



Frozen Baby Octopus (*Octopus Membranaceus*) Marketing Management

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ABSTRACT

This research aims to determine the marketing management of frozen Baby Octopus (*Octopus Membranaceus*) at PT. BIN Central Java. And to find out the marketing strategy and marketing mix of frozen Baby Octopus (*Octopus Membranaceus*) at PT. BIN Central Java. This research aims to analyze marketing strategies in marketing management and to determine the marketing mix in marketing management. The research methods used are descriptive methods, SWOT Analysis, and 7Ps with a quantitative approach based on interviews, observation, active participation, and documents. One form of marketing strategy that can support marketing of products to create consumer satisfaction is the use of a (marketing mix).

Keyword:

Marketing Management, SWOT Analysis, Marketing Mix.

INTRODUCTION

Indonesia is classified as an archipelagic nation characterized by numerous maritime zones that exhibit significant potential for enhancing national economic development (Fadhiil & Afriansyah, 2022; Jinca & Saleng, 2024). One notable aspect of this potential arises from the extensive marine capture fisheries, which have experienced an average annual increase (Brander, 2015; Handisyde et al., 2017; Perry, 2011). The baby octopus is a crucial protein source that holds considerable importance for maintaining bodily health (García-Garrido et al., 2013). This commodity possesses a

comprehensive protein, lipids, vitamins, and essential minerals profile. The baby octopus constitutes a complete protein source, encompassing all essential amino acids for bodily growth and tissue repair.

Furthermore, the young octopus is plentiful in crucial minerals, including iron, phosphorus, and potassium, which are key for numerous physiological activities, encompassing the production of blood cells, skeletal strength, and electrolyte balance (Oliveira et al., 2019; Willer et al., 2023). In addition, having vitamin B12 in a young octopus is essential for making red blood cells and ensuring the

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nervous system works properly. Notably, the baby octopus is characterized by its low-fat content, rendering it an appropriate food choice for individuals engaged in dietary regimens or weight management.

The juvenile octopus is recognized as one of the commodities most extensively utilized by humans due to its benefits, particularly as a highly promising source of animal protein, with the protein content typically ranging from 11.37% to 15.04%. The protein derived from juvenile octopus exhibits a remarkable absorption capacity of approximately 95% (George-Zamora et al., 2011; Rosas et al., 2011). The export marketing of juvenile octopus exerts a substantial influence, encompassing economic, social, and environmental dimensions. Given the elevated demand within the export market, the market price for juvenile octopuses is observed to be considerably higher. This phenomenon is likely to augment the earnings of fishermen and aquaculture entrepreneurs, simultaneously fostering regional economic development. The exportation of juvenile octopus has the potential to bolster the nation's foreign exchange reserves, thus playing a vital role in enhancing national economic stability (Fall & Asiedu, 2024).

Marketing management constitutes a systematic approach to establishing marketing objectives for an enterprise or organization, taking into account internal resources while fostering and sustaining lucrative exchanges with target markets aimed at fulfilling the organization's primary objectives. In marketing practice, different theoretical structures are crucial in framing its operational strategies, encompassing the production, product, sales, social, and global marketing concepts (Dixon et al., 2014).

Given the substantial interest in the baby octopus sector driven by elevated export market demand, the author is keen on undertaking the research titled "Marketing Management of Frozen Baby

Octopus (*Octopus Membranaceus*) at PT. BIN Juwana, located in the Pati Regency of Central Java Province."

RESEARCH METHODS

This interview is executed through direct question-and-answer sessions or by engaging in verbal communication with relevant stakeholders in a face-to-face manner, thereby facilitating the direct acquisition of information or assertions via inquiries designed to procure comprehensive data. Observation constitutes a methodological approach wherein researchers are required to immerse themselves in the quotidian activities of individuals under scrutiny or those serving as sources for research data (Sugiyono, 2018). Such observational practices are undertaken with the intent of gathering exhaustive data by positioning oneself as an integral component of the subject under investigation, thereby fostering both familiarity and clarity between the research subject and the investigator.

