**Research Article**

# Marketing Strategy of Shredded Fish Cob Products of Bumdes Lagunci in Bahari Tiga Village

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**ABSTRACT**

*This study aims to determine the internal and external factors that affect the marketing of Shredded Fish Tongkol BUMDES lagunci and internal and external analysis of the marketing strategy of Shredded Fish Tongkol BUMDES lagunci. The data used to find out the factors that influence the marketing of Shredded Cob Fish Products is to conduct an interview with a shredded cob fish maker BUMDES Lagunci. Meanwhile, the marketing strategy using SWOT analysis External factors of the household industry of the BUMDES Lagunci community in Bahari Tiga Village consist of; 1) shredded fish business opportunities that are supported a.) close to raw materials. b) the need for labor is always fulfilled. c) support from the government. d) easy credit access. e) ease of obtaining a business license. 2) the threat of shredded fish business is a) weather or climate change. b) competitors of similar ventures. c) shredded cob fish products are not yet known by the wider community. Marketing strategies used, namely 4P Produck Price Place and Promotion. The internal household factors of BUMDES Lagunci Bahari Tiga Village consist of; 1) the strength of the shredded fish business that is supported a) the existence of partnership cooperation. b) skilled labor. c) affordable product prices d) product excellence (taste and packaging) e) adequate facilities and infrastructure. 2) the weakness of the shredded fish business*

***Keywords:** Marketing Strategy; Shredded Cob Fish; Bumdes Lagunci*

## 1. Latar Belakang

The potential of Indonesian fisheries is very large both landed and seamed. The potential of Many Indonesian fisheries is sometimes exploited, and also sometimes decayed due to ineffective fishing methods that reduce the quality of fish, this can be reduced by processing (Dahuri, 2001). Shredded fish is a way offish engolahan which is expected to maintain the quality of fish and extend the shelf life (Karyono & Wachid, 1982). Shredded fish is a type of food made by processing fresh fish. The resulting fish shredded products have a soft texture, good taste , distinctive aroma, relatively long shelf life, easy handling, and the equipment needed is relatively simple. Due to the high investment costs, the shredded fish processing business is very attractive to develop in areas rich in marine fishery resources (Karyono & Wachid, 1982).

According to Suryani (2007), Shredded fish is a type of processed fish food thatis flavored and processed by boiling and frying. Shredded fish is usually used as a side dish. Shredded fish is suitable for everyone, especially babies, because of its abundant nutritional content. Also proteins, omega-3 and omega-6, as well as low in cholesterol, so they are suitable for brain development (Winarno, 2012).

According to Arman and Ruslang (2017), shredded production is one of the alternatives to fish processing used to predict product abundance and diversification of seafood. While Famela in, Shredded is a kind of uniquely shaped dry food made from meat that iscooked,cut, seasoned, fried andpackaged. Shredded production is one of the alternatives to fish processing to diversify seafood and predict the abundance of catches at the time of harvest, added value and economic improvement (Febrianti, 2018). Shredded is a processed food that uses drying techniques to remove water from the ingredients, making the product crispy and comparable to what becomes the purpose of making shredded fish (Juniarsy Rahardjo, 2017). Can have a long shelf life. Mremove the water contained in the meat so that the fish meat that has become shredded can be stored in the long term.

From some of the understandings about shredded fish above, it can be concluded that shredded fish is a type of processed fish food made from mashed fish meat, going through many stages such as boiling, grinding, frying and drying as well as the addition of various kinds of addictive substances and flavors during frying.

The company's marketing activities must be able to satisfy consumers if they want to get a good response from consumers. According to Aliyah (2018), marketing is an integrated effort to combine strategic plansto satisfythe needs and desires of consumers in order to achieve the expected benefits through exchanges or transactions. Sunyoto and Amoho (2014) states that marketing is a business philosophy that states that satisfying consumer needs is an economic and social need for business survival. It said that the purpose of marketing is to build long-term, mutually satisfying relationships with key stakeholders, namely customers, suppliers, and distributors to obtain and maintaintheir test and their long-term business continuity (Amstrong & Philip, 2002).

Based on the opinions of marketing experts above, it can be concluded that marketing is a system of business activities that aims to determine theprice, promote and endistributegoods to consumers with profitable benefits, increasemarket share and improving another goal of business sustainability.

