
DEEP BRANDING STRATEGY ANALYSIS INCREASING MARKET SHARE (Case Study on SMEs in the Fisheries Sector in Kupang City)

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Abstract

The purpose of this study is to determine the branding strategy for MSME fishery product processing in increasing market share. The research method used is a qualitative method with a case study approach on SMEs processing fishery products in the form of fish floss, the subjects in this study are SMEs processing fishery products, data collection techniques are observation methods and structured interviews. Data analysis was performed by triangulation (combined). The results of the study show that the branding strategy implemented by MSMEs has not been able to increase the market share of fishery product processing products. Many of them are still not implementing the branding strategy properly.

Keywords: *branding, market share, small and medium enterprises, fisheries*

INTRODUCTION

The development of Micro, Small and Medium Enterprises (MSMEs) from year to year has increased very rapidly. With so many new businesses emerging, the level of competition is getting tougher in an effort to dominate the market, so businesses compete with each other in creating marketing strategies to maintain their business existence in the market. Not a few micro, small and medium enterprises have gone out of business due to the inability of business actors to develop their marketing strategies properly, this has been experienced by many micro, small and medium enterprises. (Nur et al., 2021).

One of the most important marketing strategies in maintaining a product's position in the market is a branding strategy, in Erna Susanti's research at the souvenir center in Padang City it was found that the branding strategy carried out was not optimal, due to the perception of MSME managers who still considered brands to be limited to names, logos, name sign and packaging, where the brand given is equated with the name of the business or shop (Susanti E. and Oskar, 2018), the same thing is also experienced by Micro, Small and Medium scale business actors in the City of Kupang, the branding strategy has not been implemented optimally, because the brand given (Susanti E. and Oskar, 2018) the same as

the name of the business or shop such as Shredded Fish UMKM Al-Ijtihad, Shredded Fish UMKM Macha, and Shredded Fish UMKM Mawar. This makes it difficult for many MSME products to dominate market share, because consumers find it difficult to remember and find specific brands of MSME products in Kupang City.

Weak brands of UMKM products so that it needs to get attention in creating a brand or brand of the products or services that are made (Lian Fawahan & Ita Marianingsih, 2021). Therefore, research is needed to create innovations in various product and packaging designs that can attract attention and get new markets or customers.

The quality of the products produced by MSME actors is of very good quality, but because the brands used do not have a strong character, MSME products for processing fishery products in Kupang City receive less attention from consumers.

With this research, it is hoped that it can contribute to strengthening the branding strategy for MSME products processing fishery products, so that they are able to compete to increase a wider market share.

METHODS

The research method used in this study is a qualitative descriptive method which was carried out on six MSME actors processing fishery products in Kupang City who are still active in their business regarding the application of branding strategies. With the data collection method using two ways, namely:

1. Observation of phenomena related to the implementation of branding strategies in SMEs processing fishery products in Kupang City.
2. The interview was conducted using the in-depth interview method. The results were then compared with the theory of branding strategy.

The data that has been collected is then analyzed using the Nvivo 12 Plus software. With the following stages:

1. The first stage was to determine which SMEs were used as research subjects. The subjects in this study were Al-Ijtihad SMEs, Mawar SMEs, Macha SMEs, Setia Kawan SMEs, Anugerah SMEs, and Aisyiah SMEs.
2. The second stage includes interview data, observation data and other supporting data sourced from research objects and from internet sources in the form of narratives into Nvivo 12 Plus through coding and cases.
3. The third stage is to select analysis features, the analysis features function to translate data, these features are in the form of word clouds, text search, clusters.
4. The fourth stage, comparing one result with another result.

RESULTS AND DISCUSSION

This research was conducted on SMEs engaged in the processing of fishery products in the city of Kupang, based on observations it was found that there were six SMEs, namely Al-Ijtihad SMEs, Mawar SMEs, Macha SMEs, Aisyiah SMEs, Setia Kawan SMEs, and Anugerah SMEs. These SMEs produce a lot of processed products made from fish, such as shredded fish, fish meatballs, fish nuggets, fish sausage, fish jerky, rengginang fish, and fish crackers, but the superior products produced by these 6 SMEs are shredded products. fish. With these superior products, the six MSMEs have not been able to dominate a large market share in Kupang City, many factors have influenced this, one of which is branding strategy.

