

ABSTRAK

Penelitian ini berjudul Implementasi Model Berlian Porter Dalam Strategi Pemasaran Benih Ikan Bandeng. Industri perikanan budidaya, khususnya budidaya ikan bandeng, memiliki peran strategis dalam pemenuhan kebutuhan protein nasional dan pertumbuhan ekonomi, dengan permintaan benih ikan bandeng yang terus meningkat di pasar domestik maupun ekspor. Keberhasilan pemasaran benih sangat dipengaruhi oleh interaksi faktor internal seperti kualitas sumber daya manusia, fasilitas produksi, dan efisiensi proses, serta faktor eksternal seperti kebijakan pemerintah, dinamika pasar, dan persaingan dengan produsen lain. Rumusan masalah penelitian ini adalah bagaimana kondisi faktor-faktor internal dan eksternal di BBPBAP Jepara dalam mendukung peningkatan kualitas dan pemasaran benih bandeng, serta bagaimana implementasi Model Berlian Porter dapat diterapkan untuk meningkatkan daya saing dan strategi pemasaran benih ikan bandeng di BBPBAP Jepara. Penelitian ini bertujuan mengidentifikasi faktor-faktor internal dan eksternal yang memengaruhi pemasaran benih bandeng di BBPBAP Jepara dan mengimplementasikan Model Berlian Porter guna meningkatkan daya saing dan efektivitas strategi pemasaran. Metode yang digunakan meliputi analisis SWOT untuk memetakan kekuatan, kelemahan, peluang, dan ancaman, *Quantitative Strategic Planning Matrix* (QSPM) untuk menentukan strategi prioritas, serta pemetaan strategi terhadap komponen Model Berlian Porter yang meliputi kondisi faktor, kondisi permintaan, industri terkait dan pendukung, serta strategi, struktur, dan persaingan. Hasil penelitian menunjukkan BBPBAP Jepara memiliki keunggulan pada kualitas produk, fasilitas, dan dukungan pemerintah, namun masih menghadapi tantangan pada promosi digital, regenerasi SDM, dan persaingan pasar. Strategi prioritas yang dihasilkan adalah ekspansi jangkauan pasar melalui intensifikasi promosi, penguatan distribusi, dan inovasi produk, didukung oleh penguatan rantai pasok hulu serta kolaborasi bisnis dan kemitraan. Implementasi Model Berlian Porter terbukti membantu BBPBAP Jepara dalam merumuskan langkah strategis yang tepat untuk meningkatkan daya saing dan memperluas pangsa pasar benih ikan bandeng secara berkelanjutan. Penelitian ini diharapkan memberikan kontribusi nyata bagi pengembangan strategi pemasaran yang adaptif dan berkelanjutan di sektor perikanan budidaya Indonesia.

Kata kunci: Model Berlian Porter, strategi pemasaran, benih ikan bandeng, daya saing, BBPBAP Jepara

ABSTRACT

This study is titled Implementation of Porter's Diamond Model in Milkfish Seed Marketing Strategy. The aquaculture industry, particularly milkfish aquaculture, plays a strategic role in meeting national protein needs and economic growth, with demand for milkfish seeds continuing to increase in both domestic and export markets. The success of seed marketing is significantly influenced by the interaction of internal factors such as human resource quality, production facilities, and process efficiency, as well as external factors such as government policies, market dynamics, and competition with other producers. The research problem statement is how the internal and external factors at BBPBAP Jepara support the improvement of milkfish fry quality and marketing, and how the implementation of Porter's Diamond Model can be applied to enhance competitiveness and marketing strategies for milkfish fry at BBPBAP Jepara. This study aims to identify the internal and external factors influencing the marketing of milkfish seeds at BBPBAP Jepara and to implement the Porter Diamond Model to enhance competitiveness and the effectiveness of marketing strategies. The methods used include SWOT analysis to map strengths, weaknesses, opportunities, and threats; the Quantitative Strategic Planning Matrix (QSPM) to determine priority strategies; and mapping strategies against the components of the Porter Diamond Model, which include factor conditions, demand conditions, related and supporting industries, as well as strategy, structure, and competition. The research findings indicate that BBPBAP Jepara has advantages in product quality, facilities, and government support, but still faces challenges in digital promotion, human resource regeneration, and market competition. The priority strategies identified are market expansion through intensified promotion, strengthened distribution, and product innovation, supported by strengthening the upstream supply chain and business collaboration and partnerships. The implementation of the Porter Diamond Model has proven to assist BBPBAP Jepara in formulating appropriate strategic steps to enhance competitiveness and expand the market share of milkfish seeds sustainably. This study is expected to contribute meaningfully to the development of adaptive and sustainable marketing strategies in Indonesia's aquaculture sector.

Keywords: Porter's Diamond Model, marketing strategy, milkfish seeds, competitiveness, BBPBAP Jepara