

Analysis of the Marketing of "SODAP" Shrimp Paste in Bagan Barat Village, Bangko District, Rokan Hilir Regency, Riau Province

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ABSTRACT: This study was aimed to analyzed the marketing system of the “Sodap” shrimp paste produced by PT. Sodap Berkah Indonesia located in Bagan Barat Village, Bangko District, Rokan Hilir Regency, Riau Province. The research focuses on identifying marketing channels, calculating marketing costs and business revenue. The research method used was by case study approach with descriptive quantitative and qualitative analysis. Primary data were collected through interviews with producers, distributors, agents, and resellers, while secondary data were obtained from business records and supporting literature. The results show that there are three marketing channels used in distributing the product: (1) Producer → Distributor → Agent → Consumer, (2) Producer → Reseller → Consumer, and (3) Producer → Consumer. The largest sales contribution comes from marketing channels involving distributors and agents, accounting for 80% of total product distribution. Marketing costs are primarily derived from transportation expenses, especially on channels involving intermediaries. Business revenue increased from IDR 93,800,000 in 2023 to IDR 127,700,000 in 2024, in line with an increase in the sales volume.

KEYWORDS: Marketing, MSMEs, Shrimp Paste.

I. INTRODUCTION

Indonesia possesses abundant natural resources, particularly in the agricultural, fisheries, and forestry sectors. The processing of these resources through the Micro, Small, and Medium Enterprises (MSMEs) sector has become an important strategy to increase product value and strengthen the national economy. Through processing activities, products gain longer shelf life, more stable quality, and broader market opportunities. MSMEs contribute significantly to the local economy due to their role in generating employment and improving community welfare. With flexible business scales and diverse sectors, MSMEs are able to reach wide market segments and support regional economic stability. In addition, MSMEs also serve as a source of innovation and entrepreneurship that stimulates sustainable economic growth (Tambunan, 2019). Various MSMEs have grown in different regions of Indonesia, including Rokan Hilir Regency, which is known for its strong potential in the marine and fisheries sector.

Rokan Hilir, particularly Bagansiapiapi City, is a coastal area where most of the population works as fishermen. Natural resources such as fish, shrimp, and various other marine products are utilized not only for direct consumption but also processed into various value-added food products. These products not only provide income for the community but also represent the region's culinary identity. This condition has encouraged the growth of various fishery-processing MSMEs that play a role in developing local potential and absorbing labor in the area.

One of the fisheries processing businesses that has developed in this region is the Terasi Udang “Sodap” enterprise, which initially operated as MSME Roqi before transforming into PT. SODAP Berkah Indonesia. The business focuses on producing shrimp paste (terasi) made from rebon shrimp as its primary raw material, giving the product a savory taste and distinctive aroma. The shrimp paste is produced in two variants, roasted and powdered, with packaging options in bottles or refill packs. The packaging process remains manual, utilizing simple tools such as a heat gun, identity labels, and plastic jars. Despite its simplicity, production is carried out consistently to maintain product quality.

In marketing activities, PT. SODAP Berkah Indonesia implements both offline and online sales strategies through various channels, including agents, resellers, distributors, and the use of social media platforms such as Facebook, Instagram, and TikTok. The average production capacity is approximately 100 kg per month; however, this level fluctuates due to dependence on seasonal raw materials. During certain months, the availability of rebon shrimp decreases, leading to higher prices and reduced production volume. This condition remains one of the main challenges faced by the business.

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The development of Terasi Udang “Sodap” demonstrates significant transformation. In its early stages in 2018, production capacity was limited to approximately 2–5 kg per month with simple packaging and restricted marketing within the local area. In 2019, the business began product innovation by launching ready-to-use powdered shrimp paste and securing a PIRT license to enhance consumer trust. In 2020, the business improved its packaging design and obtained a Halal certification, further strengthening product credibility. In 2021, the business gained recognition through achievements at the Adhikriya Exhibition and Competition and acquired Intellectual Property Rights (IPR) for the “Sodap” brand.

Growth accelerated in 2022 as product distribution expanded to various regions in Riau Province. This expansion was supported by the development of reseller networks outside the region, allowing wider distribution without establishing new branches. The year 2023 became an important milestone when the enterprise formally changed its legal status to PT. SODAP Berkah Indonesia through the establishment of a Sole Proprietorship Limited Company. In the same year, the business collaborated with several institutions such as Pertamina Hulu Rokan, Bengkalis Polytechnic, and the Faculty of Fisheries at Universitas Riau for product quality improvement and management strengthening. The business also began applying for MD distribution permits from BPOM as part of its effort to achieve national-level industrial standards.

