



Implementation of 9P Marketing Mix Strategy in Order to Increase Sales Volume in Abdul Ghoftar Rejotangan Tulungagung's Koi Fish Farming Business

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ABSTRACT: The marketing mix consists of all the things a company can do to find out the demand for its products. This research was aimed to analyze the application of the 9P marketing mix strategy in increasing sales volume as an effort to maximize profits in the Abdul Ghoftar Rejotangan Tulungagung's Koi Fish Farming Business. This research used descriptive research methods and STP with a qualitative approach. Sources of data in this research were primary and secondary data. Data collection techniques used observation, interviews, questionnaires, and documentation. The research was carried out with 5 informants, they were business owners, employees, consumers 1, consumers 2, and competitors. The results showed that the 9P marketing mix strategy at the Abdul Ghoftar Rejotangan Tulungagung's Koi Fish Farming Business was carried out in various ways. First, the various products produced with 11 kinds of fish, good quality products concerning the size of the koi fish, and innovative products. Second, the price offered was affordable according to the target market. Third, marketing and delivery locations were strategic and easy to reach. Fourth, various promotions so prospective consumers could easily find products. Fifth, good quality business locations by classifying fish according to conditions. Sixth, conducted training for employees to produce good service to consumers. Seventh, an effective delivery process by choosing the right distributor. Eighth, did safe packaging. Ninth, used an easy payment method. This research concluded that the implementation of the 9P marketing mix strategy can have an impact on increasing sales volume in Abdul Ghoftar Rejotangan Tulungagung's Koi Fish Farming Business.

Keywords: Marketing, Marketing Strategy, Marketing Mix, Sales Volume, STP



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INTRODUCTION

Marketing is a sequence of business activities that aim to plan products, determine prices, promote products, distribute products, determine physical facilities, determine people, production processes, carry out packaging, and payment systems ([Gómez & Maynou, 2021](#); [Reshetko et al., 2021](#)). The marketing process occurs or begins before the goods or services are produced. The goal is to provide satisfaction to consumers ([Shum & Ghosh, 2022](#); [Vakulenko et al., 2022](#)). Therefore, the marketing process is a very important main activity to be able to develop and maintain business continuity. One way to make a business grow is to carry out the right marketing strategy by influencing consumer purchasing decisions to maximize sales. Marketing management is an activity to plan, implement (which consists of organizing, directing and coordinating) and supervising or controlling marketing activities within an organization in order to achieve organizational goals efficiently and effectively ([Wahyujatmiko & Yon Hadi, 2018](#)).

Marketing mix is one of the marketing strategies that can influence purchasing decisions. The marketing mix consists of all the things a company can do to find out the demand for its products ([Singh & Pathak, 2020](#)). The marketing mix is a set of marketing tools used by the company to achieve company goals in the target market ([P. T. Kotler & Armstrong, 2018](#)). Every business must of course have a marketing strategy that must be carried out in carrying out activities his business ([Nosi et al., 2021](#)). Strategy is a means for a business that is used to achieve a goal. One form of business strategy is marketing strategy ([Poluan et al., 2019](#)).

In the midst of increasingly tight competition for business, companies should become more intelligent about strategizing strategies to deliver their products to consumers. Companies should look at the variables contained in marketing mix in order to achieve the goals and get optimal results. In an effort to improve business particularly in raising the volume of sales by the amount that can make a huge profit, companies cannot avoid competition with others. The goal of a company can be achieved if it has a marketing concept that matches the consumer's needs. The company must have a marketing strategy that will influence the decision of the purchase that will impact the volume of sales and deal with the competition of the business. The sale is an exchange of goods between the seller and the customer, or in the process of customer service ([Triani et al., 2020](#)). Marketing activities carried out will be directed to achieve company goals which can be in the form of profits obtained by certain market shares and totals sales volume in a certain period of time ([Vildayanti, 2020](#)).

