

# Marketing Strategy for "Anchovies Pizza" Processed Product in Munjungagung Village, Tegal Regency

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## Abstract

Munjungagung Village is one of the villages bordering the northern coast of Java. Being located in a coastal area makes Munjungagung Village rich in marine fishery resource potential. The potential fishery resources are mostly generated by capture fisheries. In addition to fishery and marine resource potential, Munjungagung Village also has potential for marine tourism and a conservation area in the Jeruk Reef region. To support the fishery and marine sectors, Munjungagung Village has fishery infrastructure in the form of the PPP Larangan coastal fishery port, the PPI Larangan fish landing base, and the TPI Larangan fish auction site. As an area bordering the coastal region, Munjungagung Village also has a marine tourism attraction, namely the Larangan Beach. The catch of fish by the fishermen is very abundant, including anchovies. Anchovies are one of the quite potential fishery products in Munjungagung Village, Kramat District, Tegal Regency. However, in its utilization, fishermen only sell anchovies in wet form. Through community empowerment activities, mothers can diversify processed anchovy products by making a pizza called "Anchovies Pizza." One of the strategies that can be implemented in empowering the coastal community of Munjungagung Village is through the optimization of fishery products based on anchovies. Anchovy products can be optimized, one of which is by making "Anchovies Pizza." Through an economic-based approach for the coastal community, especially among mothers, it is hoped that the economic status of the coastal community can be improved.

*Keywords:* Coast, Anchovies Pizza, empowerment, economic status

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## 1. Introduction

Munjungagung Village is one of the villages bordering the northern coast of Java, located in the coastal area, making Munjungagung Village rich in marine fishery resource potential. The potential fishery resources are mostly produced by capture fisheries, and this fishery potential can be utilized by the local community for fish processing production, in order to maintain the quality of the catch and increase the selling value of the fishermen's catch. Anchovy is one of the quite potential fishery products in Munjungagung Village, Kramat District, Tegal Regency. The anchovy catching season can start in September, November, December, February, April, May, and the peak season for anchovy catching occurs in February (197.3%), while the lean season occurs in July (44.1%). Catching efforts can be optimized at an index value of the season > 100%. (Imron et al., 2020). Munjungagung village is one of the villages with abundant resources of anchovies, as recorded in the 2020 PPP Larangan data, amounting to 1,489,722 kg with a

value of Rp 11,785,262,750, with anchovies being the main commodity. However, until now, the community has only been able to sell anchovies in their wet (raw) and dry forms. Through community empowerment activities, the PKK mothers can create a food product using anchovy as the main ingredient, namely Pizza. This processed product is named "Anchovies Pizza." As a new processed product, the mothers are not yet skilled in the production process, and if it is to be marketed, a market test is needed to determine the taste and quality of the pizza to be sold. If it is to be marketed, they need to learn marketing strategies.

The solution to the problem to be addressed is: Improving Human Resource Skills in Handling Anchovy Catch. This activity is carried out through socialization, training, and mentoring for fishermen and coastal communities in Munjungagung Village on the optimization of sustainable fishery and marine resources, especially in handling anchovy catch, from catching, storage, to processing to maintain freshness and good quality. The output target is to maintain the quality of the anchovy catch, with the indicator being a high volume of catch sold.

Optimization of Fishery Products Based on Anchovies into the Featured Product "Anchovies Pizza". This activity is carried out through training and assistance on how to utilize local potential (namely Anchovies) into economically valuable and popular products in the community. The product to be developed is "Anchovies Pizza." Anchovy Pizza is a pizza topped with anchovies, tomato sauce, and slices of basil leaves. This product is favored by all age groups, especially children. External target; processed pizza products have a delicious taste, indicator; the community likes pizza.

Marketing Strategy for Processed Product "Anchovies Pizza". This activity is a continuation of the optimization of the flagship processed product "Anchovies Pizza" by implementing a marketing strategy for the processed product "anchovies pizza". Munjungagung Village has the potential for marine tourism and a conservation area in the Karang Jeruk region. To support the marine tourism village program, it is necessary to develop local culinary specialties. The flagship product "Anchovies Pizza" is expected to become a local specialty in the Karang Jeruk tourist area. The Anchovies outlet will be built at the Karang Jeruk tourist site, and marketing will also be conducted through digitalization such as online markets with the creation of a marketplace.