Kotler and Keller (2021) posit that a marketing strategy is a social process or manejerial in which individuals and groups get what they need and want by creating,providing, and exchanging products that are valuable to others. This understanding hints that the marketing strategycovers the social aspect both individually and in groups to satisfy his needs and desires, as a result of those needs and desires, the partnerships created are called transactions of exchange of goods and services.

The products produced by fish processing in South Buton Regency are in the form of shredded fish, have economic value so that they have good market value, if marketed with a marketing perspective directed at meeting the needs and desires of consumers. And targets maximum profit for the fish processing team and establish a good relationship with consumers, who endup becoming customers. One of the good marketing is to create or implement a marketing mix that has four supporting elements, namely: 1) the product: something that can be seen, palpable or felt with a look or packaging that attracts the attention of consumers; 2) price: the value of the product offered is easily accessible to all consumers of different social classes; 3) distribution: selection of targeted marketing channels, and 4) promotion: the information provided to consumers must be on target (Philip, 2001). Astuti (2018) states that the marketing mix is variables that can be controlled by the company, including Product, Price, Distribution (*place*), and Promotion. All these variables need to be combined and coordinated with each other for a successful and effective marketing business. Successful marketing is marketing that has the ability to integrate all elements or variables of the marketing mix into the marketing process within a company.

Kotler and Amstrong in (Febrianti, 2018) formulated that a SWOT analysis is a comprehensive assessment of the *strengths*, weaknesses, opportunities, and threats of a company. After conducting a SWOT analysis, you canpermalready a business because in addition to being able to come up with ideas to create new products, strategies will also be born to attract or increase consumers and can also develop their business. Rangkuti in , explains that this SWOT Matrix can generate four cells of possible alternative strategies. The S-O strategy requires companies to be able to seize opportunities through their internal strengths. The W-O strategy forces companies to minimize their weaknesses in order to take advantage of opportunities (Afridal, 2017). The S-T strategy isoptimized forstrengths by avoiding threats and WT is minimizing weaknesses and avoiding threats.

Problems or obstacles faced by companies that produce Shredded Fish BUMDES Lagunci can come from within (internal) or from outside the company (external). So that by using the SWOT analysis method and marketing strategyn, it is hoped that it can find out the strengths, weaknesses, opportunities and threats faced by theu saha of making Shredded Fish at BUMDES Lagunci in the community of Bahari Tiga Village and formulatinga marketing strategy for fish shredded products. So that by understanding internal and external factors as well as the right marketing strategy of the Lagunci Fish Shredded producer, it is easy for them to market their business.

## 2. Method

The location of this Research was carried out at the Lagunci Village-Owned Enterprise (BUMDES) in Bahari Tiga Village, Sampolawa District, South Buton Regency. The population of this study was all fishermen of BUMDES Lagunci which amounted to 30 people. The sample of this study consisted of the entire census population of 30 respondents.

Data collection techniques are carried out through Observation, Documentation, Interviews and Questionnaires. Data that has been collectedin the field istabulated and analyzed as needed. Description of respondents' answers to statements regarding product variables, prices, places and promotions. Based on the measurement scale used (likert), the scale of respondents' statements begins with 5 respondents' answer options, so that the maximum score possible to obtain is 5 and the minimum possible score obtained is 1. If divided into five categories, then the score range for each category is 0.8 so that the interval of each category can be sorted as follows:

**Table 1.** Average Interpretation  Interval of Respondent Response Score

| No. | Interval | Category |
|---|---|---|
| 1 | 1,0-1,8 | Strongly disagree/Not good |
| 2 | 1,81-2,6 | Disagree/Not good |
| 3 | 2,61-3,4 | Neutral/Good enough |
| 4 | 3,41-4,2 | Agreed/Good |
| 5 | 4,21-5,0 | Strongly agree/Very good |

*Source:* (Sugiyono, 2010)

To determine the rangking  and weighting of each internal and external factor, a questionnaire was made that was distributed to the respondents, where each real question item was givenan alternative answer. Each answer is scored according to the scoring rules of very important, important, less important and unimportant. For the strength and opportunity factors are given values of 4 (very large), 3 (large), 2 (small) to a value of 1 (very small). As for the weakness and threat factors, they are given values of 1 (very large), 2 (large), 3 (small) to a value of 4 (very small). When developing the IFAS matrix, it is  necessary toknow and evaluate the internal environment of the household industry.

