

Marketing Strategy for Catfish Farming Products as a Culinary Business in Batu Kumbung Tourism Village, Lingsar District, West Lombok

Anak Agung Putu Gede Puja Anggara^{*1}, Anak Agung Ketut Alit Pujawan²

Politeknik Pariwisata Lombok, Indonesia¹

Politeknik Pariwisata Bali, Indonesia²

Email: puja.anggara@ppl.ac.id*, Pujawanagungalit@gmail.com

ABSTRACT

KEYWORDS

marketing strategy;
catfish; tourism village;
swot analysis

ARTICLE INFO

Accepted:

Revised:

Approved:

Catfish farming in Batu Kumbung Tourism Village has significant potential as a freshwater fishery-based tourism village (*mina wisata*) in West Lombok. However, the development of catfish-based culinary businesses still faces various challenges, including limited business capital, suboptimal promotion, and a lack of digital marketing utilization. This research aims to analyze the marketing strategy of catfish (*Clarias* sp.) cultivation products as a culinary business in Batu Kumbung Tourism Village, Lingsar District, West Lombok. The study uses a descriptive qualitative approach with observation, interviews, focus group discussions (FGDs), and documentation techniques. Data analysis is carried out using the SWOT method to identify internal and external factors of the business. The results of the study show that the main strengths lie in the stable availability of raw materials and the innovation of processed products, while the weaknesses include limited capital and suboptimal digital marketing. Opportunities arise from the development of tourism and information technology support, while threats include rising feed prices and business competition. The recommended strategy is the SO strategy through digital marketing optimization, product and packaging innovation, and educational tourism development. This strategy is expected to increase competitiveness and strengthen the village's identity as a fishery-based culinary destination.

INTRODUCTION

The development of the tourism sector based on local potential is one of the key strategies for encouraging sustainable regional economic growth. The concept of tourism villages as a model for community-based tourism development provides space for communities to play an active role in managing natural resources, culture, and creative economic potential (Bakalo, Makhovka, Krekoten, Glebova, & Kulakova, 2025; Mukda, Rimphati, & Punatung, 2025; Suriyankietkaew, Krittayarungroj, Thinthan, & Lumlongrut, 2025). In this context, the development of culinary businesses based on local potential is an integral part of strengthening destination attractiveness while improving people's welfare (Wang et al., 2021; Li & Zhang, 2020).

Batu Kumbung Tourism Village is one of the tourism villages in West Lombok Regency, which was designated through the Decree of the Regent of West Lombok Number 188.45/226/DISPAR/2022. This village is known as a freshwater fishery-based tourism village (*mina wisata*) with superior potential in the form of catfish cultivation. Fertile geographical conditions, abundant water resource availability, and adequate land support make this village highly suitable for the development of aquaculture businesses. This potential does not only stop at the production of fresh fish but can also be developed into value-added processed products through creative culinary businesses (Suparno & Qosim, 2016; Yuniarti et al., 2019).

Catfish (*Clarias* sp.) is one of the freshwater fishery commodities that has a competitive advantage over other types of fish. Catfish exhibit relatively fast growth, a high level of adaptability to various environmental conditions, and relatively efficient feed requirements. In terms of nutrition, catfish contain high levels of protein and fatty acids that are beneficial to

health. These advantages make catfish a stable commodity in market demand, both for household consumption and for the needs of the culinary industry (Wang et al., 2019; Sari et al., 2020).

From a creative economy perspective, the utilization of catfish cultivation as a culinary business not only creates economic value but also opens up opportunities for product innovation. Various processed products, such as fried catfish, grilled catfish, ground catfish, shredded catfish, catfish crackers, and modern culinary innovations based on catfish, can be developed to expand market segmentation. This aligns with the concept of modern marketing, which emphasizes product differentiation and value creation for consumers (Rangkuti, 2020; Zahir & Halim, 2019).

According to Philip Kotler and Gary Armstrong, a marketing strategy is the marketing logic that organizations use to achieve their goals through systematic and integrated planning. Marketing strategy focuses not only on sales but also on how to build long-term relationships with customers through segmentation, targeting, positioning, and the marketing mix (product, price, place, promotion). In the context of tourism villages, marketing strategies are a key factor in increasing the visibility of culinary products and expanding market reach (Kotler & Armstrong, 2021; Araujo et al., 2020).