One indicator of the success of a marketing activity of a product is that of a large or small volume of sales reached by the companies within a period that followed. Generally, when sales are low, profits are low and vice versa. Sales volume and profit will correlate between sales volume and a company's income. Business is booming when it has a constant uptick in sales charts every month. Therefore, companies must keep up with the market in order to understand the changing desires of the consumer. The company always wants maximum results according to its strategies, one way to keep customers loyal to the products produced is by maximizing marketing specifically marketing mix. Companies are trying to maximize their markets to maintain their businesses. Competition for business makes companies should optimize their

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marketing strategies to keep their efforts going. The current company must produce quality products at the right price. Of the many business forms found in Indonesia, the koi fish farming business is one of the most marketable that has incorporated marketing strategies. The freshwater - bearing species is one of Indonesia's biodiversity and is something to be proud of, the koi fish being among the many decorative fish that consumers are interested in because of the beauty of its colors, patterns, and shapes. The changing times, the koi fish not only as a beauty in entertainment, but the koi fish is symbolic of prosperity. The increase in demand for the koi fish is a factor in the increase in production of the koi, with the result that the market demand is an opportunity for business owners to maintain the quality of the product. Basically a business is not only talking about the quality of the product but about how marketing strategies applied could achieve the goals of the company.

Koi fish farming activities have been widely applied in the Tulungagung area. The area owned by Tulungagung Regency is an area that has the potential to develop the fisheries sector. Even distribution of territory for the cultivation of freshwater fish, especially koi fish, has spread throughout the Tulungagung Regency. For example, in the Rejotangan sub-district, to be precise in Sukorejo Wetan Village. In Sukorejo Wetan Village there is Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business. The koi fish farming business, which was founded in 2015, did not initially apply a marketing mix strategy as the main strategy in marketing products. However, with various references and conditions, Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business is currently studying the implementation of the 9P marketing mix strategy in order to increase sales volume.

Therefore, it is necessary to conduct research to analyze the application of the 9P marketing mix strategy in increasing sales volume in Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business. The 9P marketing mix strategy includes *products* which are a combination of goods or services offered by the company to the target market. *Price* includes a company system that determines the right base price for a product or service, and also determines a strategy regarding price discounts, payment of transportation costs and various related variables. *Place* or distribution includes selecting and managing trade channels to deliver products or services. Places are used to serve the target market and develop distribution systems for the physical delivery and commerce of products. *Promotion*, which is an element used to inform and persuade the market about new products or services in the company through advertising, personal selling, sales promotions and publications. (P. T. Kotler & Armstrong, 2018). *Physical evidence* or physical facilities is the physical environment of the company where services are created and where service providers and consumers interact, plus any tangible and intangible elements used to communicate or support the role of the service. *People* or employees who function as service providers that greatly affect the quality of services provided. The *process* which is a combination of all activities, generally consists of work schedule procedures, mechanisms, activities and routine matters by which services are produced and delivered to consumers. *Packaging* is the process of enclosing or protecting products for distribution, storage, and sale. Packaging determination also refers to the design evaluation process for the organization's image. *Payment* is a consideration for sending products and services (Ningrum, 2020). The impact given on the implementation of the 9P marketing mix strategy on sales volume. Sales is an effort or concrete

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steps taken to move a product (in the form of goods or services) from producers to consumers as the target. The main purpose of sales is to bring in profits from products or goods produced with good management. In the process of selling, the seller or provider of goods and services gives ownership of a commodity to the buyer for a certain price (Yusnita & Pebrianti, 2021). Modern marketing strategy have introduced that STP (segmentation, targeting and positioning) describes a situation objectively, thus solving the present problems. The thing is volume sales. Marketing activities in the current business age, especially when Marketing mix are an important factor in maintaining and expanding business. The higher the business competition is that manajemen is needed to innovate in an effort to keep customers checked. These activities are to create loyal customers. Customer loyalty is crucial to the survival and growth of the company (Leawaty & Sulistiadi, 2018). In general, the results of this study are expected to stimulate creativity and improve the ability of koi fish farming business actors to further develop a 9P marketing mix strategy, so that they can provide added value to their products when compared to competitors in similar businesses.