SMEs that have implemented part of the branding strategy through branding shredded fish products, namely Setia Kawan SMEs with the "manis ee" shredded fish product brand

and Mawar SMEs with the "FOMENI" shredded fish product brand, so researchers began research by observing and interviewing actors. SMEs Setia Friend and SMEs Mawar.



Figure 1.Shredded fish product "sweet ee" UMKM Setia Kawan



Figure 2.Shredded Fish Product "FOMENI" UMKM Mawar

A business whose product already has a brand or brand means that it has taken the first step in a branding strategy which is a producer's effort to convey business values that are the hallmark of a business to consumers, because brands are in business activities according to the United States Marketing Association (The American Marketing Association). Association) is defined as one or a combination of several name, term, sign, symbol or design factors to identify a product or service provided by a seller that differentiates it from its competitors.(Muhammad et al., 2021), thus the branding strategy is not only limited to giving a name, logo or color to the product, but more than that the resulting product has certain characteristics that distinguish it from competing products, such as packaging, product design and labels. In this study it was found that the Setia Kawan UMKM and Mawar UMKM were only able to make product brand names, but not followed by other product attributes, the two UMKM both produced fish floss which used the same raw material, which was made from tuna. In addition, the packaging used is the same, which is made of aluminum foil.

The results of interviews with Setia Kawan MSME actors The brand name "shredded sweet tuna ee.." used by Setia Kawan UMKM is not just a brand name, but illustrates that the taste of the Setia Kawan's shredded fish products tastes sweet. Based on the results of interviews with Setia Kawan MSME actors, it was found that in carrying out their business activities, Setia Kawan MSME actors had planned well about marketing their products, especially the brands used in their products. The message that the Setia Kawan MSME players want to convey through choosing the brand name for their shredded fish product is "manis ee.." is that UMKM Setia Kawan has regional values, namely the Kupang Timor area which can be seen from the brand name's words "sweet ee..

Based on the results of observations the overall brand design that was built has not been able to increase the market share of the Setia Kawan's fish shredded products, because the branding strategy in addition to providing identity to products with names, symbols or logos also requires a design strategy as a liaison between strategy, design, culture and identity an entity(Lukito et al., 2021). This has not been properly implemented by the Setia

Kawan UMKM. Because in essence a branding strategy is not enough just to give a brand name (brand) to the product, but more than that the efforts of a business in communicating the brand to its consumers(Irene Diddy, 2021).

Furthermore, to examine the branding strategy for Al-Ijtihad SMEs, Mawar SMEs, Macha SMEs, and Aisyiah SMEs have been carried out by observing the product attributes of the four SMEs.



Figure 3.Shredded Fish UMKM Aisyiah



Figure 4.Shredded Fish UMKM Al-Ijtihad



Figure 5.Shredded Fish UMKM Macha

The pictures above are shredded fish products produced by UMKM Aisyiah, UMKM Al-Ijtihad, and UMKM Macha, while the shredded fish products produced by UMKM Mawar at the time of observation were carried out in this study that had not yet made production. From the picture above it can also be seen that these MSME products do not yet have a unique brand name so that consumers cannot distinguish each of these products. Apart from not having a brand name, the products of UMKM Al-Ijtihad, UMKM Mawar, UMKM Macha, UMKM Aisyiah, and UMKM Setia Kawan have the same product packaging, and the design of other product attributes is almost the same. Based on the results of these observations, it can be concluded that the branding strategy has not been implemented properly by these MSMEs in terms of product quality aspects, namely brand, and other product attributes that support branding strategy efforts. In an effort to increase market share with a branding strategy, it is not enough just to have a brand name in the form of a product name, symbol, logo, and color, but a company needs to carry out promotions and determine distribution channels.(Sunday Ade Sitorus et al., 2022).

