

The Effect of Fishpreneurs Utilization of Social Media on Production and Marketing of Freshwater Aquaculture in Semarang City

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Abstract

Endiva Dian Septiara, Tita Elfitasari* and Rosa Amalia. 2022. The Effect of Fishpreneurs Utilization of Social Media on Production and Marketing of Freshwater Aquaculture in Semarang City. Social media becomes a substantial advantage for society, including fishpreneurs. A fishpreneur can be defined as a small-scale fish farmer with entrepreneurial behavior and who implements innovative actions as well as managerial strategies. Most fishpreneurs still encounter issues such as lack of knowledge in obtaining information. Fishpreneur characteristics can be seen by some aspects such as, build or developing self-branding in fishpreneur's activities, being financially committed, desiring on pursuing new things, innovative, visionary mindset, willing to take a risk, assertive, and optimistic. Several aspects of marketing and production improvement can be mentioned, namely market segmentation, market analysis, competitor analysis, and promotion. as well as land resources, the feasibility factor for cultivation, and the level of cultivation technology. This study aims to analyze how the fishpreneur's character impacts the utilization of social media to enhance their production and marketing of aquaculture in Gunung Pati, Semarang. A quantitative approach was used in this research. A set of questionnaires as a measuring tool was carefully developed and validated and were distributed to 23 fish farmers. The result showed a significant effect of fishpreneur's characters on the utilization of social media to enhance production (sig 0,000) and marketing (sig 0.000) of freshwater aquaculture in Semarang City.

Keywords: Character; Fishpreneur; Marketing; Production, Social media

Introduction

Indonesia is a country with comprehensive natural resources, which can be beneficial for a fish farming entrepreneur or fishpreneur. Fishpreneur can be defined as a small-scale fish farmer with entrepreneurial behavior and who implements innovative actions as well as managerial strategies (Elfitasari, 2021). A fishpreneur has a far-sighted view of the future, so a fishpreneur always tries to take initiative, if there is a risk that might occur, he will always be steadfast in looking for opportunities and challenges

(Welter and Kim, 2018). The character development of an entrepreneur is carried out by fostering an entrepreneurial spirit, such as presenting and being motivated, as well as supportive environment to develop an entrepreneurial spirit (Adhimursandi, 2016). One of the problems often experienced by a fishpreneur is the production enhancement and marketing of aquaculture products (Andriyanto, 2013). These problems are generally caused by limited technology access and information that can be obtained from social media (Ariadi and Abidin, 2019). Meanwhile, social media can

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make it easier for fish farmers to get extensive information (Saefuloh, 2020). Effective use of social media can increase production and marketing to maximize the profits of fish farming (Hartono et al., 2012). The existence of social media causes marketing to be carried out with a wide range, increasing production value (Hendri et al., 2019). Suitable social media selection needs to be done because it plays an important role in optimizing sales with a wide reach and a fairly affordable cost (Hartini et al., 2020).

Characteristics that need to be developed by a fish entrepreneur are innovative and revolutionary ideas, fishpreneurs must think about diversifying fisheries and related sectors. According to Elfitasari et al., (2021), aspects that lead to the criteria of a fishpreneur are having a desire to build self-image in business activities, committing financially, having a desire to learn new skills, being able to take innovative steps, and creating a visionary mindset. An entrepreneur tends to have a personality such as being brave in taking risks, being assertive, and being optimistic (Kozubiková et al., 2017). An entrepreneurial business certainly can't be separated from production enhancement and marketing. Marketing is one of the important functions in entrepreneurship, with an adequate marketing strategy in determining the amount of sales volume and the position of the product in the right target market (Hartono et al., 2012). Important aspects in marketing are market segmentation, market analysis, competitor analysis, and promotion (Bergen and Peteraf, 2002; Camilleri, 2017; Reza, 2016; Sheth and

Sisodia, 2002). High marketing certainly requires production enhancement so that the business can grow. According to Herawati and Mulyani (2016), the production process is defined as an activity in creating added uses for goods or services by using existing aspects so that it can be more useful for the needs of the community. Some aspects of production enhancement in aquaculture include biological factors such as climate, external factors such as the area of cultivation (Rinaldi et al., 2014). According to Sutarjo and Samsundari (2018), to increase aquaculture production it is necessary to manage water quality, manufacture fish feed, and do management of freshwater fish culture. This is a basic treatment that is carried out to keep cultivation developing and sustaining well. According to Sukadi (2002), efforts to increase cultivation production are carried out by taking into account the potential of land resources, understanding the feasibility factors of cultivation, and the level of business technology. This study aims to analyze the effect of a fishpreneur's characteristic on the utilization of social media in the enhancement of production and marketing.

