining to the research to be conducted, specifically analyzing the marketing channels for amplang and fish crackers. Secondary data is obtained through data collection by seeking other sources deemed relevant to the research objectives. In this case, this data is sourced from the internet, such as the Sari Alami direct sales website and journals on the analysis of amplang and fish crackers business channels, to facilitate the research. Several methods and procedures were used during the data collection process in this study:

1. Field Studies: This involves directly observing the research object to obtain the data needed to prepare a journal report. Field studies conducted during the research include:

#### **a) Observation Method**

Observation is a data collection method that has unique characteristics compared to other methods. This observation is not limited to people, but also includes other natural objects. Through this observation activity, researchers can learn about behavior and the meaning of that behavior (Sugiyono 2018). Several steps can be taken during this

observation: (1) determining the purpose and function of the observation activity, (2) recording the data obtained in accordance with the purpose and function of the observation, and (3) meeting with sources to conduct interviews to provide corroborating evidence and serve as reference sources, in this case, the owner and employees of Sari Alami.

#### **b) Interview method**

Interviews are a crucial stage in conducting research, particularly qualitative research. Essentially, an interviewer should strive to obtain good cooperation from respondents. The support of research subjects depends on the researcher's ability to carry out their duties, as the purpose of the interview, which is to obtain important information, will be considered data, and this data is needed to formulate the best possible formulation to achieve the research objectives (Rosaliza 2015).

2. Literature Study Method is a mandatory activity in scientific research that aims to improve the theoretical part or from the practical aspect. This literature study is carried out by each researcher with the main goal of obtaining basic guidelines and foundations so as to obtain and build a theoretical basis, a framework of thought, and establish a hypothesis, so that each researcher can classify, allocate, organize and utilize the various literature in their field. By conducting literature studies, researchers are expected to have broader and deeper knowledge of a study being researched (Kartiningrum 2015)

## **RESULT**

### **Marketing Mix Product**

A product is anything that can be offered to the market to gain attention, be purchased, and then used or consumed, satisfying consumer desires and needs. The main products offered by Sari Alami are amplang (rice crackers) and crackers made from mackerel, snakehead fish, and flatfish. The advantages of Sari Alami's amplang and fish products include: first, they do not use food




preservatives, so they have a maximum shelf life of four months. Second, they use three different types of fish: mackerel, snakehead fish, and flatfish. Home industries producing crackers and amplang typically use only one type of fish. Sari Alami, a long-established and well-known processing industry in Kalimantan, has strong competitive capital, allowing it to produce amplang and crackers using three different types of fish. Third, they offer a variety of packaging sizes, from small to large, making it easy for consumers to choose. Amplang is a typical snack from East Kalimantan with a savory taste. According to SNI 7762:2013 (BSN 2013), fish amplang is a processed fishery product with a minimum of 30% surimi as the main ingredient, and uses a mixture of tapioca flour or other similar flours, eggs, and other ingredients, which are then molded and fried (Yustini and Nurwidayati 2021).

Amplang is a typical Kalimantan snack cracker made from mackerel, snakehead fish, or belida fish (flatfish) that has a crispy and savory taste. The amplang processing business is a type of business engaged in food processing in the form of a small home industry. The food industry has a close relationship between food, nutritional status, individual health, and the resulting productivity (Jaelani et al. 2019). Fish crackers are dry foods consisting of wheat flour with the addition of fish meat and other permitted ingredients. Fish crackers are known as a popular snack and accompaniment due to their delicious and savory taste (Tarantang et al. 2023). The growth and advancement of cracker-processing MSMEs in the community, supported by increasing market demand, can certainly be a driving force for family and regional economies. These cracker-processing MSMEs possess processing skills passed down through generations, influencing the distinctive quality of the resulting product. Crackers are a popular snack consumed as a snack or as a side dish or complement to staple foods among Indonesians (Asikin et al. 2019).

Sari Alami's amplang and fish cracker products have received Halal certification from the Indonesian Ulema Council (MUI) of South Kalimantan Province under ID63110002689900323 and also a home industry food production certificate from the Banjarbaru City Health Office under P-IRT No. 2026372131149-30. Sari Alami is a pioneering MSME producing amplang and fish crackers in Banjarbaru, having been operating for over a decade, compared to

other industries in the same field. Having been in business for over a decade, the company has a strong capital base and a well-known name, especially after moving locations numerous times. Daily product deliveries to each reseller ensure a fast turnover, and there is no stockpiling of production, allowing the owner to guarantee a shelf life of up to four months. The amplang and fish cracker products sold by Sari Alami can be seen in Table 1.