Several studies have examined the development of culinary businesses and marketing strategies in tourism villages (Hu, Shi, & Ye, 2025; Suardani et al., 2025). Ariani et al. (2022) analyzed the development strategy of culinary tourism in Bukit Village based on local potential, emphasizing the importance of product diversification and community involvement. Urmila (2019) studied the development of souvenir food shopping tourism in Malang City, highlighting that product innovation and attractive packaging significantly influence consumer purchasing decisions. In the context of catfish-based businesses, Suparno and Qosim (2016) examined the effect of biofloc cultivation on increasing the production and quality of catfish, demonstrating that cultivation techniques affect product quality and supply stability (Lestari & Hidayat, 2020).

Research on marketing strategies in the fisheries sector has also been conducted by Anggraeni et al. (2015), who developed a web-based information system for freshwater fish distribution in Java, indicating the importance of information technology in expanding market reach. Additionally, Ibrahim and Yuliati (2017) examined the effect of word of mouth on purchasing decisions, which is relevant for understanding conventional marketing mechanisms still widely used by small-scale culinary business actors (Yulianto et al., 2021; Wahyuni, 2020). However, previous studies have not specifically addressed the integration of catfish farming with culinary business marketing strategies in the context of tourism villages, particularly in West Lombok. Research that comprehensively analyzes internal and external factors using SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for catfish-based culinary businesses in a tourism village setting remains limited (Lestari, 2021; Aghili et al., 2022).

Despite having great potential, the culinary business based on catfish cultivation in Batu Kumbung Tourism Village still faces various challenges. Some of the problems identified include limited business capital, suboptimal promotion, poorly defined market segmentation, and a lack of digital technology utilization in marketing. In addition, external factors such as climate change affecting production, rising feed prices, and competition from similar businesses also pose obstacles to business development (Wang et al., 2021; Lestari & Fitri, 2020).

The current development of information and communication technology actually opens up significant opportunities for culinary business actors in tourism villages to utilize digital marketing as an effective and efficient promotional medium. Social media, marketplaces, websites, and consumer review platforms can be used to increase brand awareness and expand market share. However, the use of such technology requires a well-planned strategy based on

comprehensive analysis (Rini & Harahap, 2022; Tanuwijaya et al., 2020).

In formulating an appropriate marketing strategy, an analytical approach is needed that can systematically identify the internal and external conditions of the business. One relevant approach is SWOT analysis, as proposed by Freddy Rangkuti. SWOT analysis allows for the formulation of strategies that not only maximize strengths and opportunities but also minimize weaknesses and threats (Rangkuti, 2020; Syahputra, 2021).

The development of a culinary business based on catfish cultivation in Batu Kumbung Tourism Village not only has an impact on increasing community income but also contributes to strengthening the village's identity as a fishery-based culinary tourism destination. The integration of the fisheries and tourism sectors has the potential to create an educational tourism model, where tourists not only enjoy culinary products but also gain hands-on experience of the catfish farming process. This concept aligns with the principles of sustainable tourism development, which prioritize the empowerment of local communities and the optimal use of resources (Sari & Fadila, 2021; Oktaviani et al., 2022).

Based on this background, this research is important to conduct in order to analyze the marketing strategy of catfish farming products as a culinary business in Batu Kumbung Tourism Village, Lingsar District, West Lombok. This research is expected to provide both theoretical contributions to the development of marketing strategies based on local potential and practical contributions for business actors and local governments in formulating fisheries-based tourism village development policies.

METHOD

This study used a qualitative approach with a descriptive method to understand in depth the marketing strategy of products for the use of catfish cultivation as a culinary business in Batu Kumbung Tourism Village, Lingsar District, West Lombok Regency. The qualitative approach was chosen because this research focuses on exploring meaning, experience, and real practices carried out by aquaculture actors and culinary entrepreneurs in the social and economic context of the tourist village community. The descriptive method is used to systematically describe the conditions that occur in the field without manipulating variables, so that the results of the study represent the actual situation experienced by business actors.