Materials and Methods

The method of this research utilized a quantitative approach to test certain theories by examining the relationship between predetermined variables. According to Dikananda et al., (2019), quantitative methods were carried out randomly and could be used as data collection through questionnaires, tests, and interviews. Data collection requires an

instrument used to collect data sourced from respondents (Pranatawijaya, 2019). The research was conducted by distributing written questionnaires to respondents to be answered directly (Atmaja, 2019). Sources of data obtained with the source using primary data. According to Pramiyati et al., (2017), primary data is used to produce information that reflects factual conditions, so that the information obtained produces useful decisions. Primary data sources were obtained through interviews and direct observation in the field. The measurement scale used in the questionnaire is a Likert scale, this aims to determine the validity of the data, a data quality test is carried out which consists of a validity test and a reliability test (Dwipayana et al., 2017).

The research was conducted on active semi-intensive to intensive freshwater fish farmers in Gunung Pati, Semarang City. The distribution of questionnaires was carried out as initial data mining to analyze the conditions that occurred in the research subject, this was done so that researchers could see the suitability of the subject's characteristics with the research conditions. The total population of fish farmers in Gunung Pati is 263, this is based on data from the Semarang City Fisheries Service in 2020. Data collection through the calculation of the sample size using the Slovin Technique. The study uses a statistical approach to the Slovin formula (Sugiyono, 2016) as follows

$$n = \frac{N}{1 + Ne^2}$$

Information:

n = Sample

N = Total Population

e = Estimated tolerable error rate, e = 0.2

Sample determination was carried out through the purposive sampling technique, to produce a sample that is considered representative of the population. Data collection is carried out by distributing questionnaires in the form of questions with 3 aspects as seen on Table 2. related to the research conducted (Campbell et al., 2020). The research data was generated from respondents' answers to the distribution of a questionnaire form which contained questions about research on how the influence of fishpreneur characters on the use of social media in Gunung Pati, Semarang City.

Variable Measurement

The measurement of variables in this study uses a Likert scale, used as a means of measuring attitudes, opinions, and perceptions of a person about something (Bahrun et al., 2018). The study was conducted using a modified Likert scale model with 4 alternative answers, conducted so that respondents can have a tendency of opinion in answering several existing statements (Trimmel and Trimmel, 2017). The tendency of respondents' answers resulted in the absence of mid-points so that the answers were more stable, balanced, and could be interpreted well (Garland, 1991). The answers for each instrument have a gradation

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from negative to positive, so the score data is obtained which can be seen in Table 1.

Table 1. Research Score

Statements	Definition	Score
SD	Strongly Disagree	1
D	Disagree	2
A	Agree	3
SA	Strongly Agree	4

Constructing Research Instrument

The variables correspond to the independent variables and the determining variables in the study, then the variables in making the instrument are as follows:

Variable 1: Fishpreneur Character

Variable 2: Utilization of social media in Production Enhancement

Variable 3: Utilization of social media in Marketing

Each variable that has a related aspect in each, is adjusted to the relevant journal regarding the aspects that meet these variables, then determined by giving indicators in each aspect that are interconnected and increasingly detailed. After the aspects and indicators are explained, a statement will appear which will be given and then filled in by the respondent. Each of the four scales has a score or value contained in each statement that will be carried out at a later stage. The following is the distribution of fishpreneur characteristics presented in Table 2.

Table 2. Distribution of Characteristic Aspects of Fishpreneur

Aspects	Indicator	Spread	Amount
Building self-image in entrepreneur ship activities	1. Activeness in business activity renewal/pro motion	1,16	2

Have a sense of commitment on financial matters (financial)	1.	Financial record-keeping of business activities	2,17	2
			7,18	2
	2.	Restoration of business activity assets	3,19	2
Have a desire to learn new skills	3.	Determine variable cost and fixed cost		
	1.	Participate in outreach activities, seminars, presentations, etc.	4,20	2
			5	1
Innovative	2.	Have a desire to understand the development of new era technology.	21	1
	3.	Have openness in thinking		
	1.	Creating high-quality feed without increasing costs	6,22	2
Visionary	1.	Determine business investment for the future	8,24	2
			9,25	2
			26	1
	2.	Business cash flow planning	10,2	2
Dare taking risk			3	
	3.	Business planning		
	4.	Seeing national market conditions		
Assertive	1.	Aware of new experiences and challenges.	11,2	2
			7	1
Assertive			12	1
	2.	Considering failure as a lesson		
Assertive	1.	Have Basic Scientific Principles	13	1
	2.	Able to reject irrelevant things	28	1

Optimistic	1. Be confident with the decisions you make	14,29	2
	2. Not resisting change	15	1
Total	3.		29

The following is the distribution of social media utilization in the production enhancement scale presented in Table 3.