**Table 1. Sari Alami Amplang and Fish Cracker Products.**

No	Nama Produk	Gambar
1.	Amplang mackerel 50 g, 90 g, 130 g, and 225 g	
2.	Amplang mackerel box	
3.	Amplang cork 50 g, 90 g, 130 g, dan 225 g	
4.	Amplang cork box	
5.	Amplang flat 50 g, 130 g, and 225 g	
6.	Amplang flat box	
7.	Mackerel crackers 150 g	
8.	Mackerel crackers 200 g	

9.	Cork crackers 150 g	
10.	Cork crackers 200 g	
11.	Flat crackers 150 g	
12.	Flat crackers 200 g	

Table 1 shows the amplang and fish crackers produced by the Sari Alami MSME. These amplang and fish crackers come in various packaging sizes, from economy to large. The amplang and fish crackers also come in different packaging colors for each type of fish, making it easier for consumers to choose which type they want. Packaging also plays a crucial role in product strategy. Attractive, hygienic, and easy-to-carry packaging enhances product image and encourages repeat purchases (Rahmawati et al., 2024).

### Price

The selling price of Sari Alami's amplang and fish crackers is very affordable for the middle

and lower classes. It's relatively inexpensive compared to similar products, as they use high-quality ingredients and no preservatives. However, the owner charges the same price to both resellers and end consumers who come directly to Sari Alami. Sari Alami products are packaged in various sizes, so prices vary depending on the size of the packaging, giving consumers a wide choice when purchasing. Fish amplang is packaged in five different sizes, providing five prices, while fish crackers are packaged in two different sizes, providing two prices. The price list for Sari Alami's amplang and fish crackers can be seen in Table 2.

**Table 2. Price list for Sari Alami's amplang and fish crackers, sold directly to end consumers.**

No	Nama	Ukuran	Volume	Harga (Rp)
1	Amplang	24 cm x 10 cm	50 g	9.000
2	Amplang	24 cm x 13 cm	90 g	15.000
3	Amplang	30 cm x 15 cm	130 g	25.000
4	Amplang	32 cm x 20 cm	225 g	33.000
5	Amplang	1 box	10 pcs 50 g	95.000
6	Crackers	30 cm x 15 cm	150 g	23.000
7	Crackers	1 box	200 g	33.000

In table 2, you can see the selling price of amplang and fish crackers from Sari Alami MSMEs, namely for the smallest size of amplang, 50 grams, it is sold for IDR 9,000 and then this smallest size is put in a cardboard box with 10 pieces which is sold for IDR 95,000. For fish crackers produced by Sari Alami MSMEs, the small size of 150 grams is sold for IDR 23,000 and the size of 200 grams is sold for IDR 33,000.

Table 2 shows the price list for amplang and fish crackers from the Sari Alami MSME. The larger the package or the net weight, the more expensive the product. However, for all types of fish with the same net weight, the price is the same for both amplang and crackers. Price is not the sole dominant factor; the balance between price and service remains a key determinant in purchasing decisions. Consumers in the lower-middle segment are highly price-sensitive, so tilapia

fish businesses need to carefully adjust prices to maintain affordability without sacrificing quality (Pina et al., 2020).

### Place

Sari Alami is located at Jl. Bumi Berkat 8, RT.02/RW.01, Kemuning Village, South Banjarbaru District, Banjarbaru City, South Kalimantan. Sari Alami's production site also serves as the residence of the MSME owner. Sari Alami's production site is strategically located near the main road, in a densely populated area, and near one of the universities in South Kalimantan. Therefore, Sari Alami's location is easily accessible and its products have significant market potential. Unlike other home industries where production and residential areas are usually combined, Sari Alami has separated the production area from the residential area, ensuring greater cleanliness.



Figure 1. Map of Sari Alami MSME Locations



Figure 2. Natural Sari MSME Production Site

For a seller, place is an arena for them to exchange goods and services offered, so in the minds of sellers they will think about the concept of this place, be it the theme, design, strategic location, ease of access, range of travel distance and their ability to provide various facilities. This convenience aspect is related to place and or distribution, therefore business owners will definitely try to make the purchasing process truly comfortable and easy for their customers. (Fauzan, L. A., Anugrah, Y. E., Noviana, L., Putri, N. A., Rizqi, A., & Vani, E, 2024).