Furthermore, according to the purpose of this study, namely to find out the branding strategy for MSME fishery product processing products in increasing market share, the

researchers used the Nvivo 12 Plus software. All data sources obtained are imported into the Nvivo 12 Plus software for data analysis purposes. After all the data was imported, the researcher coded the data. In this process, the researcher forms data categorizations based on the concepts that appear in the data, compares the concepts and/or data categories and reunites all concepts and data categories that are related to one another. In the end, this process will stop when the researcher no longer finds new concepts in the data. The purpose of coding is to explore the research problem based on the explanations and patterns contained in the research data. Coding also aims to collect all relevant information from various sources related to a particular case.

The theme categories that the researcher analyzed during the coding process were stored in nodes, so nodes play a very important role in the management and analysis of qualitative data with NVivo. By looking at the nodes created based on the categories and sub-categories of the unit of analysis, the researcher can see the relationship patterns of each theme and/or concepts generated based on the data. Nodes can also be created to represent participants and research settings.

The Word Frequency Query feature of the Nvivo 12 Plus software is used to describe the words, variations, or phrases that appear most often. The following image is a word cloud, which is the result of the visualization of the Word Frequency Query software which shows the Word Cloud of the 30 dominant words used in the imported data source:



Figure 6. *WorldCloud* of the 30 dominant words used in the research data source

Based on the picture above, it can be seen that the word "product" is the word with the most frequency that appears, namely as much as 4.37%, followed by the word "business" as much as 1.98% and "brand" as much as 1.82% from all sources. research data. These three words have a larger font size because these words are often spoken in interviews. Besides that, the words "marketing" and "strategy" are also among the words that are often mentioned. These words are related to the branding strategy analyzed in this study.

This shows that the focus of MSME actors is on products, especially product quality. There's basically nothing wrong with that. However, in the branding strategy there are attributes, brands and packaging that are also inherent in the product which must be a concern for MSME actors. Among the 6 participants in this study, only 2 participants already had a brand for the product while the others did not even have a brand even the attributes and packaging of these products were almost the same so that consumers found it difficult to distinguish which products they purchased were produced by SMEs.

The focus on the individual rather than the group average is one of the main characteristics of qualitative research. The difference in the demographic data of a participant is very decisive in the meaning of the expression or belief he has. The NVivo 12 Plus software through the Matrix Coding Query feature can do this. This feature makes

it possible to cross-tabulate how content is encoded, so that researchers can get answers to questions about patterns in data and gain access to content that demonstrates those patterns. Through this technique, researchers can present the results of a comparative analysis between sub-category themes with research demographic data. Following are the results of the Matrix Coding Query analysis conducted on the participants in this study:

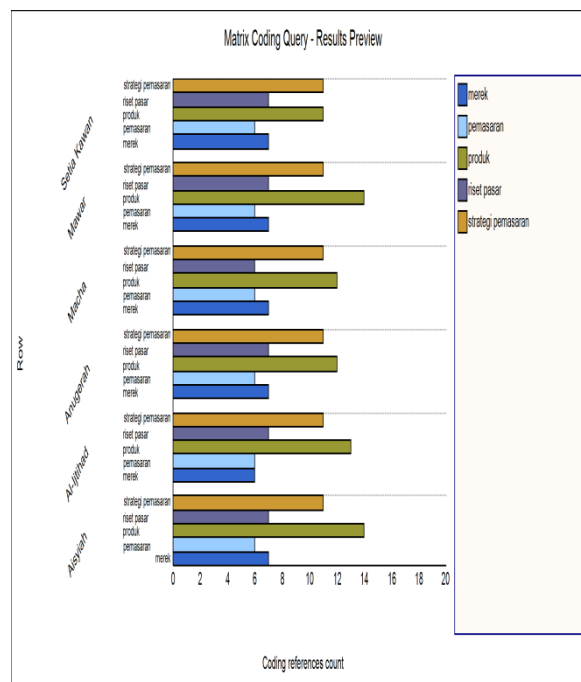


Figure 7.Branding Strategy for Participating SMEs

Based on the results of the research illustrated in the graph above, it shows that the product is the thing that gets the most attention among participants, especially in Mawar UMKM and Aisyiah UMKM. The results of this analysis are in line with the findings on the Word Cloud above. In the aspects of marketing strategy, branding and market research, all participants had almost the same opinion. In the interviews and observations it was found that the participants' perceptions of marketing were the same as selling, the marketing strategy was through promotion, product brands were considered the same as the names of MSMEs, and all MSMEs did not conduct market research before marketing their products.