METHOD

This study used qualitative research methods. The qualitative research method is a research method based on the philosophy of postpositivism, which is used to examine the condition of natural objects, (as opposed to an experiment) where the researcher is the key instrument, the data collection technique is done by triangulation (combined), the data analysis is inductive/qualitative and qualitative research results emphasize meaning rather than generalization (Creswell, 2017; Moleong, 2018; Sugiyono, 2019). The research uses case studies as research procedures with a descriptive approach. This study takes an explanation based on events or events that are heard, felt and then made using narrative or descriptive questions. Research is based on events experienced or the reality that occurs in the field. The results of the study describe an object, phenomenon, or social setting which will later be written in narrative writing. Writing data and facts used in the form of words. To support the results of the study, the researchers conducted the STP method (Segmentation, Targeting and Positioning) using a questionnaire. The STP method is one of the approaches or models used to develop messages and marketing strategies that are appropriate for a particular target audience segmentation.

The data in this study are primary data and secondary data. The primary data in this study are the results of interviews with questionnaires conducted by researchers to 5 informants (business owners, employees, consumers 1, consumers 2, and competitors). The secondary data in this research is internal data where the information obtained directly from the owner of the Abdul Ghoftar Rejotangan Tulungagung's Koi Fish Farming Business by conducting interviews and observations in the field. The source of data in this study is sales reports from 2016-2021 by the parties concerned.

RESULT AND DISCUSSION

The marketing of koi fish is currently increasingly diverse, the aesthetics of koi fish are able to attract consumers. The increasing number of people who are interested in koi fish, makes koi fish farming businesses gain profits. Seeing this prospect, koi fish farming, which was previously

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only occupied by fans or collectors, has now become one of the promising livelihoods for the general public. Many people have started cultivating koi fish because koi fish have several advantages such as good shape, beautiful colors and patterns, easy to adapt to the environment, and most importantly the price is expensive because their target market is middle and upper middle class people.

The increasing prospect of koi fish farming business requires koi fish farming entrepreneurs to apply creative and appropriate marketing strategies to be able to compete with competitors. In addition, the company must be able to maintain and develop its business to get the desired profit. The marketing mix strategy is one of the right marketing strategies for the current koi fish farming business.

Research Results from Segmentation, Targeting and Positioning

To support the research results, the researchers conducted questionnaire research to informants using the STP (Segmentation, Targeting and Positioning) method as follows:

A. Segmentation

Based on the results of demographic segmentation research, researchers obtained data that demographic segmentation is varied, both in terms of gender, age, status, income, occupation and education. The following is a recap of the survey results to 5 informants related to demographic segmentation:

Table 1
Recap of Demographic Segmentation Research Results
March 2022

DEMOGRAPHIC			
No.	Gender	f	%
1.	Male	4	80%
2.	Female	1	20%
Age and Age Group			
1.	Teenager (12-25 tahun)	1	20%
2.	Mature (26-45 tahun)	3	60%
3.	Senior (46-65 tahun)	1	20%
Status			
1.	M (<i>Married</i>)	4	80%
2.	S (<i>Single</i>)	1	20%
Income			
1.	1.000.000 – 3.000.000	1	20%
2.	3.000.000 – 5.000.000	1	20%
3.	≥ 5.000.000	3	60%
Profession			
1.	Businessman	3	60%
2.	PNS	1	20%

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3.	DLL	1	20%
Last education			
1.	SD	1	20%
2.	SMP	1	20%
3.	SMA	2	40%
4.	S1	1	20%
Religion			
1.	Islam	4	80%
2.	Khonghucu	1	20%

Source: Primary Data is Processed, 2022

Based on the results of geographic segmentation research, researchers obtained data that geographical segmentation originates and is domiciled in the Tulungagung area and outside Tulungagung. The following is a recap of the survey results to 5 informants related to geographic segmentation:

Table 2
Recap of Geographical Segmentation Research Results
March 2022

GEOGRAPHICAL			
No.	Hometown	f	%
1.	Tulungagung	3	60%
2.	Jember	1	20%
3.	Blitar	1	20%
Domicile			
1.	Tulungagung	3	60%
2.	Jember	1	20%
3.	Blitar	1	20%