In 2024, the business focused on completing its legal requirements, including CPPOB certification and MD BPOM registration, while implementing a marketing concept of “one province, one distributor” to expand distribution more systematically. The year 2025 marks the peak phase of development with production capacity reaching 200–300 kg per month and the introduction of new packaging innovations such as sachets and refill formats designed to meet consumer needs. The transformation from an MSME into a corporation demonstrates significant improvements in professionalism, production capacity, product quality, and marketing reach.

Despite its rapid development, PT. SODAP Berkah Indonesia still faces several marketing challenges, including suboptimal digital promotion, unsystematic online sales recording, dependence on seasonal raw materials, and undefined sales targets. These challenges require further assessment to ensure efficiency, sustainability, and competitiveness at a broader scale.

Based on the background described above, this research aims to examine the marketing of Terasi Udang “Sodap” in Bagan Barat Village, Bangko District, Rokan Hilir Regency, Riau Province.

II. METHOD

Time and Location

This research was conducted in July 2025. The study took place at the production site and outlet of Terasi Udang “Sodap” in Bagansiapiapi, Rokan Hilir, Riau.

Research Method

The research method used in this study is a case study approach on the Terasi Udang “Sodap” business owned by Mrs. Nur Azmi. A case study method is a research approach that examines an object in a detailed and focused manner.

Determination of Respondents

The method used in determining respondents employed a non-probability sampling approach with purposive sampling and snowball sampling techniques. The respondents involved are all parties directly related to the Terasi Udang “Sodap” business.

Data Collection

The data sources in this study consist of primary and secondary data. Primary data refers to information provided directly to the researcher. Primary data were obtained through interviews with producer respondents and marketing institution respondents using a structured questionnaire, covering respondent identity, selling and purchasing price determination, marketing channel patterns, and marketing costs.

Secondary data refers to information that is not directly provided to the researcher but obtained through other parties or documents. Secondary data were collected through literature review by gathering information relevant to the research objectives from libraries, related institutions, and other relevant sources concerning research variables.

Data Analysis

1. To describe the marketing channel patterns of Terasi Udang “Sodap”, descriptive analysis was used. Descriptive analysis is applied to systematically, factually, and accurately describe data related to the observed phenomena and their relationships. This analysis includes describing the flow of marketing from producers to consumers, identifying the marketing institutions involved, the types of marketing channels used, and the percentage distribution of products in each channel.
2. To analyze business costs and revenues, quantitative analysis was employed. This analysis was conducted by comparing the amount of costs incurred and the profit gained by each marketing institution across various channels, allowing efficiency and profitability levels of the Terasi Udang “Sodap” marketing system to be identified.

III. RESULTS AND DISCUSSION

Marketing Channels

A marketing channel is a series of institutions involved in distributing products from producers to final consumers. Based on interviews with the owner of PT. Sodap Berkah Indonesia, it was identified that Terasi Udang "Sodap" is distributed through several marketing channels as follows:

Marketing Channel I

This channel consists of the producer, reseller, agent, and consumer, where the producer distributes products to resellers who purchase in moderate quantities for resale, then passes them through agents with a wider distribution coverage before finally reaching the end consumers. According to Aldila (2024), a well-structured distribution channel facilitates product flow, increases sales volume, and improves consumer access to products. Similarly, Krafft (2015) states that multilayered marketing channels involving agents and resellers are increasingly important in strengthening relationships between producers and consumers in modern distribution systems.

Marketing Channel II

This channel consists of the producer, reseller, and consumer. The producer distributes products directly to the reseller, who acts as an intermediary by purchasing products in certain quantities and selling them to final consumers. According to Rachmawati (2024), intermediaries such as resellers help accelerate product distribution and expand market reach without requiring the producer to manage extensive distribution activities. This aligns with Kotler & Keller (2016), who state that marketing intermediaries reduce distance, time, and cost between producers and consumers, making distribution processes more efficient.

Marketing Channel III

The third marketing channel involves direct distribution from the producer to the consumer, where the producer sells products without intermediaries such as resellers or agents. According to Kotler & Keller (2016), direct marketing enables producers to control product quality, pricing, and consumer interactions, which strengthens customer loyalty. Likewise, Rachmawati (2024) explains that direct channels increase distribution efficiency as intermediary costs are eliminated and producers receive immediate consumer feedback for product development.

PT Sodap Berkah Indonesia implements several variations of marketing channels. The variation occurs because the roles of partners (resellers, agents, distributors) are not fixed but determined based on minimum purchasing quantities. This means a partner may shift roles depending on the volume purchased. A reseller is defined as a partner who purchases relatively small quantities, specifically 2 packs (equivalent to 8 bottles), with a purchase price of IDR 18,000 per bottle. Resellers act as small-scale intermediaries who resell products directly to consumers. The agent category includes partners who purchase a larger volume than resellers, with a minimum of 5 packs (equivalent to 20 bottles) and the same purchase price of IDR 18,000 per bottle. Agents have a broader marketing reach and may sell to both final consumers and smaller resellers in their area. A distributor is defined as the partner with the highest purchasing volume, with a minimum of 50 packs (equivalent to 200 bottles), and receives a lower purchase price of IDR 16,000 per bottle. Distributors are responsible for supplying products to various agents or resellers within designated regions and contribute significantly to expanding the product's market reach. PT Sodap Berkah Indonesia does not record detailed data on the number of bottles sold through each marketing channel. However, the business maintains data in the form of percentage contributions from each channel. Sales through agents dominate with approximately 50% contribution, followed by distributors at 30%, and resellers at 20% of total annual sales. These figures indicate that most product distribution occurs through agents with broader market access, while distributors support high-volume movement across regions, and resellers serve small to medium retail transactions.

