

# MARKETING EFFECTIVENESS OF AKROPORA DECORATIVE CORAL (*Acropora* Sp.) AT PT. AGUNG AQUATIC MARINE, BADUNG BALI

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## ABSTRACT

Coral reefs are marine biota that reproduce by budding and fertilization, making them natural resources aquarium consumers in Europe, America, and Asia are very interested in. Since Indonesia is the largest tropical nation producing sponges, there is an increasing need for imported products. Consequently, it may be inferred whether marketing can be carried out effectively as planned or targeted in accordance with the targets that the organization has established. This study uses descriptive qualitative analysis to investigate the marketing strategies and efficiency of Akropora decorative corals (*Acropora* sp) at PT. Agung Aquatic Marine in Badung, Bali. Additionally, PT. Agung Aquatic Marine's marketing efforts are deemed successful because the business's target may be met and ornamental coral sales keep rising each month. In addition, the marketing carried out by PT Agung Aquatic Marine is considered effective because the sale of ornamental corals continues to increase every month and can achieve the company's target.

**Keywords:** *Acropora* sp, marketing effectiveness, ornamental coral

## INTRODUCTION

Indonesia's geographical location as a coral triangle (Triangle) water area is also known as "The Amazon of the Ocean" as Southeast Asia's largest ecosystem and is in the tropics, allowing it to have exceptionally high coral diversity with attractive panoramic colors and patterns. to be traded as ornamental coral with high export value. Because of its coral potential, Indonesia is the world's largest exporter of natural ornamental corals to the United States, the European Union, Asia, the Middle East, and Africa.

Coral reefs serve as a center for biodiversity, temporary or permanent residence,

feeding, spawning, breeding areas, and places for biological, chemical, physical cycles globally that have a very high level of productivity, as well as protection from breaking waves, while coral reefs have a very high economic value in the socio-economic aspect (Kasmi and Sulkifli, 2013) in (Kasmi M., dkk., 2020).

Indonesian coral reefs are very beautiful with the biota that live in them, however, that does not mean that these beautiful coral reefs are just to be told, but the economic value contained therein is very high, preservation must have benefits, and vice versa, utilization must be environmentally friendly and pay attention sustainability aspects. The ornamental

coral trade for aquariums has a very high value (Wabnitz et.al.2003) in (Ikhsan, 2018).

Although the trade in ornamental corals for aquariums is very small in volume, it is extremely valuable. According to CITES (the Convention on International Trade in Endangered Species of Wild Fauna and Flora), coral is listed in Appendix II, which means that while international trade is legal, it must be strictly controlled to avoid over-exploitation, which can lead to extinction. the several varieties of coral (Giyanto, 2007) in (Ramses, 2017).

*Acropora* sp. is a popular ornamental coral among Reef Tank enthusiasts. *Acropora* sp. is a branching coral reef that belongs to the Acroporidae family. *Acropora*, *Anacropora*, *Astreopora*, and *Montipora* are the four genera of the Acroporidae family. *Acropora* sp. has a primary growth network on axial and radial corallite. The branching forms of corimbose, arboresen, and capitosa differ greatly. This genus has approximately 113 species that are distributed throughout Indonesian waters (Suharsono, 2008) in (Purnama et al., 2020).

Direct marketing techniques are used to advertise attractive corals, particularly species of *Acropora* Sp. The ability of marketers or marketing departments to optimize their efforts in order to achieve both short- and long-term results is known as marketing effectiveness. This evaluation is conducted by examining the marketing strategies employed by the business

to meet previously established or agreed-upon goals. Thus, it can be inferred whether marketing can be done effectively as planned or targeted in line with the company's established goals. Therefore, the objective of this study was to investigate the marketing strategies and efficiency of *Acropora* decorative corals (*Acropora* sp) using descriptive qualitative analysis at PT. Agung Aquatic Marine in Badung, Bali.

### MATERIAL AND METHOD

To explore the marketing strategies and efficiency of *Acropora* decorative coral, this study used a case study method at PT. Agung Aquatic Marine in Badung, Bali. We utilized the primary and secondary data from this company.

#### Data collection.

The methods used in data collection are:

1. Observation is the most widely used data collection method. Observation is observing, listening and recording in order to understand, look for answers, look for evidence of phenomena against an object without affecting the phenomenon being observed, by recording, photographing the phenomenon for the discovery of analytical data.
2. Literature study, namely data collection by studying several books/literature related to research.
3. Direct practice, namely activities carried out

directly by following all the processes carried out at PT Agung Aquatic Marine regarding how to export ornamental coral marketing techniques.

4. The interview is a question and answer activity that is carried out orally to obtain information about the export marketing techniques of ornamental coral.