Source: Primary Data is Processed, 2022

Based on the results of the psychographic segmentation research, the researchers obtained data that psychographic segmentation has varied hobbies and social classes. The following is a recap of the survey results to 5 informants related to psychographic segmentation:

Table 3
Recap of Psychographic Segmentation Research Results
March 2022

PSYCHOGRAPHIC			
No.	Hobby	f	%
1.	Koi Fish Farming	3	60%
2.	Koi Fish Lover	2	40%
Social class			
1.	Middle to Upper	1	20%

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2.	Middle down	1	20%
3.	Middle	3	60%

Source: Primary Data is Processed, 2022

Based on the results of behavioral segmentation research, researchers get the data that behavioral segmentation is the type of buyer, time of purchase, and varied main benefits. The following is a recap of the survey results to 5 informants related to behavioral segmentation:

Table 4
Recap of Behavioral Segmentation Research Results
Maret 2022

BEHAVIORAL			
No.	Purchase Type	f	%
1.	Wholesaler	4	80%
2.	Retail	1	20%
Main Benefits			
1.	Livelihood	4	80%
2.	Hobby	1	20%
Purchase Time			
1.	Consistent	4	80%
2.	Inconsistent	1	20%

Source: Primary Data is Processed, 2022

B. Targeting

Based on the results of segmentation research. The researcher found that the largest market segment in terms of demographics was male (80%), mature, that is 26-45 years (60%), married (80%), with income of more than Rp. 5.000.000-, (60%), working as businessman (60%), last education high school (40%), Muslim (80%). Based on the results of segmentation in terms of geography, the dominant market segment originates and is domiciled in Tulungagung (60%). Psychographic segmentation is dominated by koi fish farmers (60%) and middle social class (60%). The dominant market segment in terms of psychographics is the type of wholesale buyer (80%), the main benefit as a livelihood (80%) and the time of purchase consistently (80%).

C. Positioning

Based on the results of research on 5 informants, it was found that 100% of the informants answered "yes" that the product of Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business in a good quality and product varies. According to the results of the interview, all of the informants said that their products are of good quality because of the sharp colors and patterns, also have a proportional sizes. All informants also said that their products are varied. In accordance with the results of the interview above, it can be concluded that the product of Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business can be said to be varied because it has 11 types of koi fish. It is known that 60% of the informants said that Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming products were innovative. From the

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results of interviews, 3 out of 5 informants said that the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business provides cross-bred koi fish, while 2 of them rarely pack and buy cross-bred products.

It is known that 100% of the informants said the price for the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business was affordable. The results of the interviews showed that the five informants said that the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business set prices according to the target market. It is known that 100% of the informants said the marketing and delivery locations were strategic and easy to reach. The results of interviews from the five informants also said that the distribution place for the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business is a location not far from urban areas and is one of the centers of ornamental fish in Tulungagung. It is known that 80% of informants said the promotion of Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business was varied and easy to find on social media. 4 out of 5 informants said they were able to find products through distributors and social media facebook, while 1 of them did marketing through distributors only.

It is known that 100% of the informants said that Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming has a good quality location. In accordance with the results of interviews, the five informants said that their ponds are grouped according to the condition of the fish, and always pay attention to the condition of the fish. It is known that 40% of informants said that the location of Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business is easy to reach. This is in accordance with the results of interviews, 3 out of 5 informants said that consumers would easily find their location if they were used to visiting, while 2 of them said the business location was far from urban areas.

It is known that 100% of the informants said that Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business did a good service. In accordance with the results of interviews, the five informants said that they received satisfactory service. It is known that 100% of the informants said that the product delivery process at the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business was effective. In accordance with the results of interviews from the five informants, there were never any problems in delivery. It is known that 100% of the informants said that Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business carried out safe packaging. In accordance with the results of interviews from the five informants, there were never any problems in product packaging because the product reached the consumer safely. It is known that 80% of the informants said that payments to the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business are easy to do. In accordance with the results of interviews from the five informants, 4 of them had no problems in the payment process, while 1 of them said that the cash method was more complicated because they had to wait a week, and the problem of late payments. The recap of the survey results to 5 informants related to positioning is as follows:

Table 5
Recap of Positioning Research Results
March 2022

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No.	Statement	f	%
1.	Good Quality Products	5	100%
2.	Product Varies	5	100%
3.	Innovative Products	3	60%
4.	Affordable prices	5	100%
5.	Marketing and Delivery Locations Were Strategic	5	100%
6.	Marketing and Delivery Locations Easy To Reach	5	100%
7.	Varied Promotions	4	80%
8.	Easy to Find Products on Social Media	4	80%
9.	Good Quality Business Location	5	100%
10.	Business Location Easy to Reach	2	40%
11.	Good Service	5	100%
12.	Effective Delivery Process	5	100%
13.	Safe Packaging	5	100%
14.	Easy Payment	4	80%

Source: Primary Data is Processed, 2022

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A. Product

A quality product is something that business actors need to optimize. Koi fish is different from fish for consumption, koi fish is a type of fish that is enjoyed by its aesthetics. Therefore, the quality of fish patterns, colors and sizes must be considered by buyers before making a decision. In addition to paying attention to the proportional shape of the fish, Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business always offers quality, varied and innovative types of fish. A total of 11 types of koi fish are offered in the target market, making the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business able to increase consumer interest. The types of koi fish offered by this business include Kohaku, Sanke, Showa, Shiro, Chagoi, Karasi, Midori, Soragoi, Shusui, Platinum, and Antikan with proportional sizes, a minimum of 25-35 cm or normally 30 cm to achieve market standards.. This business also pays attention to the growth of cultivated koi fish, the growth of fish is something that consumers consider. Fish growth is the increase in length or weight of fish in a certain time. With a low density, fish have the ability to utilize food properly compared to a fairly high density, because food is an external factor that has a role in the growth of koi fish ([Mutia et al., 2020](#)). In addition, the sharp color of the koi fish gives a high allure. The color of the koi fish provides a significant function, as an identifier of the type of display pattern and color pattern on its body. Beautiful and varied body color is the attraction of every ornamental fish ([Budi & Mardiana, 2021](#)).

B. Price

Price is definitely something that buyers consider. Business actors should not offer prices that are too low or too high. Determination of the right price, resulting in the company getting the

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maximum benefit from the products sold. The determination of the price is relatively cheap so that consumers do not feel the price is too expensive. The price offered by Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business is adjusted to the target market, which are middle and upper middle class people. Wholesale purchases get a price of 125,000 IDR – 150,000 IDR per fish for sizes 30-35 cm, while sizes 25-30 cm get a price of 75,000 IDR – 90,000 IDR. Online purchases will be given a different price from wholesale purchases, which ranges from 1,000,000 IDR - 2,000,000 IDR, with a minimum purchase of 5 koi fish. The product prices offered for wholesale purchases are different from online purchases in order to get their respective benefits. Determination of price variations is determined by size, color and pattern. Koi fish are in great demand even though the price is quite expensive depending on the style and size ([Hasan et al., 2020](#)).

C. Place

Choosing a strategic place is something that must be considered by business actors, starting from the place for production to the place for product marketing. In wholesale sales, Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business routinely sends products to distributors. Their distributor is located in Sumbergempol which is one of the centers for koi fish cultivation in Tulungagung. This makes it easier for buyers to find koi fish products, according to data from the Tulungagung Regency KKP office in 2014 detailing ornamental fish cultivators totaling 1,295 RTP or as many as 2,207 people. The cultivation places are spread across four sub-districts, namely Sumbergempol, Kedungwaru, Boyolangu, and Tulungagung ([Ekojono et al., 2018](#); [Handajani et al., 2012](#); [Sujianto, 2020](#)). Fish deliveries are made twice a week to provide stable profits, on Thursday deliveries to Jember and Saturday deliveries to Bali. In addition to wholesale sales, Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business sells online through social media Facebook to meet customer needs. Delivery using Clarista delivery service which is a special delivery service for live goods. Online sales reach consumers all over Indonesia.