Active participation refers to the engagement in an activity conducted directly within the field of study. The specific activity undertaken involves the production of octopuses. A document constitutes a compilation of data that exists in a tangible format and is acquired without formal documentation; consequently, in the absence of proper documentation, data cannot be classified as a legitimate document. Research indicates that documenting is a structured procedure involving the accumulation and oversight of information, culminating in a thorough assembly of written records. Techniques for data collection are derived from existing documents or records about historical events. Documents may manifest in various

forms, including written texts, images, or significant works produced by individuals, which can substantiate research endeavors; however, in certain cases, documentation practices restrict the capturing of images due to the confidentiality of proprietary information, compelling the author to source images via social media platforms. Upon completion of data collection and subsequent editing, the subsequent phase involves data analysis. The author's investigation utilizes analytical techniques, which include descriptive analysis, SWOT analysis, and the framework of 7P, comprising product, price, place, promotion, people, process, and physical evidence.

RESULTS AND DISCUSSION

Product Description

PT. BIN is an enterprise dedicated to the cryogenic preservation of aquatic products, specifically frozen juvenile octopuses. This product is encased in polyethylene (PE) plastic, a variety of vacuum-sealed plastic utilized for packaging, and subsequently placed within a master carton that accommodates 12 individual packs. The juvenile octopus product has a two-year shelf life when maintained in cold storage at an optimal temperature not exceeding -18°C . A detailed overview of the raw materials utilized can be referenced in Table 1.

Table 1. Product Description

1.	Nama bahan baku	<i>Baby octopus</i>
2.	Nama spesies (nama ilmiah)	<i>Baby octopus (octopus membranaceus)</i>
3.	Bentuk bahan baku	<i>Baby octopus</i> utuh fresh dan beku
4.	Asal bahan baku/supplier	sluke, rembang, jepara, juwana, dan tayu
5.	Penerimaan bahan baku	Bahan baku diterima oleh supplier yang tersebar di wilayah rembang dan jepara dengan persyaratan standar bahan baku yang mengacu dengan <i>Good Manufacturing Procedure (GMP)</i> dan <i>Standard Sanitation Operating Procedure (SSOP)</i> perusahaan
6.	Persyaratan bahan baku	Bahan baku dalam kualitas yang baik dengan penilaian organoleptik dan dalam keadaan segar maupun beku
7.	Tipe pengemasan	Kemasan primer : kantong plastik pembungkus <i>vacum polyethylene (PE)</i> Kemasan sekunder : <i>master cartoon (MC)</i>
8.	Konsumen	Amerika dan australia

Frozen baby octopus can be seen in picture 2



Figure 2. Frozen Baby Octopus

Marketing management at PT. BIN

At PT. BIN, the marketing management function, is delegated to the marketing department, which possesses considerable expertise in fisheries and marketing. The marketing division oversees all aspects of marketing management, assessing consumer demand, procurement of raw materials, product reception, pricing strategies, and culminating in the sales process. Within the company's marketing framework, executing promotional activities is relatively straightforward; such promotions are conducted via word-of-mouth communication from established marketing relationships, thereby facilitating the swift recognition of PT. BIN among consumers. Marketing fundamentally connects to what the company needs, emphasizing products in high consumer demand. Yet, acquiring these items falls under the authority of the company's owner or administrator. This assertion aligns with the perspective of Oentoro (2012), which posits that a company's marketing endeavors must prioritize consumer satisfaction if the organization aspires to maintain operational continuity and enhance its public perception.

Marketing strategy

Segmentation

According to Tjiptono (2012), market segmentation constitutes the methodology

of categorizing a diverse market for a specific product or service into multiple segments, wherein each segment exhibits similarities concerning needs and desires, behaviors, and responses to marketing initiatives. In pursuit of optimal marketing outcomes, it is imperative for the company to initially delineate the market for the products intended for promotion. The company directs its marketing efforts towards export products, targeting Australia and America. This strategic choice is predicated on the substantial demand for these products, which reduces the company's expenditures, encompassing lower costs for raw materials and production, thereby enhancing profitability for the organization. The market segments identified by the company include industrial enterprises and restaurants in major metropolitan areas.