Marketing Costs and Business Revenue

1) Marketing Costs

Marketing costs are all expenses incurred during product distribution from the producer to the final consumer. These costs are part of business activities that influence product sales volume (Nurkariani & Wikrama, 2022). Marketing costs for Terasi Udang "Sodap" consist of transportation expenses incurred during certain stages of the distribution process. In the first channel, marketing costs arise at two stages: from producer to distributor and from distributor to agent. The producer delivers 100 packs (400 bottles) to the distributor with a transportation cost of IDR 50,000 per delivery. The distributor then distributes products to agents. Based on interviews, the delivery process occurs four times per month with fuel and labor costs of IDR 25,000 per delivery, resulting in a total monthly marketing cost of IDR 100,000. Each delivery transports approximately 30–50 bottles, meaning total distribution to agents ranges between 120–200 bottles per month. Therefore, marketing costs in this channel consist solely of producer transportation costs and distributor delivery expenses. In the second channel, the producer and reseller are located in the same area; therefore, no transportation or additional marketing costs are required. The reseller only incurs the

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purchasing cost of IDR 18,000 per bottle and resells directly to consumers. In the third channel, transactions occur directly at the producer's site, meaning no transportation or additional marketing expenses are involved.

Table 1. Marketing Costs by Distribution Channel for Terasi Udang "Sodap"

Number	Marketing Channel	Cost Component	Quantity	Total Cost	Cost per Bottle
1	Channel I	Producer to Distributor delivery	100pack = 400 bottle	IDR 50.000	IDR 125
		Distributor to Agent delivery	120–200 bottles/month	IDR 25,000 per delivery (IDR 100,000/month)	IDR 500-833
2	Channel II	-	-	-	-
3	Channel III	-	-	-	-

Business revenue is the total monetary value earned from the sale of all products within a specific time period. Revenue is calculated by multiplying the total number of products sold by the market selling price. Based on the research data, total annual revenue was calculated using the average selling price of IDR 20,000 per bottle. In 2023, total product sales reached 4,690 bottles, generating a business revenue of IDR 93,800,000. In 2024, sales increased to 6,385 bottles, increasing total revenue to IDR 127,700,000. The increased number of products sold between 2023 and 2024 indicates higher consumer demand for Terasi Udang "Sodap". Overall, revenue increased by IDR 33,900,000 or approximately 36%, reflecting business growth and successful market expansion.

Table 2. Business Revenue of Terasi Udang "Sodap" in 2023 and 2024

Month	Revenue 2023	Bottle 2023	Revenue 2024	Bottle 2024
January	IDR 6.600.000	330	IDR 8.000.000	400
February	IDR 5.500.000	275	IDR 8.500.000	425
March	IDR 6.000.000	300	IDR 8.500.000	425
April	IDR 7.500.000	375	IDR 9.000.000	450
May	IDR 8.000.000	400	IDR 9.200.000	460
June	IDR 7.000.000	350	IDR 9.500.000	475
July	IDR 8.500.000	425	IDR 9.000.000	450
Agust	IDR 8.000.000	400	IDR 12.000.000	600
September	IDR 8.200.000	410	IDR 12.500.000	625
October	IDR 10.000.000	500	IDR15.000.000	750
November	IDR 9.000.000	450	IDR 13.500.000	675
December	IDR 9.500.000	475	IDR 13.000.000	650
TOTAL	IDR 93.800.000	4.690	IDR 127.700.000	6.385

CONCLUSIONS

The marketing of "Sodap" shrimp paste is divided into several distribution channels, ranging from the shortest channel (Producer → Consumer) to the longest channel involving distributors, agents, and resellers. The marketing costs of the "Sodap" shrimp paste business mainly originate from transportation costs in distribution channels involving intermediaries, such as delivery from producers to distributors and from distributors to agents. Meanwhile, in channels involving resellers within the same area or direct sales from producers to consumers, there are no marketing costs because no delivery expenses are incurred. The business revenue of "Sodap" shrimp paste experienced a significant increase from 2023 to 2024, rising from Rp 93,800,000 to Rp 127,700,000, along with an increase in the number of products sold from 4,690 bottles to 6,385 bottles.

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