The data used to find out the factors that influence the marketing of Shredded Fish Products is to conduct an interview with the fish shredded maker BUMDES Lagunci. Meanwhile, a marketing strategy using a SWOT analysis will help overcome weaknesses and threats, as well as maximize existing strengths. The power possessed will be able to take advantage of market opportunities .

## 3. Result and Discussion

### 3.1 Characteristics of Respondents

#### a)  Product Variable Description

A product is everything that is offered by a manufacturer to be noticed, requested, purchased, consumed by a market as a fulfillment of the needs or desires of the market in question (Tjiptono, 2010:95). Products are measured by 4 question items. The recapitulation of respondents' answers to the product is outlined as follows:

**Table 2.** Description of Answers To Products

| Item | Frequency and Percentage of Respondents' Answers | | | | | | | | | | Mean |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | STS =1 | | TS =2 | | N=3 | | S=4 | | SS= 5 | | |
| | f | % | f | % | f | % | f | % | f | % | |
| 1 | 1 | 3,30 | 0 | 0,00 | 3 | 10,0 | 19 | 63,3 | 7 | 23,3 | 4,03 |
| 2 | 2 | 6,70 | 2 | 6,70 | 2 | 6,70 | 22 | 73,3 | 2 | 6,70 | 3,67 |
| 3 | 1 | 3,30 | 1 | 3,30 | 2 | 6,70 | 21 | 70,0 | 5 | 16,7 | 3,93 |
| 4 | 1 | 3,30 | 1 | 3,30 | 3 | 10,0 | 20 | 66,7 | 5 | 16,7 | 3,90 |
| 5 | 1 | 3,30 | 2 | 6,7 | 7 | 23,3 | 15 | 50,0 | 5 | 16,7 | 3,70 |
| Average Product Variables | | | | | | | | | | | 3,85 |

*Source:* Primary Data (Questionnaire) processed, 2021

Based on the recapitulation of the above statement on the Three Nautical Village fish shredded products as presented in Table 4.3 above, it shows that the respondent's overall description of the answer to the product states that it agrees / is good with an average value of 3.85, because it is at intervals (3.41 - 4.2). This means that the majority of respondents stated overall about the product is as a result of increasing sales of shredded fish.

### b) Price Description

Price is the exchange rate of customers who profit from owning or using a product or service whose value is determined by buyers and sellers through bargaining, or determined by sellers at the same price for all buyers (Umar, 1999). The price is measured by 4 question items. The recapitulation of respondents' answers to the price is outlined as follows:

**Table 3.** Description of Answers To Prices

| Item | STS =1 | | TS =2 | | N=3 | | S=4 | | SS= 5 | | Mean |
|------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|
|      | f | % | f | % | f | % | f | % | f | % | |
| 1 | 1 | 3,30 | 0 | 0,00 | 6 | 20,0 | 10 | 33,3 | 13 | 43,3 | 4,13 |
| 2 | 1 | 3,3 | 3 | 10,0 | 7 | 23,3 | 17 | 56,7 | 2 | 6,7 | 3,53 |
| 3 | 1 | 3,30 | 1 | 3,30 | 5 | 16,7 | 11 | 36,7 | 12 | 40,0 | 4,07 |
| 4 | 2 | 6,70 | 5 | 16,7 | 11 | 36,7 | 8 | 26,7 | 4 | 13,3 | 3,23 |
| Average Variable Price | | | | | | | | | | | 3.74 |

*Source:* Primary Data (Questionnaire) processed, 2021

Based on the recapitulation of the above statement on the price of shredded cob fish in Bahari Tiga Village as presented in Table 4.4 above, it shows that the respondent's overall description of the answer to the price states agrees/is good with an average value of 3.74, because it is at an interval (3.41-4.2). That is, Most respondents stated that the entire product was the result of an increase in sales of shredded fish.