Targeting

According to Keegan and Green (2020), the process of evaluating market segmentation and concentrating marketing strategies on a specific country, province, or demographic group that exhibits potential responsiveness is delineated. The target market may also be construed as an undertaking that encompasses evaluating and selecting more market segments that a company intends to penetrate. The organization operates within the B2B sector, specifically Business to Business, where its focus is not on individual consumers but larger entities, including corporations, agencies, and substantial distributors that necessitate a significant supply of frozen baby octopus. The company's target markets extend internationally, including regions such as America and Australia.

Positioning

According to Manap (2016), positioning involves the selection of one or more market segments for entry and optimizing a market by a company; in

establishing the target market, the organization must apply the principles of prioritization, variability, and adaptability. The positioning strategy employed by the company is characterized by the provision of competitive pricing aligned with the export industry market, coupled with a willingness to offer prices below the prevailing market rates. The organization guarantees affordable pricing while maintaining the integrity and quality of its products. Each enterprise or agency invariably seeks suppliers that offer the most economical options and superior quality; through this strategy, PT. BIN successfully attracts clients.

SWOT Analysis

Definition of SWOT analysis

The SWOT analysis functions as a strategic outline to pinpoint the strengths, weaknesses, opportunities, and threats existing within an organization or a specific venture. The implementation of SWOT analysis facilitates organizations in comprehending their competitive positioning within the marketplace and formulating suitable strategies to realize their objectives. A thorough exploration of internal and external influences occurs within a SWOT analysis's structure, with the outcomes being key to constructing a sturdy action plan. When we consider the SWOT analysis model, strengths and weaknesses relate to internal aspects of the organization, while opportunities and threats connect to external environmental factors (Ghazinoory et al., 2011).

Company Internal Factor Analysis

The analysis of internal organizational factors encompasses systematically examining all elements that engage in interaction within an enterprise to discern strengths and weaknesses. The primary objective is to ascertain the internal conditions of the organization, encompassing human capital, financial

resources, tangible assets, and operational procedures.

Strengths

1. The distinctive product, baby octopus, represents a singular category within the seafood market and possesses a unique flavor profile capable of captivating consumers' interest.
2. The superior quality and freshness of juvenile octopus render it an exemplary choice, ensuring it satisfies the demands of consumers who seek premium seafood commodities.
3. The extensive distribution network of the baby octopus enables its accessibility to consumers across diverse geographical regions.
4. Competitive Prices The pricing structure for Baby Octopus is aligned with its quality parameters and positioned to be competitive.

Strengths

1. Dependence on the season can affect the availability and price of the product.
2. Deficiency in consumer cognizance necessitates implementing more rigorous promotional strategies to enhance consumer awareness.
3. Constraints in product development necessitate a broader scope of product innovation and advancement.
4. Damage Juvenile octopus products are susceptible to damage if not managed meticulously, thus necessitating specialized handling protocols throughout production and distribution.

Table 2. IFAS Matrix

Faktor internal	Bobot (0-1)	Rating (1-4)	Skor Pembobotan
Kekuatan:			
Produk unik	0.15	3	0.45
Kualitas tinggi dan segar	0.10	3	0.30
Jaringan distribusi yang luas	0.10	3	0.30
Harga yang bersaing	0.10	3	0.30
Total			1,35
Kelemahan:			
Kerusakan produk	0.15	2	0.30
Ketergantungan pada musim	0.10	3	0.30
Kurangnya kesadaran konsumen	0.15	2	0.30
Keterbatasan dalam pengembangan produk	0.25	2	0.50
Total			1,4
Jumlah			2,75

Company External Factor Analysis

Examining external factors impacting the organization encompasses assessing the external environment that may influence its operational efficacy and strategic orientation. This external milieu comprises opportunities and threats that remain beyond the organization's control.

Opportunities

1. The expansion of the seafood market is evident, with the sector experiencing continuous growth and evolution, thereby affording the baby octopus segment the potential to enhance both sales and market share.
2. With the rise in consumer cognizance regarding health matters, individuals progressively recognize the significance of health and food safety, enabling Baby Octopus to market its offerings as healthy and secure alternatives.
3. Innovative product advancement, the baby octopus possesses the capability to cultivate its distinctive and original offerings, thereby enabling it to distinguish itself from competing products.
4. The escalating demand in the marketplace for aquatic products, particularly juvenile octopuses, persists in its upward trajectory within domestic and global markets.

