Marketing Communication
A Powerful Tool to Promote Fishery Products

Many marketing communication activities by government and private sectors tend to be generic and hard to justify its role in brand-building process. This situation happens due to misconception about branding itself, and the lack of clarity in marketing communication objectives in most of its activities. Marketing divisions in ministries and associations need to establish clear objectives and strategies in order to have good financial planning and identify their most effective brand activities. A clear direction and road
map are crucial in marketing communication.

Aware of this situation, Ministry of Marine Affairs and Fishery (MMAF) and SMART-Fish Indonesia organized a two-days workshop on effective and efficient marketing communication focusing on seafood and seaweed products. Dr Amalia E. Maulana – the director of Etnomark Consulting led the workshop attended by 43 participants from various government agencies, associations, and academicians.

On the first day, participants were exposed to basic knowledge in marketing communication on today’s business landscape – opens up new horizon on their marketing strategy. They were divided into groups, working on different issues, to exercise their marketing communication skills. The participants presented their analysis and marketing strategies on the second day of the workshop, and discussed it among participants in order to build-up more robust marketing plan.

This exercise gave participants the sense of marketing communication workflow. The Chairman of Indonesia Seaweed Industry Association (ASTRULI), Mr. Soerianto Kusnowirjono, – said that his organization would be in need of further coaching as he recognized the importance of a good marketing plan. Request for further coaching came also from the Chairman of Indonesian Pole & Line and Handline Fisheries Association (AP2HI) – Janti Djuari.

Dr Maulana identified a big knowledge-gap in marketing communication during the workshop, and recommends more exercises to further hone the skills of the participants. She also promotes the use of social media as a powerful marketing communication tool, as long as it is used creatively.

SMART-Fish Indonesia will keep working on enhancing the marketing communication skills of its partners, as this is part of efforts to strengthen the competitiveness of Indonesia fishery industry.
INSPIRED Tool
Effort to Boost Competitiveness

Productivity and traceability are two important things needed by any business to compete in the global market. Since last year, SMART-Fish Indonesia has introduced a tool called INSPIRED (Integrated Sustainable Productive Innovative Resource Efficient Development). The first and full INSPIRED tool was developed and piloted in three seaweed processing plants. After one-year trial period, the progress was slow and the companies had difficulties in adopting the tool.

Based on the companies’ feedback, SMART-Fish traceability expert – Dr. Heiner Lehr developed INSPIRED Light version and introduced it during his recent September mission to Indonesia. The new version of this tool offers an easy entry point for users to customize the INSPIRED tool based on their specific needs. Unlike the previous version, it only requires simple data entry to produce basic but informative reports.

Dr Lehr conducted in-plant training on INSPIRED Light tool at PT Agarindo Bogatama, PT Galic Artabahari and PT Surya Indonalgas, which all of them were enthusiastic to try and implement the new system in their plants. The three companies have started key-in real data into the tool, and PT Galic Artabahari requested SMART-Fish Indonesia to give them further guidance in using the tool. Local experts from Koltiva visited PT Galic to solve the company’s problem in using the tool.

Meanwhile, PT Agarindo and PT Surya are currently in the data-input process of 1-2 months their real data. Both companies mentioned that they want to apply the tool for other products. Based on their request, Dr Lehr had adjusted the tool and shared with them for trial.

After visiting three companies, Dr Lehr held a workshop on INSPIRED Light tool at the Ministry of Marine Affairs and Fishery’s office in Jakarta. The new INSPIRED Light tool was introduced by Dr Lehr and followed by exercises inputting data into the tool where the participants were divided into several groups; corporate, value chains, and official. During the workshop, some adjustments to the tool were made based on participants’ requests.

On the second day of the workshop, Dr Lehr reviewed the first day activity and discussed the DOs and DON'Ts of the tool, followed by participants’ presentation and feedback. The forum also established Whatsapp Group to allow participants to discuss the tool and ask clarification or questions to the experts.

After the successful implementation of INSPIRED Light tool in seaweed value chain, SMART-Fish Indonesia plans to pilot the tool with other value chains, such as Pole & Line tuna fishing and pangasius.