### Data types and Source

#### a. Qualitative Data

Qualitative data was data obtained from the company, namely a brief history of the company's establishment, vision and mission, organizational structure, and company facilities.

#### b. Quantitative Data

Quantitative data was data obtained from the company, namely the number of facilities, the number of exporting countries, and the number of company employees, and the number of *Acropora* sp sold each month.

### Data source

#### a. Primary data

Primary data were various information data and information obtained directly from the first party. The primary data are the technical aspects of the ornamental coral export business at PT Agung Aquatic Marine and the sales volume of *Acropora* sp.

#### b. Secondary Data

Secondary data sources were various theories and information obtained indirectly from the source but obtained from various books containing the theory concerned with what will be studied. The data variables are company history, organizational structure, and company facilities.

### Data Analysis

Data analysis was the process of processing data with the aim of finding useful information that can be used as a basis for making decisions to solve a problem. This analysis process included activities of grouping data based on its characteristics, performing data cleaning, transforming data, creating data models to find important information from the data.

The data analysis used in this study was a qualitative descriptive analysis, namely knowing the marketing techniques of *Acropora* sp and effective marketing to be carried out by PT Agung Aquatic Marine.

## RESULTS AND DISCUSSION

### Result

Direct Marketing Techniques for *Acropora* Ornamental Corals (*Acropora* sp):

1. By face to face with the customer directly. Customers come to the company directly and choose the *Acropora* sp ornamental coral available in the company's aquarium.
2. Through the stock list of *Acropora* sp

variations owned by the company. The company sends a list of the types of *Acropora* sp it has to the customer and the customer will determine which type of *Acropora* sp to choose based on the variety of *Acropora* sp offered.

Via a photo of the type of *Acropora* sp owned by the company. Previously, the company sent photos of the types of *Acropora*

sp that were considered attractive to the customer so that it would be easier for the customer to determine the type, shape, size and color of the selected *Acropora* sp.

Table 1 shows the direct marketing of ornamental coral, *Acropora* (*Acropora* sp). The dominant species was *Acropora millepora*, while the opposite one was *Acropora divaricata*. Total sale of the ornamental coral was 745 fish.

**Table 1.** Data on the sale of ornamental fish, *Acropora* sp January-March 2022

No.	Nama <i>Acropora</i> sp	Jan	Feb	Mar	Sub-Total
1	<i>Acropora abrolhosensis</i>	2	-	-	2
2	<i>Acropora aspera</i>	-	-	2	2
3	<i>Acropora austera</i>	3	-	-	3
4	<i>Acropora caroliniana</i>	7	-	2	9
5	<i>Acropora carduus</i>	4	10	11	25
6	<i>Acropora cerealis</i>	2	2	5	9
7	<i>Acropora desalwii</i>	3	3	-	6
8	<i>Acropora digitifera</i>	1	2	-	3
9	<i>Acropora divaricata</i>	1	-	-	1
10	<i>Acropora echinata</i>	-	-	4	4
11	<i>Acropora elegans</i>	1	1	-	2
12	<i>Acropora feneri</i>	9	-	7	16
13	<i>Acropora florida</i>	10	4	-	14
14	<i>Acropora formosa</i>	1	3	2	6
15	<i>Acropora gomezi</i>	1	1	8	10
16	<i>Acropora grandis</i>	-	-	6	6
17	<i>Acropora granulosa</i>	2	-	2	4
18	<i>Acropora horrida</i>	4	-	4	8
19	<i>Acropora hoeksemai</i>	6	2	3	11
20	<i>Acropora humilis</i>	4	-	3	7
21	<i>Acropora hyachintus</i>	3	-	-	3
22	<i>Acropora jacquelineae</i>	-	2	2	4
23	<i>Acropora loripes</i>	15	15	13	43
24	<i>Acropora latistela</i>	3	22	32	57

25	<i>Acropora microlados</i>	-	11	12	<b>23</b>
26	<i>Acropora microphthalma</i>	10	1	6	<b>17</b>
27	<i>Acropora millepora</i>	17	42	84	<b>143</b>
28	<i>Acropora nana</i>	13	13	15	<b>41</b>
<b>TOTAL</b>					<b>745</b>

Source : PT Agung Aquatic Marine, Badung Bali in 2022

## Discussion

### *Direct Marketing Techniques for Acropora Ornamental Coral*

The demand for ornamental coral from year to year continues to increase with relatively high prices. One year old, small corals can cost as much as \$15 to \$20, never even going below \$5. This has caused ornamental coral entrepreneurs to compete to market ornamental corals directly to consumers.