Opportunities

1. In an environment characterized by intense rivalry, the seafood market exhibits such a high degree of competitiveness that products are compelled to exert significant effort to sustain their market presence.
2. Alterations in governmental policies can significantly influence the seafood sector, necessitating that product be sufficiently prepared to adjust to these fluctuations.
3. The reliance on suppliers indicates that products are contingent upon these entities, thereby permitting them to influence both the accessibility and valuation of these products.
4. Economic crises can affect the demand for seafood products, so products must be ready to adapt to these changes.

Table 3. EFAS Matrix

Faktor Eksternal	Bobot (0-1)	Rating (1-4)	Skor Pembobotan
Peluang:			
Pertumbuhan pasar makanan laut	0.20	4	0.80
Meningkatkan kesadaran konsumen akan kesehatan	0.15	3	0.45
Pengembangan produk yang inovatif	0.15	4	0.60
Permintaan pasar yang meningkat	0.15	4	0.60
Total			2,45
Ancaman:			
Persaingan yang ketat	0.10	2	0.20
Perubahan kebijakan pemerintah	0.10	2	0.20
Ketergantungan pada supplier	0.15	2	0.30
Krisis ekonomi	0.15	3	0.45
Total			1,15
Jumlah			3,6

SWOT Matrix

According to Ajmera (2017), the SWOT Matrix functions as a strategic alignment instrument that assists managers in formulating four distinct categories of strategies: Strengths, Weaknesses, Opportunities, and Threats. This configuration results in four possible alternative methods, particularly the S-O method, the W-O method, the S-T method, and the W-T method. Presented herein is a succinct elucidation of the four categories of strategies:

1. The S-O (Strengths-Opportunities) strategy exploits the organization's strengths to capitalize on external opportunities.
2. The W-O (Weaknesses-Opportunities) strategy is designed to mitigate the internal deficiencies of an organization by exploiting available external opportunities.
3. The S-T (Strengths-Threats) strategy is designed to preserve the internal strengths of the organization while concurrently addressing the prevailing external threats.
4. The W-T (Weaknesses-Threats) strategy is designed to mitigate the internal vulnerabilities of the organization while concurrently circumventing the external threats that are currently present.

SWOT matrix analysis of cultivation business can be seen in the following table.

Table 4. SWOT Matrix

IFE EFE	STRENGTH (S) 1. produk unik dan khas 2. kualitas tinggi dan segar 3. jaringan distribusi yang luas	WEAKNESSES (W) 1. harga yang relatif mahal 2. ketergantungan pada musim 3. kurangnya kesadaran konsumen 4. keterbatasan dalam pengembangan produk
	Peluang (o) 1. pertumbuhan pasar makanan laut 2. meningkatnya kesadaran konsumen akan kesehatan 3. pengembangan produk yang inovatif	STRATEGI (SO) 1. meningkatkan promosi produk unik dan khas untuk memanfaatkan pertumbuhan pasar makanan laut 2. mengembangkan produk yang inovatif untuk meningkatkan kesadaran konsumen akan kesehatan
Ancaman (T) 1. persaingan yang ketat 2. perubahan kebijakan pemerintah 3. ketergantungan pada supplier 4. krisis ekonomi	STRATEGI (ST) 1. meningkatkan jaringan distribusi untuk mengurangi ketergantungan pada supplier 2. mengembangkan strategi pengembangan yang fleksibel untuk menghadapi perubahan kebijakan pemerintah	STRATEGI (WT) 1. meningkatkan kualitas produk untuk mengurangi ketergantungan pada musim 2. mengembangkan strategi pengembangan produk yang inovatif untuk menghadapi krisis ekonomi

From the results of data processing of internal and external factors in fish farming business at PT. BIN, the scores for each factor are obtained as follows:

- Score for strength factor = 1.35
- Score for weakness factor = 1.4
- Score for opportunity factor = 2.45

Score for threat factor = 1.15

In establishing the coordinate points relevant to the development strategy for the gurami fish aquaculture enterprise, an analytical assessment was conducted regarding internal and external variables utilizing a SWOT analysis framework. The horizontal axis (x) represents an internal variable, and the resultant coordinate value X is calculated as $= 1.35 - 1.4 (: 2) = - 0.025$. Conversely, the vertical axis (y) signifies an external variable, with the corresponding coordinate value Y computed as $= 2.45 - 1.15 (: 2) = 0.65$.