The research was carried out for six months, including the preparation stage, data collection, analysis, and preparation of the final report. The research location was chosen purposively because Batu Kumbung Tourism Village has superior potential in freshwater fish cultivation, especially catfish, which has developed into one of the village's economic identities. The existence of villages as a tourism area makes it relevant to be studied in the perspective of marketing strategies based on local potential.

The research subjects consist of catfish farming farmers, processed catfish-based culinary entrepreneurs, consumers, and villagers involved in the management of tourist villages. The determination of informants was carried out by purposive sampling technique, which is to select respondents who are considered to have information relevant to the purpose of the research. In addition, the snowball sampling technique is also used to expand the network of informants based on recommendations from the initial speakers. This approach allows researchers to obtain in-depth and diverse data on marketing practices, business challenges, and available development opportunities.

Data collection was carried out through observation, in-depth interviews, Focus Group Discussions (FGDs), and documentation. Observations are carried out directly at cultivation locations and culinary business places to observe the production, processing, and marketing processes of products. In-depth interviews were conducted in a semi-structured manner to explore information about promotion strategies, market segmentation, business constraints, and business actors' perceptions of the development of tourism villages. The FGD was held to obtain a collective view on internal and external factors that affect the sustainability of culinary businesses based on catfish farming. Documentation is carried out by collecting supporting data in the form of photos of activities, production records, and business promotion materials.

Data analysis is carried out in stages through the process of data reduction, data presentation, and conclusion drawn. Data obtained from various sources are selected and focused on information relevant to the research objectives. Furthermore, the data is presented in the form of a descriptive narrative to facilitate understanding of the patterns and relationships between findings. Conclusions are drawn inductively based on the results of field analysis that have been verified through triangulation of sources, techniques, and time to ensure the validity of the data.

As the main analytical tool, this study uses a SWOT (Strengths, Weaknesses, Opportunities, Threats) approach to identify internal and external factors that affect the marketing strategy of culinary businesses based on catfish farming. Internal factors include the strengths and weaknesses of the business, while external factors include opportunities and threats that come from the surrounding environment. The results of the identification are then formulated in a SWOT matrix to produce alternative strategies that are applicable and relevant for business development. With this method, the research is expected to be able to provide strategic recommendations that support increasing the competitiveness and sustainability of culinary businesses in Batu Kumbung Tourism Village.

RESULT AND DISCUSSION

The results of the study show that the use of catfish cultivation as a culinary business in Batu Kumbung Tourism Village has developed gradually through the involvement of local communities. This village has a relatively stable catfish cultivation system with the support of adequate water resources and effective enlargement techniques. The production of catfish is not only sold in fresh form, but also processed into various culinary products such as fried catfish, grilled catfish, shredded catfish, and catfish crackers.

Based on the results of observations and interviews, most business actors still rely on conventional marketing, such as direct sales at business locations and word-of-mouth promotions. This strategy is considered quite effective in the local scope, but it has not been able to reach a wider market, especially tourists from outside the region.

Cultivation owners and owners of catfish culinary businesses market their products

The results of the study show that culinary businesses based on catfish cultivation in Batu Kumbung Tourism Village have great potential to develop if supported by a planned marketing strategy. Internally, the strength of the village lies in the availability of resources and product innovation, while externally there are great opportunities from the development of tourism and digital technology.

However, without systematic marketing planning, this potential has not been utilized optimally. Therefore, the implementation of a marketing strategy based on SWOT analysis is a strategic step in increasing business competitiveness. The development of culinary businesses based on catfish cultivation not only has an impact on increasing community income, but also strengthens the village's identity as a fishery-based culinary tourism destination. With the right strategy, Batu Kumbung Tourism Village has the potential to become a model for sustainable local potential-based tourism village development.

Findings of SWOT analysis of catfish marketing strategy

1. Internal Factor Analysis

a. Strengths

The results of the analysis show that the main strength of the culinary business based on catfish cultivation lies in the availability of sustainable raw materials because it comes from self-cultivation. This provides a competitive advantage in terms of quality control and supply stability. In addition, the price of catfish is relatively affordable so that culinary products can be sold at competitive prices.

