SUMMARY

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AIDA model (Awareness, Interest, Desire, Action) mostly used in promotional planning of a product or service. The phases on a consumer reaction which given the stimuli will bring on an action and certain behavioral changes desired by the marketer. Hierarchy or stage effects can be grouped into the three dimensions of behavior, which are the cognitive component, affective, and conative. Therefore, marketers should designed an independent program that can be successful at any stage either to increase awareness, interest, and desire, so that consumers willing to do an action of product or service purchase.

In aquaculture, there are several sub-businesses that include hatchery operations, nursery, until the enlargement process. Hatchery operations is the beginning of a chain of fish farming cycle. The provision of quality fry is a key factor and to be able to move the entire strategic resources and potential aquaculture so as to contribute to national development. Fry play an important role as the main production facilities in order to optimize resources and potential of aquaculture.

In general, produced fry in the fisheries sector has a very small size and very many in number. Cultivation of fry by fish farmers often encounter problems related to the number of produced fry. Currently there is no technology that helps the fish farmers in calculating fry more quickly. Post-harvest fry handling is the counting process of the fry are still manually counted while the number of produced fry that can reach tens to hundreds thousands depends on the capacity of the hatchery itself.

The objectives of this study were to analyze the perception of Fry Counter product attributes, analyze the interest of potential customers to purchase the Fry Counter product, and formulate the appropriate strategies for Fry Counter product to entering the market. The importance of this research is because of Fry Counter is a product which is relatively new and has not been marketed commercially, therefore need a study to formulate a marketing strategy for Fry Counter using AIDA model approachment.

This research examines factors which are mentioned in various literatures to have influence on AIDA models to buy Fry Counter products. The factors are perceived attributes, personal characteristics, and external factors. In this study the factors are put into a model which follows through awareness, interest and desire to buy and was also further analyze. The research has been conducted in June-November 2013. The sampling method in this research was survey method by using convenience sampling due to easy availability of respondent and limited research time. Based on these criteria, there were 152 respondents for the source of data in this research who were fish farmers located in Sukabumi. This research used three analysis tools namely descriptive analysis, reliability test, and Structural Equation Modeling (SEM).

Reliability test was conducted to 30 respondents as part of sample in this research. Based on the reliability test, change (increase or decrease) of
questionnaire content was not necessary. Reliability test showed that r-value was 0.9274. It was higher than r-table (0.6). Based on the results of SEM analysis, indicator variables have the T-Test value is higher than the critical value (critical value = 1.96 for alpha = 5 percent). The coefficient of all loading factors have good validity, which can be said precisely the indicator variable is able to measure the construct. Reliability test which explains the level of consistency seen indicator variables of Construct Reliability (CR) and Variance Extracted (VE). Indicator variables on latent variable environment, personal, interest, and desire have a good reliability at all, because it has a CR value higher than 0.7. While latent variable personal have a good value because the VE is higher than 0.5. In this research, only the personal latent variable which has an ideal value of CR and VE. It shows that the indicator variables that exist in the latent variable capable of providing the desired information and trustworthy (reliable) in the same relative results (consistent) when measured again. However, there is also less reliable constructs, namely perception attributes, environment, awareness, interest, and desire. Although the CR value for the environment variable, interest, and desire is higher than 0.7, but the VE value of less than 0.5. This suggests that the indicator variables are less capable of providing consistency in measuring the in question latent variables.

Managerial implications which formulated to increase awareness is using promotion strategies emphasize on benefits of increasing business profits. To increase the interest and desire, strategies that can be used is sale the products at affordable prices and provide an opportunity to try. Meanwhile, to improve the perception of attributes, strategy can be used is to provide an opportunity to try and give alternative purchasing in groups.

This research found that external and internal factors have influenced positively to perceived attributes factors. The external and perceived attributes factors have influenced positively to awareness factor. The external factor have influenced negatively the interest to buy Fry Counter product, meanwhile internal and awareness factors have influenced positively. Perceived attributes and interest factors have influenced positively to desire factor.

Keywords: Marketing strategy, AIDA, SEM, Fry Counter.