Some of the objectives of this activity are as follows; Providing training; Providing skills in the production and maintenance of portable cold storage containers for fish farmers in Tegal Regency.

The expected benefits are; Fish farmers in Tegal Regency can skillfully use portable cold storage containers; Fish farmers in Tegal Regency can maintain portable cold storage containers so they can be used for 2-5 years. The expected impact of this activity is to enhance the capabilities of fish farmers to deliver their fish according to the quality desired by customers in other cities.

Output target; The expected output target from this community service is as follows; "Anchovies Pizza" becomes the flagship product of Munjungagung Village, and becomes a culinary specialty of the Karang Jeruk tourist area. The market for the product has expanded through marketing and distribution via online platforms and connections to Digital Marketplaces, indicating that "Anchovies Pizza" has become a flagship product with high sales value.

Marketing Strategy for Processed Product "Anchovies Pizza". This activity is a continuation of the optimization of the flagship processed product "Anchovies Pizza" by implementing a marketing strategy for the processed product "anchovies pizza". Munjungagung Village has potential for marine tourism and a marine conservation area in the Karang Jeruk region. To support the marine tourism village program, it is necessary to develop local culinary specialties. The flagship product "Anchovies Pizza" is expected to become a specialty food of the Karang Jeruk tourist area. The Anchovies outlet will be built at the Karang Jeruk tourist location, and marketing will also be conducted through digitalization such as online markets via social media and marketplaces.

## 2. Method

The method of implementing the community service program in Munjungagung village is carried out through several stages, including: (1) preliminary survey (2) coordination with related parties (3) socialization of activities (4) implementation of activities (5) evaluation of activities. The following is an explanation of the activity implementation method:

Preliminary surveys are conducted to identify the problems faced by the partner, namely Munjungagung Village. Preliminary surveys are also conducted to identify needs, design, creation, and implementation assistance activities that will be provided to the partner village. In the preliminary survey, partner participation is optimally involved so that the subsequent implementation of activities is directed and targeted.

The implementation of activities will not run optimally without good coordination with the relevant parties. Coordination with related parties was carried out by involving several parties, including: Partner Village, namely Munjungagung Village, the Department of Industry and Manpower of Tegal Regency in the MSME sector, the Department of Trade, Cooperatives, and SMEs of Tegal Regency, the Department of Fisheries and Maritime Affairs of Tegal Regency, the Tourism Department, and the Health Department of Tegal Regency. The synergy between the proposing institution, partners, and related stakeholders is the key to the success of this community service activity.

The socialization of activities is carried out to provide understanding and solutions to the problems experienced by the partner village, namely Munjungagung Village. The socialization of activities carried out by the Thematic KKN Team will focus on 3 (three) agreed-upon solutions to be implemented, namely: (1) Improving Human Resource Skills in Handling Anchovy Catch; (2) Optimizing Fishery Products Based on Anchovies into the Featured Product "Anchovies Pizza"; and (3) Marketing Strategy for the Processed Product "Anchovies Pizza." The implementation of activities will be carried out after the community (Partner Village) understands the activities to be implemented through socialization activities. Implementation of activities providing explanations and training to more technical aspects (praktek). The implementation of activities to be carried out in the community service program in Munjungagung Village is as follows:

Improving Human Resource Skills in Handling the Catch of Anchovy Fish. This activity is conducted through socialization and training on handling anchovy fish catches, from catching, storage, to processing to keep them fresh and of good quality. The product will be packaged, labeled, and then distributed and marketed through online platforms connected to digital marketplaces. Optimization of fishery products based on anchovies into the flagship product "Anchovies Pizza." This activity is carried out through training in making pizza with anchovies as the main ingredient. The product to be developed is "Anchovies Pizza."

Partner participation, the partner is willing to invite the PKK mothers and provide a venue for the training. Partners are involved in all activities of the implementation of this community service.