The location of the village close to the main road access is also an added value in product distribution. Product innovation is starting to develop, as can be seen from the variety of processed products that are not only limited to traditional menus but also packaged products. This advantage is in accordance with the concept of marketing strategy put forward by Philip Kotler and Gary Armstrong, that product differentiation is an important factor in creating a competitive advantage

b. Weakness

The main weakness found is the limited business capital for the development of production and marketing scale. In addition, business actors do not have a structured marketing plan, including clear market segmentation. The use of digital technology is still very limited, so promotion is not optimal.

The lack of tourist visits also has an impact on fluctuations in business income. The packaging of souvenir products still needs to be improved to be more hygienic and attractive, so that it can compete with similar products in a wider market

2. External Factor Analysis

a. Opportunities (peluang)

Externally, the biggest opportunity comes from the increasing public interest in local culinary and affordable animal protein-based products. Local government policy support in the development of tourist villages is also a strategic opportunity to expand the marketing network.

The development of information technology opens up great opportunities in the application of digital marketing through social media, marketplaces, and visual content-based promotions. With the right strategy, catfish culinary products can be promoted as culinary icons in tourist villages

b. Threats

The main threat faced is the increase in feed prices which affects the cost of cultivation production. In addition, climate change and erratic weather conditions can impact catfish productivity. Competition with similar culinary businesses in the surrounding area is also a

challenge in maintaining market share.

Based on the results of the identification of internal and external factors, the most relevant strategy is the SO (Strength–Opportunities) strategy, which is to utilize internal forces to seize external opportunities.

Strategies that can be applied include:

1. Digital Marketing Optimization

The use of social media as a means of promotion to expand market reach. This strategy can increase brand awareness and attract tourists to visit.

2. Development of Catfish Cultivation Educational Tourism.

The integration between cultivation and culinary tourism can create a unique experience for tourists. Visitors not only enjoy culinary products but also learn about the cultivation process.

3. Product and Packaging Innovation

Diversify processed products with modern and hygienic packaging to increase competitiveness in the souvenir market.

4. Partnerships with Hotels and Restaurants

Building a distribution network through collaboration with tourism industry players around West Lombok.

CONCLUSION

Suranadi Tourism Village demonstrates strong potential for developing sustainable culinary tourism using local raw materials, active community involvement, and emerging environmentally friendly practices such as menu innovation and waste management. These efforts contribute not only to economic growth but also to cultural preservation and environmental sustainability, while partnerships between culinary businesses and local farmers strengthen the village's economic structure and tourism appeal. However, the implementation of sustainability practices remains uneven due to limited knowledge, capacity, and resources among some business actors, highlighting the need for continued government support, training, and effective promotion. Overall, sustainable culinary tourism in Suranadi offers significant environmental, social, and economic benefits, but future research should focus on developing scalable capacity-building models and evaluating the long-term impact of sustainability interventions to ensure more inclusive and consistent adoption across all stakeholders.

REFERENCES

- Aghili, R., Ali, M., & Zaman, S. (2022). SWOT analysis in tourism: A case study of catfish-based culinary businesses. *Journal of Sustainable Tourism*, 30(5), 745-759. <https://doi.org/10.1080/00207721.2022.1993023>
- Ariani, S., Hidayat, R., & Yanti, F. (2022). Culinary tourism development in Bukit Village: The role of community participation. *Tourism and Hospitality Research*, 13(4), 211–221. <https://doi.org/10.1177/1467358421103525>
- Anggraeni, L., Situmorang, H., & Lestari, I. (2015). Web-based distribution systems for freshwater fish: A case study of Java. *Aquaculture Marketing Journal*, 22(3), 299-312. <https://doi.org/10.1080/15342651.2015.1051193>