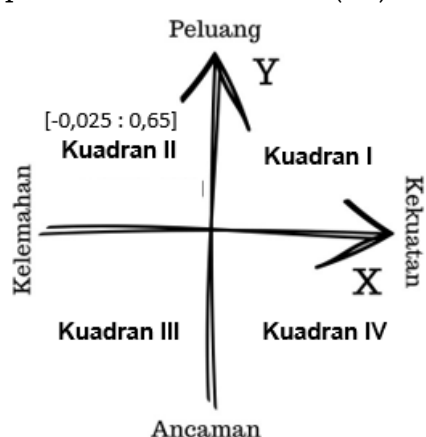


Figure 3. SWOT Diagram

X coordinate = -0.025 (internal factor)

Y coordinate = 0.65 (external factor)

In the framework of the SWOT analysis diagram, the position of the point is situated within quadrant II. Quadrant II indicates that internal aspects (X) reflect a state of relative deficiency or a low evaluation score. In contrast, external aspects (Y) are identified by their relative prowess or a high evaluation score. Within this framework, the organization faces internal deficiencies that necessitate remediation or fortification. Nonetheless, the external environment presents a plethora of favorable opportunities. Consequently, the strategic emphasis of the organization may be directed towards rectifying internal deficiencies while simultaneously capitalizing on the advantageous prospects in the external milieu.

Marketing Mix

One manifestation of a marketing strategy that effectively facilitates the promotion of products to engender consumer satisfaction is the application of a marketing mix. The marketing mix analyzed throughout the research conducted by the organization in bolstering marketing management endeavors is identified as the 7P marketing mix. The 7P marketing mix includes crucial factors like product, price, place, promotion, people, physical evidence, and process.

Product

The corporation provides four distinct categories of products to enterprises engaged in fisheries processing, delivering varying quantities daily based on the purchase orders (PO) received—the subsequent types of products supplied by PT. BIN, to its diverse clientele, is delineated in Table 5.

Table 5. Export Products

No	Product name
1	Baby Octopus
2	Cuttle Fish
3	Tuna Fish
4	Ribbon fish

For every product, a secured location within cold storage is assured. To prolong its lifespan, the product is preserved in cold storage set at 18°C.

Price

The pricing determination is contingent upon analyzing the distribution expenses incurred, storage expenditures, and associated risk costs, in addition to the mutually agreed-upon price with the target market (client).

Table 6. Product list

No	Product name	Unit (kg)	Price
1	Baby Octopus	1	175.000
2	Cuttle Fish	1	250.000
3	Tuna Fish	1	200.000
4	Ribbon fish	1	75.000

Place

The geographical positioning of PT. BIN is situated on Jl. Ujung Sepapat Growong Lor Juwana, Pati, can be categorized as a strategically advantageous location embedded within an industrial complex and near the port. Such a strategic placement significantly enhances the company's transportation operations. The substantial trade activity within the warehouse vicinity facilitates promotion and marketing. This firm does not have a specialized outlet for marketing its goods since it follows a Business-to-Business (B2B) strategy that targets corporate customers over individual shoppers.

Promotion

Marketing encompasses the proficient development of goods or services, competitive pricing strategies, and efficient distribution mechanisms for these goods or services. Still, enterprises must also engage in communication and promotional activities directed toward existing and prospective clientele. The efficacy of promotional endeavours is paramount for successfully delivering goods or services to current and potential customers. In marketing their offerings, organizations must establish communication channels with consumers or corporate clients more broadly, as effective communication enables consumers to become aware of the organization's products. Consequently, it is imperative that the organization meticulously devises its promotional strategy. For producers, such strategic planning facilitates market penetration for their offerings while simultaneously optimizing promotional expenditures, whereas, for consumers, it simplifies the process of acquiring the necessary products—the presence of clientele procuring products from PT. BIN can be attributed to their access to sources of information regarding the availability of such products, primarily disseminated through informal channels. Typically,

clients relay the sources from which they obtained information about PT. BIN's offerings often cite close acquaintances such as friends, colleagues, or relatives; thus, once they have established confidence in the provided information or recommendations, they are inclined to pursue the procurement and utilization of the product.