### c) Place Description

Place means *the* various activities carried out by the company to make products obtainable and available to target consumers. Kotler (2005:17). Place is measured by 3 question items. The recapitulation of respondents' answers to the premises is outlined as follows:

**Table 4.** Description of Answers to Places

| Item | STS =1 | | TS =2 | | N=3 | | S=4 | | SS= 5 | | Mean |
|------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|
|      | f | % | f | % | f | % | f | % | f | % | |
| 1 | 1 | 3,30 | 3 | 10,0 | 2 | 6,7 | 15 | 50,0 | 9 | 30,0 | 3,93 |
| 2 | 1 | 3,30 | 2 | 6,7 | 9 | 30,0 | 14 | 46,7 | 4 | 13,3 | 3,60 |
| 3 | 1 | 3,30 | 2 | 6,7 | 7 | 23,3 | 12 | 40,0 | 8 | 26,7 | 3,80 |
| Average Place Variable | | | | | | | | | | | 3.78 |

*Source:* Primary Data (Questionnaire) processed, 2021

Based on the recapitulation of the above statement on the shredded cob spot of Bahari Tiga Village as presented in Table 4.5 above, it shows that the respondent's overall description of the answer to the place stated that they agreed/good with an average value of 3.78, because it was at an interval (3.41-4.2). This means that the majority of respondents stated overall about the place is as a result of increasing sales of shredded fish.

### d) Promotion Description

Promotion is an activity aimed at influencing consumers to familiarize themselves with the products offered by the company, then feel satisfied and then buy the product (Gitosudarmo, 2008: 285). Promotion is measured by 4 question items. The recapitulation of respondents' answers to the promotion is outlined as follows:

**Table 5.** Description of Answers To Promotion Variables

| Item | STS =1 | | TS =2 | | N=3 | | S=4 | | SS= 5 | | (Mean) |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | f | % | f | % | f | % | f | % | f | % | |
| 1 | 1 | 3,30 | 2 | 6,7 | 8 | 26,7 | 11 | 36,7 | 8 | 26,7 | 3,77 |
| 2 | 0 | 0,00 | 1 | 3,30 | 4 | 13,3 | 25 | 83,3 | 0 | 0,00 | 3,80 |
| 3 | 1 | 3,30 | 0 | 0,00 | 6 | 20,0 | 20 | 66,7 | 3 | 10,0 | 3,80 |
| 4 | 0 | 0,00 | 3 | 10,0 | 7 | 23,3 | 18 | 60,0 | 2 | 6,70 | 3,63 |
| Average Promotions | | | | | | | | | | | 3,75 |

*Source:* Primary Data (Questionnaire) processed, 2021

Based on the recapitulation of the above statement on the promotion of shredded cob fish in Bahari Tiga Village as presented in Table 4.6 above, it shows that the overall description of the respondent's answer to the promotion stated that they agreed/well with an average value of 3.75, because it was at an interval (3.41-4.2). This means that the majority of respondents stated that promotions can increase sales of shredded fish.

In terms of determining the price of shredded cob fish, BUMDES Lagunci Bahari Tiga Village strongly considers the factor of the magnitude of production costs, especially the large cost of procurement of raw materials, namely cob fish, which reaches more than 30% of the total direct production costs. The price set by BUMDES Lagunci Desa Bahari Tiga for each package varies including 100 grams of packaging is Rp. 20,000, 250 grams is Rp. 35,000, 500 grams packaging is Rp. 60,000 and for 1 kg packaging is Rp. 120,000. Promotional activities that are usually carried out by BUMDES Lagunci Bahari Tiga Village are carried out by sharing advertisements through *market places* or social media (facebook, instagram, whatsaap and other sosail media websites), conducting sales promotions directly to acquaintances, friends, family relatives and co-workers. In addition, entrust samples of shredded cob fish products on consignment (titip jual) in several stores, supermarket chains and restaurants. What has been done by BUMDES Lagunci Bahari Tiga Village in utilizing information technology is in terms of marketing their products using social media such as facebook, instagram and ordering by telephone and whatsapp.

Respondents' answers regarding internal factors from the household industry bumdes Lagunci Bahari Tiga Village can be seen as follows:

**Table 6**. Result of Internal Factor Analysis of Household Industry BUMDES Lagunci Bahari Tiga Village

| Strength Factor | Weight | Rating | Score |
|---|---|---|---|
| **Strengths** | | | |
| - The existence of partnership cooperation | 0,13 | 4 | 0,52 |
| - Skilled labor | 0,18 | 4 | 0,72 |
| - Affordable product price | 0,10 | 3 | 0,30 |
| - Product advantages (taste and packaging) | 0,11 | 3 | 0,33 |
| - Adequate facilities and infrastructure | 0,09 | 3 | 0,27 |
| | 0,61 | | 2,14 |
| **Weaknessess** | | | |
| - Lack of maximum socialmedia emancipation | 0,08 | 2 | 0,16 |
| - Pabrik making packaging belum ada | 0,10 | 2 | 0,20 |
| - consumers needto be well served | 0,05 | 3 | 0,15 |
| - lack of promotional activities | 0,09 | 2 | 0,18 |
| - Distribution area is still limited | 0,07 | 3 | 0,21 |
| | 0,39 | | 0,90 |
| Total | **1,00** | | **3,04** |