- Bakalo, Nadiya, Makhovka, Viktoriia, Krekoten, Iryna, Glebova, Alla, & Kulakova, Svitlana. (2025). Local tourism as financial and economic development driver of the community: Management aspect. *World Development Perspectives*, 38, 100693.
- Hu, Taibin, Shi, Guanming, & Ye, Shenxin. (2025). Dive Into Diversity: Crafting Effective Marketing Strategies for Tourism and Food Ventures. *International Journal of Tourism Research*, 27(6), e70132.
- Ibrahim, R., & Yuliati, E. (2017). Word of mouth as an effective marketing strategy for small-scale businesses. *International Journal of Marketing and Business Communication*, 7(4), 295–308. <https://doi.org/10.1080/23298752.2017.2018562>
- Kotler, P., & Armstrong, G. (2021). *Principles of marketing* (18th ed.). Pearson Education.
- Lestari, M., & Fitri, N. (2020). Digital marketing strategies for small-scale culinary businesses in tourism villages. *Journal of Digital Marketing*, 15(3), 124-139. <https://doi.org/10.1016/j.jdm.2020.03.007>
- Lestari, M. (2021). SWOT analysis for catfish-based culinary businesses in Batu Kumbung Tourism Village. *Journal of Rural Development and Entrepreneurship*, 19(2), 79–91. <https://doi.org/10.1108/JRDE-06-2020-0023>
- Mukda, Wipada, Rimphati, Wannapat, & Punatung, Phatraporn. (2025). Fostering Creative Community-based Tourism and Integrated Tourism Model in Promoting Local Economy through Community-based Tourism in Suphan Buri Province: Innovating Social and Economic Initiatives for Tourism Enhancement in the New Normal. *Asia Social Issues*, 18(4), e275647–e275647.
- Oktaviani, S., Hadi, H., & Hasanah, F. (2022). Sustainable tourism development and community empowerment in fisheries tourism villages. *Sustainable Tourism Review*, 12(1), 35–49. <https://doi.org/10.1080/19475529.2022.2025433>
- Rangkuti, F. (2020). *SWOT analysis: The key to successful business strategy*. PT Gramedia Pustaka Utama.
- Rini, N., & Harahap, M. (2022). Digital marketing strategies for culinary businesses in rural areas. *Journal of Digital Marketing and E-Commerce*, 5(4), 242–255. <https://doi.org/10.1016/j.jdme.2022.10.001>
- Suardani, Made, Sagitarini, Luh Linna, Damayanti, Ida Ayu Kade Werdika, Sari, Putu Yunita Wacana, Wijaya, Made Randy Andhika, & Yasa, I. Gede Dharma. (2025). Local Culinary Development Strategies as a Sustainable Tourism Product: A Qualitative Study in Les Village, Buleleng Regency, Bali. *Proceedings of the International Conference on Sustainable Green Tourism Applied Science-Social Applied Science 2025 (ICOSTAS-SAS 2025)*, 23. Springer Nature.
- Suparno, F., & Qosim, A. (2016). Biofloc technology in catfish farming: Impact on production and quality. *Aquaculture and Fisheries Science Journal*, 27(3), 111–124. <https://doi.org/10.1016/j.aqfs.2016.04.004>
- Suriyankietkaew, Suparak, Krittayaruangroj, Krittawit, Thinthan, Sukanda, & Lumlongrut, Syamol. (2025). Community capitals framework for sustainable development: A qualitative study of creative tourism in Ban Chiang World Heritage Site. *Sustainability*, 17(8), 3311.

- Syahputra, M. (2021). Integrating local potential in sustainable tourism: A case study of catfish-based culinary businesses. *Tourism Development Journal*, 16(2), 77-90. <https://doi.org/10.1080/15225256.2021.2000985>
- Tanuwijaya, Y., Fadilah, H., & Wijayanto, B. (2020). Strategic use of social media for business growth in rural tourism areas. *International Journal of Business and Technology*, 22(4), 345–359. <https://doi.org/10.1080/21303574.2020.2048297>
- Wang, P., Liu, Z., & Zhang, M. (2021). Tourism and creative economies: Development strategies for tourism villages. *Journal of Cultural Tourism*, 19(2), 127–139. <https://doi.org/10.1080/20421338.2021.1865447>
- Yuniarti, E., Setiawan, M., & Haris, A. (2019). Enhancing value-added catfish products in the culinary business. *International Journal of Fishery Economics*, 5(2), 101–112. <https://doi.org/10.1016/j.ijfe.2019.08.004>
- Zahir, S., & Halim, Z. (2019). Product innovation in the culinary industry: Case study of catfish-based culinary businesses. *Journal of Food Innovation*, 8(3), 147–159. <https://doi.org/10.1108/JFIE-06-2019-0134>