Table 3. Distribution of Social Media Utilization in Production Enhancement Scale

Aspects	Indicator	Spread	Amount
Potential of fishery land resources	1. Knowing the fishery land that is suitable for the cultivation activity being cultivated	1,6	2
		7	2
		8	2
	2. The utilization of Fish Resources has a positive economic impact		
	3. Analysis of fishery land resources that do not cause losses		
Cultivation feasibility factor	1. Knowing the course of the cultivation production cycle	11	1
		2,9,12	3
		3,13	2
	2. Knowing the procedure of cultivation activities		
	3. Knowing the needs of the workforce needed		
Cultivation technology level	1. Knowing the importance of adding tools or technology in supporting sustainable and growing	4,10,15	3
		5,14	2

	2. Knowing the procedures for the course of technology needs to support cultivation activities		
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The following is the distribution of social media utilization in the marketing scale presented in Table 4.

Table 4. Distribution of Social Media Utilization in Marketing Scale

Aspects	Indicator	Spread	Amount
Market segmentation	1. Target marketing according to market segments	6	1
	2. Focus on one or more segments	10	1
Market analysis	1. Analyze the market so that marketing is carried out efficiently	1,7	2
	2. Conduct market efficiency by approaching consumers through social media communication	11	1
Competitor analysis	1. Analyze existing competitors in the surrounding cultivation business	2,12	2
	2. Observing the course of business competition	3	1

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Marketing communication	1.	Conducting promotions with communication between consumers and social media	4,8	2
	2.	There is direct feedback from consumers	5,9	2
Total			12	

The study was conducted by first distributing questionnaires to 30 people as a test measuring instrument. The scale in the form of a statement with a total of 56 items, with 29 items for each fishpreneur (X), the use of social media in marketing (Y1) is 12 items and the use of social media in production enhancement (Y2) is 15 items.

Research Instrument Testing Techniques

The entire instruments in the questionnaire have been tested for validity and reliability. The validity test is used as a guide to how far the measuring instrument in a study is carried out in research so that the data can be valid and used as a measuring instrument that is feasible in the questionnaire (Amanda et al., 2019). Meanwhile, reliability testing on the questionnaire was carried out to measure the value of the level of accuracy, stability, and accuracy of the instrument (Janti, 2014). Research testing uses linear regression analysis to get the direction and provisions of the relationship between the independent variable and the dependent variable (Wijayanti et al., 2013). Analysis was used using a computation application of Statistical Product and Service

(SPSS). This research uses the classical assumption test consisting of normality test, linearity test, and hypothesis test consisting of T-Test, F Test, and R Square Test. These tests are used to determine whether the independent variable partially or individually affects the dependent variable (Alita et al., 2021). Data collected using a questionnaire by distributing it to fish farmers, the data that has been taken will not be used to complete the data in the research analysis. After testing the scale questionnaire used in the study, the researchers conducted the actual research.

Results

Fishpreneurs' characteristics towards utilization of social media in production enhancement

The following Tables are the results of the correlation and effects of fishpreneur characters on social media for production enhancement calculation.

Table 5 provides results on fishpreneur's characteristic that shows a significant impact on the utilization of social media on enhancement production with a t-count of 7,667 and significance of 0,000 also f count of 58,917 and a significance of 0,000. Therefore, statistical analysis proved that there is a strong correlation and effects between the character of fishpreneur on the utilization of social media in production enhancement.

Table 5. Correlation Test of Fishpreneur Characteristics on Utilization of social media in Production Enhancement.