Monitoring and Sustainability, Activities To maintain the sustainability of the program after the implementation of activities, Monitoring and Evaluation need to be conducted. Monitoring and Evaluation are carried out by assessing the success of the program/activities conducted by the Partner Village, namely Munjungagung Village. Monitoring and evaluation are based on: (1) Attendance and Interest in participating in the activities (2) Ability to implement the given activities. (3) Achievements in the quality and quantity of production, starting from the handling of anchovy catches, processing anchovies into the flagship product "Anchovies Pizza," to marketing the product both through the Anchovies outlet at the Karang Jeruk tourist location and through the marketplace. Program evaluations will be conducted periodically to monitor the progress of the partner village.

The success of a program is closely tied to the eligibility of the proposing university, primarily the eligibility of the prospective activity proposer. The implementation team for

this service has a reputation related to similar activities. This can be seen from the existing curriculum vitae. In short, we can explain it in the table below:

Table 1. Data of the Community Service Implementation Team

No	Name	Position	Field of Expertise	Jobs
1	M.Fajar Nurwildani, ST, MT	Chairperson	System	<ul style="list-style-type: none"> <li>• Scheduling</li> <li>• Implementation of Activities</li> <li>• Training</li> <li>• Monitoring</li> </ul>
2	Tofik Hidayat, ST, M,Eng	Member	Design	<ul style="list-style-type: none"> <li>• Implementation of Activities</li> <li>• Training</li> <li>• Monitoring</li> </ul>
3	Ir.Zulfah, MM	Member	System	<ul style="list-style-type: none"> <li>• Implementation of Activities</li> <li>• Training</li> <li>• Monitoring</li> </ul>
4	Wulandari Dwi Utami, MT	Member	Industrial Management	<ul style="list-style-type: none"> <li>• Implementation of Activities</li> <li>• Training</li> <li>• Monitoring</li> </ul>
5	Alendra Nova Pramana, MT	Member	Industrial Management	<ul style="list-style-type: none"> <li>• Implementation of Activities</li> <li>• Training</li> <li>• Monitoring</li> </ul>
6	Khofifah Nur Faidah, MM	Member	Quality	<ul style="list-style-type: none"> <li>• Implementation of Activities</li> <li>• Training</li> <li>• Monitoring</li> </ul>

### 3. Result and Discussion

The implementation of activities is carried out after the community (Partner Village) understands the activities to be implemented through socialization activities. The implementation of activities provides explanations and training on more technical aspects. (praktek). The implementation of activities to be carried out in the community service program in Munjungagung Village is as follows:

Improvement of human resource capabilities in handling anchovy catches. This activity is conducted through socialization and training on handling anchovy catches, from catching, storage, to processing to maintain freshness and good quality. The product will be packaged,

labeled, and then distributed and marketed through an online platform connected to a digital marketplace.

Optimization of fishery products based on anchovies into the flagship product "Anchovies Pizza." This activity is carried out through training in making pizza with anchovies as the main ingredient. The product to be developed is "Anchovies Pizza."

It is hoped that this activity can be continued by the partners to other fish farmers in Tegal Regency and nearby regencies such as Brebes. The marketing strategy used aims to increase their income from selling processed anchovy products to markets outside Tegal Regency, as well as reduce transportation costs to consumers.

#### **4. Conclusion**

The conclusion drawn from this activity is; The implementation of the activity is carried out after the community (Partner Village) understands the activity to be implemented through socialization activities. The implementation of the activity provides explanations and training on more technical aspects. (practical). The implementation of activities to be carried out in the community service program in Munjungagung Village is as follows:

Enhancing human resource capabilities in handling anchovy catch. This activity is conducted through socialization and training on handling anchovy catch, from catching, storage, to processing to keep it fresh and of good quality. The product will be packaged, labeled, and then distributed and marketed through online platforms connected to digital marketplaces. The optimization of fishery products based on anchovies into the flagship product "Anchovies Pizza" will be carried out through training in making pizza with anchovies as the main ingredient. The product to be developed is "Anchovies Pizza."

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