D. Promotion

Promotion is an activity of informing, influencing, persuading consumers and reminding the target market and so that the product is accepted by the community. In addition to conventional marketing (direct marketing), Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business also follows technological developments by using Facebook as a marketing tool. Direct marketing is carried out by business owners by visiting distributors to offer products and offering cooperation as koi fish farmers with koi fish distributors. In addition to collaborating with distributors, Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business does marketing on Facebook by uploading photos and videos of cultivated koi fish to *Grup Jual Beli Ikan Koi*. Diligently posting products on Facebook makes the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business to get additional customers who can increase profits. By doing promotions, business owners are able to communicate product strengths and persuade target customers to buy or shift purchases to products produced by the company ([P. Kotler & Keller, 2016](#)).

E. Physical Evident

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Physical evidence is the most visible thing in terms of conditions and situations. In its implementation, Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business pays attention to the grouping of fish according to their conditions. Koi fish are grouped according to size in 8 different ponds. The 8 ponds are divided into 2 parts. First, there are 4 spawning ponds with a size of 6 x 12 for small fish. Second, a large pond with a size of 26 x 35 for fish that are large enough, approximately 20 cm. The two groupings of koi fish ponds have a capacity of 300-350 koi fish. The area of Sukerjo Village, Rejotangan District, Tulungagung Regency has a high lime content of water, making the koi fish produced by the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business have a sharp color. The strategy of physical evidence is carried out by Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business in order to be able to provide satisfactory service to customers, by maximizing the physical facilities provided can influence customers to buy products ([Taroreh et al., 2018](#)).

F. People

People are an important part in serving the buying process. In its implementation, Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business has 6 employees specifically for the packing section and 1 person as a work partner or distributor. Not just choosing employees, the owner of the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business really provides and deliver knowledge about how to pack koi fish properly and correctly. Training at the beginning of work aims to maximize the expertise of employees in the koi fish packaging process. Every packaging done by employees is still supervised by the owner, the goal is to maximize the results. The employees are also disciplined in their work, considering that the koi fish packaging process must be completed quickly before the fish is sent to the distributor. To achieve success, companies must be careful in choosing employees, companies must often motivate employees to work optimally, so that employees will be happy and work optimally and company goals will be achieved ([Saputro et al., 2021](#)).

G. Process

Process is the point of how all elements of the marketing mix are coordinated to ensure the quality and consistency of services provided to customers. In the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business has implemented an effective and efficient process. Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business carried out the packing process 2 times for wholesale purchases. The first packing is carried out by the business owner and his employees at the business location, then after the first packing is complete the koi fish are sent to the distributor. The second packing is carried out by employees at the delivery and marketing location in Bendiljati Kulon Village, Sumbergempol District, Tulungagung Regency. The second packing is done while sorting out the fish that are fit for shipping and those that are not. Fish that are not fit for shipping will be treated in a special quarantine pond. Online delivery Koi Fish Cultivation Business Abdul Ghoffar Rejotangan Tulungagung chooses Clarista's live goods delivery service, which is a delivery service that pays attention to the process of sending live goods online sales to consumers. By paying attention to efficient processes, it will lead to customer satisfaction, because every element of the marketing mix affects each other, so if one

of them is not properly organized, it will affect the overall marketing strategy ([Karim et al., 2014](#)).

H. Packaging

The packaging strategy applied in the Abdul Ghoffar Rejotangan Tulungagung Koi Fish Cultivation Business is very concerned about the level of security. Their product packaging uses up to 2-3 layers of plastic, so that if there is a scratch on the outer layer of plastic, there is still a plastic inner layer that protects the koi fish. Then to keep the fish getting oxygen on the way, they provide oxygen to deal with if the packaging leaks during shipping. Packaging can simply be interpreted as a way to deliver goods to consumers in the best and most profitable conditions. In the current era of globalization, packaging has a very important role because it will always be related to the packaged commodity and at the same time it is a selling point and product image ([Widiati, 2020](#)).