		Fishpreneur	Social Media Utilization in Production Enhancement
Fishpreneur	Pearson Correlation	1	0,859
	Sig. (2-tailed)		0,000
	N	23	23
Social Media Utilization in Production Enhancement	Pearson Correlation	0,859	1
	Sig. (2-tailed)	0,000	
	N	23	23

Fishpreneurs’ characteristics towards utilization of social media in marketing

The following Tables are the results of the correlation and effects of fishpreneur characters on social media for marketing calculation

Table 6 shows the result of this research on fishpreneur’s characteristic has a significant impact on the utilization of social media on marketing with a count of 6,772 and significance of 0,000 also f count of 45,855 with a significance of 0,000. The table shows that there is a strong correlation and effects between the character of a fishpreneur on the utilization of social media in marketing

Table 6. Correlation Test of Fishpreneur Characteristics Data Distribution on Utilization of Social Media in Marketing

		Fishpreneur	Social Media Utilization in Marketing
Fishpreneur	Pearson Correlation	1	0,828
	Sig. (2-tailed)		0,000
	N	23	23
Social Media Utilization in Marketing	Pearson Correlation	0,828	1
	Sig. (2-tailed)	0,000	
	N	23	23

Table 6 shows the result of this research on fishpreneur’s characteristic has a significant impact on the utilization of social media on marketing with a count of 6,772 and significance of 0,000 also f count of 45,855 with a significance of 0,000. The table shows that there is a strong correlation and effects between the character of a fishpreneur on the utilization of social media in marketing.

Discussion

Fishpreneurs’ characteristics towards utilization of social media in production enhancement

This research showed that there is a significant correlation and effect between fishpreneur’s characteristic and the utilization of social media in production enhancement. These effects and correlations are influenced by

technological developments that continue to advance over time. Globalization makes social media play an important role in the character of fishpreneurs. Good utilization of social media will affect increasing the amount of production in a business. Based on the research of Subali et al., 2020, to expand marketing and increase the quantity of production, apart from being marketed through kiosks, it is also done by marketing through social media such as Facebook. Apart from it Dwivedi et al., (2020), states that social media allows businesses to connect with customers, increase brand awareness, influence consumer attitudes, receive feedback, help improve products and services, and increasing production. According to Cesaroni and Consoli (2015), although a small-scale fishpreneur or small enterprises have difficulties in effectively using the great amount of information achievable by social media, however to provide better marketing and eventually increasing production, social media has a big role on making it happened because social media may be the most appropriate CRM technologies to date, as they are readily available, mostly free, scalable depending on the size of organization, and utilized by the majority of consumers (Harrigan and Miles 2014). A good utilization of social media leads to production enhancement, social media is a critical tool to develop any business (Fischer and Reuber, 2011). With the characteristics of an entrepreneur who always wants to gain information as much as possible and is eager to learn new things, social media can be a cutting-edge technology that can increase connectivity and create new business models based on

knowledge sharing, collaboration, and joint ventures with foreign companies. Skill development is needed in increasing the production of a business (Al Roubaie, 2018)

Fishpreneurs' characteristics towards utilization of social media in marketing

Based on the results of this research, it shows that there is a significant effect between the characteristics of fishpreneurs and the utilization of social media in marketing. It is proved on the research of Aji *et al.*, (2020), that social media carried big functional business marketing by advertising their local product at a low cost to consumers and getting feedback from them (Hannah et al., 2011). With the characteristics of a fishpreneur who is eager to learn new things and receive information through social media, the success of fishpreneur's marketing can be seen from customer involvement on social media (Jiang *et al.*, 2016). Social media had been essential to the durability and development of the entrepreneur's business (Olanrewaju et al., 2020). A research has been carried out by Phonthanukitithaworn et al., (2019) that about 66% entrepreneurs in the research strongly agreed that social media has an important role for their business. They argued that entrepreneurs can create good marketing strategies by incorporating social media platforms. Studies of Arreola (2016) shows that with the ability of social media that has a wide reach, social media can be a single source as an elements that entrepreneurs need. It can also be a tool for fishpreneurs to gain sufficient knowledge of the entrepreneurial market

The research was used to prove the influence and correlation between the character of fishpreneur on the use of social media in marketing, all aspects of the fulfillment of data variables equipped with samples, and to prove the existence of a relationship. This is following Chen and Lin (2019), that the rise of social media demands public needs to interact with the prevalence of the internet, social media is an important means for online marketing and the use of social media can develop business opportunities.

Conclusion

This research showed that the fishpreneur's characteristics showed a significant impact on the utilization of social media to enhance the production of freshwater fish farming. Moreover, fishpreneurs characteristics also showed a significant impact on the utilization of social media for marketing.

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