People

The organization's establishment was initiated by Alex Tasan Wartono Corporation (ATW Group), which is characterized by its medium-scale operations and limited workforce. Presently, the workforce of PT. BIN comprises 25 individuals. Each employee undergoes direct training without the provision of specialized instruction. Newly recruited personnel receive preliminary guidance on various tasks, including weeding, weighing, washing, tumbling, arranging, and packaging, in addition to an overview of the company's production, marketing, and operational procedures. Consequently, colleagues immerse themselves in practical learning directly within the environment. As time unfolds, through experience-based learning, they establish a robust understanding of the operational frameworks utilized by the establishment. The marketing department's personnel are responsible for client order reception, product distribution, and warehousing activities. It is imperative for employees engaged in both marketing and production to uphold stringent personal hygiene standards, particularly within the operational areas, to mitigate the risk of contamination. Furthermore, employees are expected to exhibit friendliness, particularly during client interactions.

Phisycal evidence

The organizational culture that consistently emphasizes the importance of superior and fresh product quality is evidenced by the meticulous process and

storage configurations that uphold cleanliness within the processing area and the surrounding environment. This supplier organization features an orderly and aesthetically appealing process arrangement, thereby ensuring the continual preservation of product quality. An effective process layout facilitates the execution of production activities for employees. Concerning the upkeep of warehouse cleanliness, the organization provides multiple restroom facilities to enable employees to maintain personal hygiene before engaging in production. In addition to emphasizing the cleanliness and organization of the production area, the office environment is also a significant focus of the company's priorities. The office space is designed in a minimalist fashion yet remains orderly and hygienic, thereby creating a favourable impression upon client visits. The process room and office have various equipment that enhance production activities. The building has air conditioning units and a robust roofing structure to prevent leakage during inclement weather.

Process

The marketing procedure implemented by the organization is conducted through an order-based system, whereby consumers proactively place orders for the desired products they intend to purchase, either via telephone or electronic mail. Subsequently, the organization will dispatch the products by the timeline specified in the purchase order. When supplementary orders are made, these orders will be logged in the daily order register. Employing the FIFO (First In, First Out) approach, the distribution sequence guarantees that products made first are distributed first. Consequently, before and following the delivery to clients, a thorough re-evaluation is conducted regarding the condition and quality of the products. This procedure encompasses all actual protocols,

mechanisms, and the flow of activities involved in delivering the product to the client. The ensuing description delineates the product marketing process flow at PT. BIN. The primary clientele of PT. BIN comprises corporations located in Australia and America, with product shipments varying daily by the purchase orders received, encompassing a diverse array of products such as baby octopus, cuttlefish, Tulingan tuna fish, and ribbon fish, among others.

CONCLUSION

The proficient management of baby octopus marketing necessitates thoroughly comprehending market dynamics, consumer behaviours, and competitive landscapes. Enterprises must develop a comprehensive and innovative approach to promote baby octopus products while considering environmental sustainability and ecological implications. Through effective marketing management, baby octopus products possess the potential to thrive in the marketplace and yield advantageous outcomes for the organization. Formulating effective marketing strategies and marketing mixes for baby octopus requires an in-depth understanding of market conditions, consumer preferences, and competitive forces. Organizations should implement a holistic and inventive strategy to promote baby octopus products alongside managing the marketing mix (7P) cohesively. With a robust marketing strategy and an integrated marketing mix, baby octopus products can flourish in the market and generate benefits for the enterprise. The SWOT analysis indicates that the horizontal axis (x) represents an internal factor, yielding a coordinate value of $X = 1.35 - 1.4 (: 2) = -0.025$. Conversely, the vertical axis (y) signifies an external factor, resulting in a coordinate value of $Y = 2.45 - 1.15 (: 2) = 0.65$. Consequently, within the SWOT analysis framework, the data point's

position is situated in quadrant II. This quadrant illustrates that internal factors (X) exhibit a tendency towards weakness or receive a low evaluation, whereas external factors (Y) tend to demonstrate strength or receive a high evaluation. In this context, the organization faces internal deficiencies that necessitate rectification or enhancement.

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