*Source:* Research Result (processed) in 2021

Based on Table 4.7 above, it can be seen how much strengths and weaknesses are faced by BUMDES Lagunci Desa Bahari Three score values for strength are 2.14 and the score value for weaknesses is 0.90. The score value for strength is greater than the score value of weakness, this draws a good situation for the household industry of BUMDES Lagunci Desa Bahari Tiga because with the strengths of the household industry of BUMDES Lagunci Desa Bahari Tiga can be maintained to cover the weakness. Fexternal actors from the household industry BUMDES Lagunci Desa Bahari Tiga can be seen as follows:

**Table 7**. Results of External Factor Analysis of Household Industry BUMDES Lagunci Bahari Tiga Village

| External Factors | Weight | Rating | Score |
|---|---|---|---|
| Opportunities | | | |
| - Close to raw materials | 0,13 | 4 | 0,52 |
| - Labor demand is always met | 0,18 | 4 | 0,72 |
| - government provides support | 0,11 | 3 | 0,33 |
| - Easy access to credit | 0,09 | 3 | 0,27 |
| - business licenses are easy to obtain | 0,06 | 2 | 0,12 |
| | 0,57 | | 1,96 |
| Threat | | | |
| - Weather or climate change | 0,07 | 3 | 0,21 |
| - Competitors of similar ventures | 0,10 | 2 | 0,20 |
| - the wider community has not yet enal Fish shredded products | 0,08 | 2 | 0,16 |
| - Changes in consumer tastes | 0,08 | 2 | 0,16 |
| - Rising fuel oil prices | 0,10 | 2 | 0,20 |
| | 0,43 | | 0,93 |
| Total | **1,00** | | **2,89** |

*Source:* Research Results (processed) in 2021

Based on Table 4.8 above, it canbe seen the importance of the role of opportunities and threats faced by BUMDES Lagunci, Bahari Tiga Village. Thescore for the opportunity was 1.96 and the score for the threat was 0.93. The opportunity score value is higher than the threat, which draws a good situation for the household industry of BUMDES Lagunci Desa Bahari Tiga because they still have opportunities that can be utilized to avoid the existing threat. Inaddition, calculations were carried out based on the difference between the table of internal and external factors to determine the right strategy applied by the BUMDES Lagunci industry in Bahari Tiga Village. Based on the difference, the coordinate points are determined to clearly see what is the right strategy to increase sales volume, attract and map consumers.

### 3.2 Marketing Strategy Analysis of BUMDES Lagunci Shredded Fish Products in Bahari Tiga Village

The implementation of the household industry of BUMDES Lagunci Desa Bahari Tiga to support the industrial strategy is formulated in a SWOT diagram that has been carried out through a process of observation and interviews anddistributing questionnaires to informants. Tabel SWOT matrix can be seen below:

**Table 8**. SWOT Matrix of BUMDES Lagunci Bahari Village Three

| INTERNAL / EKSTERNAL | Strengths (S)<br>1. Have a partnership<br>2. Skilled labor<br>3. Affordable product price<br>4. Featured products (taste and packaging)<br>5. Facilities and infrastructure complete | Weaknesses (W)<br>1. Use of media less social is optimal for product marketing shredded fish<br>2. no factory for packaging<br>3. Consumer demand is well served<br>4. Lack ofactivity promotion<br>5. Distribution area still limited |
|---|---|---|
| Opportunities (O)<br>1. Close to the material reciprocally<br>2. Labor demand is alwaysmet<br>3. There is government support<br>4. Ease of Access to credit<br>5. Tourist City | Strategy SO<br>1. Partner to set up a packaging factory<br>2. Maximizing human resources as skilled workers through programs training from the government | Strategy WO<br>1. Maximize social media advertising like facebook, instagram and whatsapp<br>2. Build channels even distribution |
| Threats (T)<br>1. Weather or climate change<br>2. Competitors of similar businesses<br>3. Shredded fish products are not yetknown to the wider community<br>4. Changes in consumer tastes<br>5. Fuel price increase | Strategy ST<br>1. Improve product quality in order to compete<br>2. Keepthe selling price more cheap from competitors' prices | Strategy WT<br>1. Conduct trade promotions in public places around the location<br>2. Conduct product development by making new innovations so that they can compete with new competitors |