### **Promotion**

Sari Alami doesn't use any social media to market its amplang and fish crackers. The social media and online sales platforms for Sari Alami products are promotional tools for resellers who source their products from Sari Alami. Sari Alami already has a large number of resellers, so the owner doesn't feel the need to promote the product. The owner believes the promotional media used by these resellers have been very helpful in promoting the product.

Promotional activities carried out by companies are actually activities to communicate and provide information related to the products and services offered. Promotion is one of the stimuli that can attract consumers, so it is advisable for business owners to regularly create promotional programs so that communication is always maintained. The form of communication carried out can be done through direct marketing or through other media channels. Communication activities carried out should be two-way or interactive. In two-way communication, consumers can be fully involved to provide feedback or input regarding product development, pricing, and places to provide the desired product (Alexander Mario Retto Djong, 2024).

The marketing mix is composed of various variables that can be controlled and utilized by a company to influence consumer responses in its target market. The marketing mix is a combination of variables or activities

that are central to a marketing system, encompassing competitive dimensions that are controlled and utilized by a company, producer, or marketing manager to influence market demand for the products they produce, including the 4Ps: Product, Price, Place, and Promotion (Senaen et al. 2023). The marketing mix is a strategy that combines various marketing activities to determine the best combination to meet consumer needs (Rochania 2023).

## **DISCUSSION**

### **Product**

The product's shelf life of only four months should be addressed by the owner of the Sari Alami MSME by using natural preservatives to extend its shelf life without altering the flavor, enabling it to compete with similar products. Although each fish is colored differently, making it easier for consumers to distinguish, plastic and cardboard packaging is commonly used by MSMEs producing amplang and fish crackers. Innovation in the packaging of amplang and fish crackers is expected to differentiate them from similar products, such as using lighter and more attractive pouch packaging that is not transparent.

A product is anything that can be offered to a market for attention, ownership, use, or consumption, thereby satisfying consumer desires or needs. A company's product mix is crucial. A well-chosen product mix can attract customers who can then make purchases. A well-chosen product mix positively impacts the company, enabling it to achieve its targets (Ofiana Ulandari, 2023).

### **Price**

The prices of Sari Alami's MSME products are very competitive with similar products. Sari Alami is the largest MSME producing amplang and fish crackers, and therefore should be able to reduce production costs. This lower price will certainly allow it to reach a wider consumer base.

Price is the total value exchanged by buyers to obtain the benefits of ownership of a

product or service. Therefore, price is the sacrifice made to acquire an item to meet their needs and desires. Price plays a crucial role in every step of the buying and selling process. When making a choice, price is one of the factors that must be considered (Ningsih and Maika, 2020).

### Location

The Sari Alami MSME already has a strategic production site, but it should have a small roadside shop to expand its amplang and fish cracker production, making it easier for consumers to purchase from resellers and, of course, at a lower price.

A strategic location will certainly be a supporting factor in product sales. A distribution channel is a series of operational participants that encompass all the functions required to deliver a product from seller to buyer (Karundeng et al., 2018).

### Promotion

This Sari Alami MSME should employ a dedicated admin to manage social media and online sales platforms so it can reach a wider market, especially outside of South Kalimantan, and not rely solely on resellers' social media.

Promotion is a component of marketing that influences buyers or potential buyers to consume a product or maintain loyalty to a business entity's products. Promotion also includes communication that provides explanations and convinces potential consumers about a product or service (Lesmana and Kasim, 2018).

### CONCLUSION

The marketing mix of amplang and fish crackers at Sari Alami, from strongest to weakest, is as follows:

1) The product uses three different types of fish: mackerel, flatfish, and snakehead fish. The packaging varies in size, giving consumers a wide choice. Preservatives are not used, so the product only lasts for four months. Therefore, natural preservatives are needed without altering the taste. Innovation in packaging is

needed to differentiate it from similar products.

- 2) The production site is located in a densely populated area and close to a university, although not yet on the main provincial road.
- 3) Product prices are equalized between end consumers and wholesalers or resellers, and they compete with similar products, even though they can be cheaper due to their strong capital compared to MSMEs producing similar products.
- 4) Promotion is solely carried out by resellers. They do not have their own promotional tools, so a dedicated admin is needed to manage promotional tools and online sales.

### Declaration by Authors

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