

Madu Banyu Asin: Market Penetration Strategy For Vannamei Shrimp Business In Kebumen

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Abstract.

The purpose of this study is to analyse Madu Banyu Asin's business performance in terms of production, human resources, and finance; to evaluate the effectiveness of market penetration strategies on sales growth; and to assess the effectiveness of social media marketing in increasing brand awareness and consumer brand engagement. The company's performance has improved over the last three months as a result of the deployment of partial harvesting, a planned organisational structure, and financial recovery from losses. In terms of human resources, a well-planned organisational structure aids team effectiveness. In terms of finance, the company generates profits that consistently increase every month. The market penetration strategy has successfully increased sales and expanded the B2B partner network. In addition, the market penetration strategy enhances the company's competitiveness in the B2B segment. The social media marketing strategy implemented has successfully enhanced brand awareness and consumer brand engagement through interactions on Instagram and WhatsApp Business, building long-term relationships. In terms of production, there has been a commitment to quality and sustainability. This study concludes that the implementation of integration between market penetration strategy and social media marketing strategy effectively enhances business performance, successfully expands the B2B partner network, and sustainably strengthens brand positioning.

Keywords: Performance Analysis; Sales Growth; Social Media Branding and Vannamei Shrimp Marketing.

I. INTRODUCTION

Indonesia has land and ocean areas, with 70% of its territory consisting of oceans. Indonesia has a vast coastline, making it a maritime country, with one of the business potentials along the coast in the fisheries industry being shrimp farming. One of the leading commodities in this sector is vannamei shrimp farming, which has a high success rate in cultivation [1]. The business prospects of shrimp farming offer good hopes for shrimp farmers [2]. Madu Banyu Asin is a vannamei shrimp farming business located in Kebumen, Central Java, established to meet market demand. The Kebumen area is located on the southern coast of Java Island, with a coastline of 57.5 km² [3]. The location used for shrimp farms is near sources of saltwater, as it is close to several beaches. This can help Madu Banyu Asin achieve a competitive advantage. The increasing demand for shrimp and high shrimp prices encourage shrimp farmers to compete and enhance productivity in shrimp farms. The increasing demand for shrimp and the high prices of shrimp encourage shrimp farmers to compete to increase productivity in their farms [2]. Madu Banyu Asin enters the business-to-business (B2B) market aimed at reaching a significant market. Along with the development of the increasingly competitive fishing industry, effective marketing strategies are needed to optimise the market potential of Madu Banyu Asin in the long term. The strategy for the market and marketing aspects in the Madu Banyu Asin business uses a market penetration strategy developed by Igor Ansoff (1957) in the Ansoff Matrix. Market penetration strategy is used to increase the current customer base and boost consumer purchases.

With this strategy, companies sell products that are already in the market, with the same market share [4]. Market penetration strategy is one of the strategies in the Ansoff Matrix that is considered low-risk, as it focuses on accessing existing markets. This strategy aims to increase the market share of existing products or services through enhanced marketing activities. By attracting new customers in existing markets, this strategy helps companies maintain competitiveness, retain customer loyalty, and effectively increase market share. The market penetration strategy supports achieving the growth and long-term success of the company [5]. However, the B2B market requires an in-depth approach to marketing communication when

entering several retail stores and distributors around Kebumen to distribute products. Social media marketing is defined as the use of social media platforms to market products or services, which includes the creation and sharing of content with the goal of increasing brand awareness, driving engagement, and generating sales. The production and consumption of content desired by consumers is one of the key aspects of social media marketing [8]. In today's digital era, social media marketing has become an essential tool for businesses to interact with customers and build brand awareness [6]. According to [7], it is believed that B2B business actors use social media as part of their marketing plan. According to [8], social media is an application, platform, or online media that encourages interaction and engagement or facilitates content sharing.

Sharing engaging content can help build trust and mindset [7]. Users prefer social media for a more credible source of data [9]. Instagram falls into the category of social networking that is easy to use, and online store owners can provide product information to customers while promoting. Instagram offers products and services by sharing photos and short videos, allowing potential customers to see the types of products and services available [10]. WhatsApp is one of the most popular chat media platforms today; in the business world, WhatsApp Business offers many benefits. This application allows businesses to communicate directly through the WhatsApp platform [11]. Therefore, a social media marketing strategy has become one of the chosen solutions to support the market penetration strategy. Based on what has been explained, this business design will focus on the business potential of Madu Banyu Asin, as well as the challenges faced in its implementation. WhatsApp Business allows businesses to expand their reach and communicate directly with customers. In the business world, effective communication with clients is crucial for building strong relationships and maintaining their trust. Effective communication with clients can help improve the quality of products or services, better understand client needs, and build a positive reputation for the company. The main issue is related to the effectiveness of market penetration strategies in increasing sales of Madu Banyu Asin and the effectiveness of social media marketing strategies on brand awareness and consumer brand engagement of Madu Banyu Asin to effectively penetrate the B2B market. Brand awareness is an important element of marketing strategy that serves as a foundation for building long-term relationships with consumers [12].