Source: Recapitulation of Discussion Results (processed) in 2021

Based on Table 8 of the SWOT analysis matrix, it shows that the performance of BUMDES Lagunci Desa Bahari Tiga can be determined by a combination of internal and external factors. Supporting factors for the development strategy of the domestic fish shredded household industry are licensing, training, marketing and associations. The first supporting factor is licensing, the results of this study show that the permit issued by the South Buton government is beneficial for fish shredded business actors in distributing their products to the community. In addition, this free permit provides convenience for fish shredded business actors in marketing their products in the market. Supporting factors *Second* is training. The results of this study saw that the trainingprovided by the South Buton government not only covered the household industry sector but also explained about fields outside the fish shredded business. This is done so that household industry players can try other businesses besides shredded fish. The third supporting factor is marketing, the results of this study see that exhibitions and social media are real marketing techniques that help entrepreneurs introduce their products to the public.

Based on the data obtained, the factors inhibiting the strategy of developing a shredded fish business are capital, raw materials, equipment, human resources and land. The first inhibiting factor is capital, the results of this study show that fish shredded business actors in South Buton only have a small capital, making it more difficult to develop a more advanced business. The two inhibiting factors are raw materials. The results of this study show that fish shredded entrepreneurs experience difficulties to obtain raw materials from their products due to uncertain seasons that make the market price of raw materials unstable. Factors the obstacle to eradicating marketing strategies is location or land because they produce at home, so they are inflexible, unproductable and based on a large scale. In addition, the shredded fish industry also faces a shortage of human resources as a result of which employees who work quite a little and sometimes even to lack capital. Another inhibiting factoris also due to unstable weather conditions in the sea capture sectors the cob fish are hampered as a result of running out of raw material supplies.

## 4. Conclusion

External factors of the household industry of the BUMDES Lagunci community in Bahari Tiga Village consist of; 1) fish shredded business opportunities that are supported a.) close to raw materials. b) theneed for labor is always sufficient. c) adanya support from the government. d) akses easy credit. e) k kses easy credit. e) kease in obtaining a business license. 2) the threat of the shredded fish business is a) changes in weather or climate. b) pessayng from similar businesses. c) produk shredded fish cob bellum known by the wider community. e) kenakan price of fuel oil.

The internal household factors of BUMDES Lagunci Bahari Tiga Village consist of; 1) the strength of the shredded fish business that is supported a) the existence of partnership cooperation. b) skilled labor. c) affordable product prices d) product excellence (taste and packaging) e) adequate facilities and infrastructure. 2) the disadvantages of the shredded fish business are a) the use of social media is not optimal. b) the absence of a packaging manufacturing plant. c) demands from consumers to be well served. d) lack of promotional activities. e) wdistribution area is still limited.

The SWOT analysis matrix shows that the performance of the Bahari Tiga Village Bumdes group can be determined by a) the SO strategy pursued by the Bahari Tiga Village Bumdes group, namely collaborating on partnerships to create packaging manufacturing factories and maximize human resources as skilled workers with training programs from the government. b) The ST strategy pursued by the Bahari Tiga Village Bumdes group is to improve the quality and quality of products in order to compete and maintain selling prices that are cheaper than competitors' prices. c) the WO strategy taken by the Bahari Tiga Village Bumdes group is to maximize promotion through social media known to the public such as Facebook and Instagram and Whatsapp. Establishing an even distribution channel. d) The WT strategy pursued by the Bumdes group of Bahari Tiga Village is to promote in public places around the location. Conducting product development through new innovations in order to compete with new competitors.

The supporting factor in the development strategy of the cob shredded fish household industry *is first,* the permits granted by the South Buton government are very helpful for fish shredded business actors in circulating their products to the community. *Second,* the training held by the South Buton government not only contains the field of household industry but also explains about fields outside the fish shredded business. *Third,* marketing, through social media is a marketing technique that really helps fish shredded business actors in introducing their products to the public.

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