Overall, the branding strategy for MSMEs participating in this study can be seen based on the following scheme:



Figure 8. World Tree from the use of the word 'difficulty' in Research Data Sources

Based on this figure, information is obtained that the branding strategy by MSME players is considered the same thing as a marketing strategy, where theoretically the branding strategy is a producer's effort in determining the provision of names, logos or labels, even unique combinations of the marketing mix that are useful as differentiators from products. -competitor products(Wahyudi & Nirawati, 2021). Setia Kawan UMKM and Mawar UMKM have applied branding to the products they produce and these two UMKM really understand that with good branding they can increase market share for their products.

After knowing how far the participants' understanding of the branding strategy is, the researcher wants to know the alignment and consistency of the branding strategy. Therefore, the researcher conducted a cluster analysis (cluster analysis) based on the similarity of words, meaning that the words contained in the selected data sources or nodes will be compared. Data sources or nodes that have a higher degree of similarity based on the occurrence and frequency of words will be displayed in groups. Data sources or nodes that have a lower level of similarity based on the occurrence and frequency of words will be displayed farther apart. The correlation coefficient used in this cluster analysis is Pearson's correlation coefficient.

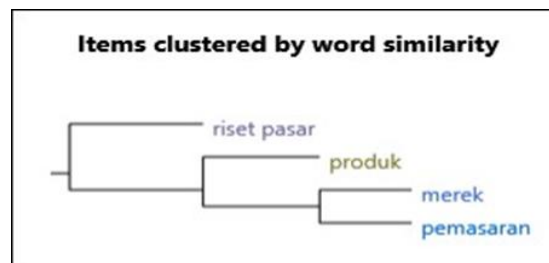


Figure 9. grouping nodes based on word similarity

From the picture above, information is obtained that there is one pair of nodes that have similarities in the branding strategy. Brand and marketing correlation is 0.23. This

information indicates that the brand on the product can support marketing, because the brand is the first step for entrepreneurs to introduce products to potential buyers (Daradjat et al., 1993). MSMEs that process fishery products in Kupang City already have brands, namely Setia Kawan UMKM with the brand "Manis ee" and UMKM Mawar with the brand "Fomeni".

Interviews were conducted with all MSMEs participating in this study regarding very detailed branding strategies. However, when viewed from the answers and information on each participant, there are differences and similarities. To carry out a cluster analysis (cluster analysis) based on synonyms as discussed earlier. The following is the grouping of participants based on the similarity of words:

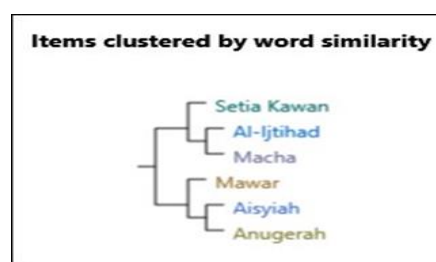


Figure 10. Participant grouping based on word similarity

From this analysis, information was obtained which indicated that there were similarities regarding the branding strategy between UMKM Al-Ijtihad and UMKM Macha as well as UMKM Aisyiah and UMKM Anugerah. However, there is a difference with the Setia Kawan UMKM and Mawar UMKM where it is known that the two UMKM already have a brand, while the other four UMKM do not have a brand yet..

CONCLUSION

Based on the results of the research discussed above, it can be concluded that the branding strategy implemented by MSMEs has not been able to increase the market share of fishery product processing products. brands, even though they already have the brands of the two MSMEs, they have the same product packaging and design, so that consumers still find it difficult to make purchases. Branding for MSME actors is still considered insignificant in marketing activities, this is also evidenced by the market share which has never increased. the marketing strategy also cannot be carried out optimally by SMEs processing fishery products.

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