Brand awareness can be formed through good relationships with consumers, as well as from their trust in the products offered [13]. Brand awareness occurs when consumers are able to recognise a brand as one of the viable options to consider when making purchasing decisions [12]. One of the primary responsibilities of a marketer is to build brand awareness in a competitive market to attract the targeted audience and increase sales, leading to better marketing outcomes [13]. Consumer Brand Engagement (CBE) has been understood as a concept that has many dimensions, which include cognitive, emotional, and behavioural components related to a positively valued brand from a consumer during interactions with the brand. Businesses with high levels of consumer interaction perform better in terms of branding and profitability. The relationship between consumers and companies must be strong and involve emotional bonds for consumers to be attracted to the brand. CBE is a condition in which consumers are able to actively maintain relationships with the brand or company, which is determined by consumer behaviour and helps them create value [9]. The main issue is related to the effectiveness of market penetration strategies in increasing the sales of Madu Banyu Asin and the effectiveness of social media marketing strategies on brand awareness and consumer brand engagement of Madu Banyu Asin to effectively penetrate the B2B market. Currently, business success is greatly influenced by the consistency of entrepreneurs in implementing business designs, applying business maps, and particularly the strategic concepts of implementation, and evaluating cross-management decisions, which focus on the processes of setting business goals, developing policies, planning to reach target markets, and allocating resources to implement strategies to achieve business objectives.

This business design is a depiction of the execution of the business plan carried out according to guidelines as a basis for comparing the level of conformity between business execution and the plans drawn up as evaluations for conducting business in the future for continuous improvement. The purpose of this study is to determine the business performance of Madu Banyu Asin in terms of production aspects, human

resource aspects, and financial aspects; to know the implementation and effectiveness of market penetration strategies on the increase in sales of Madu Banyu Asin; and to understand the implementation and effectiveness of social media marketing strategies on brand awareness and consumer brand engagement of Madu Banyu Asin.

II. METHODS

This research is a case study of the vannamei shrimp business Madu Banyu Asin, analysed using a qualitative-descriptive approach. The target consumers include all genders, both male and female aged 20-50 years, and health-conscious individuals, as well as those with middle to high incomes. Primary data were obtained through observations of marketing activities, production, human resources, and finance, as well as internal company documentation. Secondary data sources included supporting literature such as journals related to marketing strategies and statistical data from social media. Data were collected over a period of 3 months. The analysis was conducted by evaluating business performance, identifying market penetration strategies, and social media marketing in relation to sales growth and strengthening brand position.

III. RESULT AND DISCUSSION

According to the research findings, Madu Banyu Asin's company performance has typically improved in terms of production, human resources, and finance. In terms of production, the organisation exhibits a dedication to quality and sustainability through standardised growing procedures and consistent harvests. In terms of human resources, a well-structured organisational hierarchy and defined work divisions help teams function well. Meanwhile, on the financial front, the company states that earnings are increasing month after month, indicating operational efficiency and strong commercial growth. Market penetration techniques have been shown to be quite effective at driving sales growth. This technique is being utilised as a way to get access to existing markets by improving communication and strengthening long-term connections. These findings are consistent with the Ansoff Matrix concept of market penetration, which states that enterprises should focus on expanding the sales volume of existing products in the market. This method yielded tangible outcomes, including an increase in the number of retail locations successfully engaged, an increase in repeat orders from distributors, and success in keeping long-term partners. This demonstrates that market penetration is efficient not only for getting new clients but also for retaining existing customers. Social media-based marketing tactics have been shown to increase brand awareness and customer engagement by regularly conveying values, images, and brand identities in the form of appealing, instructive, and relevant visual material.

The application of this strategy leads to an increase in online distribution outlets and easier access to items via platforms like Instagram and WhatsApp Business. Digital activities such as content narrative uploads, carousels, and single photos immediately contribute to improved profile activity, leads, and enquiries, as well as demonstrating strong audience engagement, which results in greater digital interactions and B2B partner loyalty. This is consistent with [12], belief that brand awareness is a crucial basis for developing long-term relationships with customers, which are built via positive relationships and trust in the product [13]. Furthermore [9], explains that active consumer interaction with the brand creates value and strengthens emotional ties, which contribute to loyalty and the sustainability of business relationships. This conclusion underscores the need for combining market penetration methods with digital marketing via social media as a relevant and effective way to business development, particularly in the fisheries and agriculture sectors. Its practical implications suggest that these findings might be used as a guide for organisations to develop more targeted and measurable growth strategies. Academically, this discovery helps to construct strategic marketing theories that are contextualised for the digital era. This conclusion can be used by practitioners to develop marketing policies and manage partner relationships with a focus on sustainability. As a result, this issue is pertinent to the business world, academics, and field practitioners working on market-based growth strategies and digital media.

IV. CONCLUSION

Based on the analysis results, the overall business performance shows positive achievements. In terms of production, the company demonstrates a strong commitment to quality and sustainability. In terms of human resources, an organised organisational structure and clear division of tasks contribute to teamwork effectiveness. In terms of finance, the company is able to generate profits that have steadily increased every month. The market penetration strategy is evidenced by the increased sales volume and the establishment of long-term relationships, with a growing number of B2B partners and an increase in partner loyalty. In addition, the social media marketing strategy is also effective in enhancing brand awareness and strengthening consumer brand engagement with potential B2B partners.

V. ACKNOWLEDGMENTS

The author thanks Mr. Prof. Dr. Zaenal Arifin, M.Si., and Mr. Prof. Drs. Anas Hidayat, MBA, Ph.D., as the supervisors of the Business Practice Final Assignment, for their guidance, direction, and support during the preparation of this final assignment. Special thanks are also given to Mrs. Wahyu Widyastuti, S.E., M.M., as the examiner, for her guidance and positive input in the development of this final assignment.

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