I. Payment

Payments are related to the company's income. The concept of cash payments and transfers is applied by Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business. Payment for wholesale purchases can be made within one week after the delivery of the koi fish. Then payment for online purchases is made by transfer, this method makes it easier for online buyers who buy products through Facebook because customers who buy online reach all over Indonesia. Both payment methods are carried out by Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business which aims to make it easier for customers to make payments, so good relations will grow between sellers and buyers. The payment system is a system related to the activity of transferring funds from one party to another by involving various payment components ([Khairi & Gunawan, 2019](#)).

Impact of Marketing Mix Strategy on Sales Volume in Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business

All of the strategies types implemented by a business must have an impact on the company. After the implementation of a good strategy, there must be impacts that arise and affect sales volume. High or low sales volume will affect the profits obtained by the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business. In a company, the marketing objective is to increase the sales volume that is profitable in the sense that it can create optimal income and increase profits ([Rusmayadi & Sasangka, 2017](#)). Therefore, business owners must try their best to do marketing by selling as many products as possible. The following is sales data of the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business from 2016 to 2021:

Table 6

Koi Fish Sales Data for Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business
2016-2021

No.	Fish Type	The Price of One Fish	Price (IDR)	Total (IDR)	Year
1.	Koi	1.200	35.000	42.000.000	2016

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2.	Koi	1.600	40.000	64.000.000	2017
3.	Koi	2.000	50.000	100.000.000	2018
4.	Koi	2.300	55.000	126.500.000	2019
5.	Koi	2.600	60.000	156.000.000	2020
6.	Koi	3.000	75.000	225.000.000	2021

Source: Sales Data Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business 2016-2021

From the sales data of Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business above, it can be found that the impact of the 9P marketing mix strategy on the sales volume of koi fish in the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business from an economic point of view is that it can increase revenue from year to year.

The Suitability of Marketing Mix Strategy with Research Results STP Method (Segmentation, Targeting and Positioning)

The following is the suitability of the 9P marketing mix strategy with the results of the STP method research, as a researcher's effort to support research on marketing mix strategies in increasing sales volume in the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business, including:

A. Product

Quality and varied products are considered to give good results, considering that consumers have different needs and wants. However, the efforts of Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming in producing innovative products still give a poor result, as evidenced by the perceptions of the informants in table 6. In the table, the good quality and varied products seem to be approved with a score of 100% from the informants, and the innovative product of Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business gets a score of 60% from the informants.

If it is associated with the results of segmentation research which has the highest level of agreement, the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business is in accordance with the needs and wants of consumers from various classes.

B. Price

Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming product has an advantage in determining the price. It is proven by the results of the study in table 6, where 100% of the surveyed informants gave a positive impression. Informants agree that Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business has an affordable price.

The relationship between the results of the STP research and the pricing strategy of Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business, according to the impact that has been given. By applying affordable prices, it can be a positive strategy to attract consumers. The

right strategy like this should still be applied by the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business in order to increase sales volume.

C. Place

The selection of marketing locations and product delivery from the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business has the highest level of agreement, which is 100%. Their geographic segmentation is dominated by Tulungagung (60%), Jember (20%) and Blitar (20%). It can be concluded that the product of Abdul Ghoffar Rejotangan Tulungagung Koi Fish Cultivation Business has been reached by consumers from outside the city.

The relationship between the results of the STP method research with the place strategy applied by Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business seems to be in accordance with the impact that has been given. The more consumers who know about Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business, the bigger the market they will reach. The broad market has an increasing impact on sales volume.

D. Promotion

Media promotion of Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business only through direct marketing and using social media (Facebook). But it turns out that it has a positive value from most of the informants. It is evident from the results of the research in table 6 that 80% of consumers easily find products on social media and 80% of the promotions applied can be said to be quite varied.

The relationship between the results of the STP method research and the promotion strategy applied by Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business seems to be in accordance with the impact that has been given. Promotion using Facebook which has almost all Indonesian users makes the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business have the opportunity to have a wide market. All Indonesian people can easily access the Facebook page of Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business Facebook page. In addition, by implementing various promotions, Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business will be able to see the current market developments. If the company is able to follow market developments, it will affect the company's income.