In marketing *Acropora* sp ornamental corals, PT Agung Aquatic Marine uses three techniques, namely as follows.

#### 1. Face to Face

Marketing face to face or face to face may be outdated because marketing products online is considered more effective, efficient and easy. However, marketing by visiting customers is very effective. As sellers, we can show goods to consumers. They can also see what the quality of the goods being sold is like. That way, there will be no disappointment when the product has been purchased (Sihombing, n.d.)

Face to face marketing is marketing communication that is carried out directly

between the company and the buyer. Marketing of *Acropora* sp ornamental corals face to face, namely the customer coming directly to the company to see the items available in the aquarium or warehouse. In this face to face method, usually the customer directly selects the item or type of *Acropora* sp to be taken. In addition, the customer can explain directly what type of *Acropora* sp is desired in terms of type, shape, size and color (Anonim, 2021).

The use of ornamental coral trade is now one of the main fisheries production which is intended for decoration or decoration in marine aquariums that can still be considered considering its enormous benefits as entertainment to release boredom levels and as a vehicle for entertainment and relaxation for people in cities. who are busy with their work ( Kasmi dkk., 2020). The company can also explain directly the advantages of the goods owned.

Direct marketing face to face has several advantages, some of which are as follows.

- a. The company can convey or inform consumers directly about the advantages

- of *Acropora* sp ornamental coral, for example informing the customer that the item comes from Serangan beach or comes from Pandawa beach.
- b. Customer wishes can be more quickly followed up by the company
  - c. This face to face method can also maintain communication and trust relationships with customers to the company.

*Through the stock list of Acropora sp available in the aquarium*

This method is one of the marketing methods carried out at PT Agung Aquatic Marine. Previously, the company checked or made a stock list of the types of *Acropora* sp available in the aquarium or checked what types of *Acropora* sp were available on Serangan Beach and Pandawa Beach. After that, the company will send the stock list to the customer and offer what items are available in the aquarium via e-mail.

The advantages of the marketing method by sending a stock list of the types of *Acropora* sp available in the aquarium are as follows:

- a. In an effort to prepare goods more easily because the customer is based on the existing stock list.
- b. Procurement costs can be minimized because the number of orders from the customer will not change.

- c. In terms of the survival of ornamental corals, it is better because ornamental corals that are in an aquarium for a long time are able to adapt better to the aquarium environment.

Marketing via foto carried out through social network accounts such as Facebook, Yahoo, Gmail, blogs, IG and e-commerce sites as promotional media can save costs and provide benefits for companies and customers and without realizing it the number of customers will increase (Ria, 2019) in (Mufadhol, 2020). Marketing via photos is one way of marketing by sending photos to customers either via email or social media such as WhatsApp. However, marketing through photos must pay attention to image quality so that customers can be interested in buying these items both in terms of shape, size and color of the ornamental coral itself.

Marketing through this photo can be used as an alternative to convince customers who cannot come to the company to check and choose *Acropora* sp directly. In addition, this method can also be used to establish cooperation with new customers. Marketing via photos has several advantages including the level of customer trust will increase because the customer already knows the quality of the *Acropora* sp ornamental coral that will be sent.

### *Marketing Effectiveness of Ornamental Coral Acropora Sp.*

Marketing effectiveness is an effort to inform, persuade, and remind consumers directly or indirectly about the products and brands being sold. In other words, consumers can learn about who makes the product and what the goals of the company and brand are. Therefore, a marketing communication is needed that connects their brand with people, places, events, brands, experiences, feelings, and other things (Alfajri et al., 2019).

Based on sales data for ornamental coral species *Acropora sp* for three months from January to February, sales have continued to increase. As for several types of *Acropora sp* that have experienced a decrease in orders from customers, such as the type *Acropora Austera*, this could be due to the quality of the goods that do not suit the tastes of the costumers. However, there are also types of *Acropora sp* whose orders continue to increase every month, such as *Acropora Millepora* and *Acropora Tenuis*. This is because these types have beautiful shapes and colors when under LED lights.

It can be said that direct marketing of ornamental coral *Acropora Sp* at PT Agung Aquatic Marine has been effective because it has been able to achieve sales targets and company goals that have been previously set. In addition, the company has also built good

communication and relationships with customers so that customers have confidence in PT Agung Aquatic Marine.

### CONCLUSIONS

Data on sales of ornamental coral *Acropora sp*, PT Agung Aquatic Marine uses three techniques in marketing ornamental coral consisting of face to face, stock list of available ornamental corals, and through photos and marketing conducted by PT Agung Aquatic Marine. These techniques are considered to be effective because sales of ornamental corals continue to increase every month and can achieve the company's target.

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