E. Physical Evident

Physical evidence of Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business which is 8 koi fish ponds with groupings adjusted to the size of the koi fish, able to give a good impression from the informants. The pond quality, water quality, and high lime content gave a 100% approval rate from the informants. However, the location of the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business, which is far from urban areas, makes it difficult for consumers to find its existence. So that it only got a 40% approval rate from informants that the business location was easy to reach.

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The relationship between the results of the STP method research with the physical evidence strategy applied by Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business seems to be in accordance with the impact that has been given. The ponds used for cultivating koi fish are capable of producing koi fish with sharp colors, proportional sizes and beautiful patterns. Good results are obtained because the business owner pays attention to the quality of the pond and water, so that it is able to benefit the company.

F. People

People or employees of Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business is one form of service provided to consumers. By using a good service strategy, Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business is able to give a positive impression from the informants. It is evident from the results of the research in table 6, consumers agree that they get good service, which is 100%. If it is associated with the results of positioning research which has the highest level of agreement, the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business can meet the level of consumer satisfaction.

The relationship between the results of the STP method research with the strategy of people or employees applied by the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business seems to be in accordance with the impact that has been given. Sufficient value given by consumers gives the conclusion that good service provides positive value for the company.

G. Process

An effective delivery process is a strategy that is applied to meet customer satisfaction. By implementing this strategy, consumers of the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business gave the highest positive results, 100% agreed that an effective delivery process was implemented by the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business.

The relationship between the results of the STP method research with the process strategy applied by Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business seems to be in accordance with the impact that has been given. The shipping process is the most important thing because it is related to fish life. The delivery process carried out by the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business apparently was remembered as a good process for the informants. The customer assessment is able to affect the increase in sales volume.

H. Packaging

The level of safety in product packaging applied by Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business provides a 100% level of approval from consumers. This value is high enough to meet customer satisfaction, so as to increase sales volume.

The relationship between the results of the STP method and the packaging strategy applied by the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business seems to be in

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accordance with the impact that has been given. The assessment on the STP method from all informants gave the highest results for the level of safety in packaging. Informants are able to give a high value of course according to what is obtained.

I. Payment

The payment system for Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business is one part of influencing the company's finances. By using an easy payment strategy for consumers, Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business is able to give a positive impression from consumers. It is evident from the results of research in table 6, consumers agree that the payment system is relatively easy, which is 80%.

If it is associated with the results of positioning research which has a fairly high level of agreement, the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business can meet the level of consumer satisfaction. The relationship between the results of the STP method research and the payment strategy applied by Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business seems to be in accordance with the impact that has been given. Easy payment is a pleasant point for consumers, therefore, consumers give high value. The application of an easy payment strategy for consumers can bring benefits to Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business.

CONCLUSION

Koi fish in the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business has a variety of types with a total of approximately 11 types of fish with proportional sizes and is still looking for breakthroughs for product innovation.

Pricing for the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business is in accordance with market prices with a target of middle and upper middle class people.

The distribution location of the Koi Fish Farming Business of Abdul Ghoffar Rejotangan in Tulungagung is strategic and easy to reach.

The promotion carried out by the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business is the conventional way, by direct marketing, and online promotion by uploading photos and videos on Facebook social media.

The Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business has 8 ponds which are grouped according to the condition of the koi fish. Koi fish ponds at the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business are maintained in quality and have sizes that are adjusted to the size of the fish, but the location of the business is difficult to reach by new consumers.

Employees at the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business have good skills and attitudes in serving consumers, at the beginning of work all employees conduct training in advance in packaging koi fish.

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The Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business chose a koi fish distribution place that provides services that understand how to get koi fish into the hands of consumers safely.

The safety of the koi fish packaging in the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business is very careful, considering that the shipping process is quite far and takes quite a long time to travel.

Wholesale buyers at the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business make cash payments within a period of one week, while online buyers make payments by transfer.

The implementation of the 9P marketing mix strategy in the Abdul Ghoffar Rejotangan Tulungagung's Koi Fish Farming Business has had a good impact, the impact being an increase in sales volume from 2016-2021.

In general, this research is expected to provide consideration in planning and evaluating 9P marketing mix strategy to increase sales volume

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