

QUALITY MANAGEMENT AND INTERNATIONAL QUALITY STANDARDS AS A MARKETING STRATEGY FOR EXPORTING FROZEN SQUID (*Sepia officinalis*) AT PT. PERIKANAN INDONESIA

Manajemen Kualitas dan Standar Mutu Internasional Sebagai Strategi Pemasaran Ekspor Cumi-Cumi (*Sepia officinalis*) Beku di PT. Perikanan Indonesia

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ABSTRACT

This research was conducted at PT. Perikanan Indonesia Brondong Branch, Lamongan Regency, which is a state-owned enterprise in the fisheries sector and part of ID FOOD. The purpose of this activity is to understand the implementation of marketing management, particularly on frozen squid (*Sepia officinalis*) products. The research uses a descriptive method through observation, interviews, and direct participation in the field. The results show that the marketing strategy is carried out in a structured manner, including pricing, market segmentation, promotion, and product distribution. The squid (*Sepia officinalis*) product is processed in whole round form using blast freezing technology to maintain quality and meet export standards such as HACCP. Sales are conducted directly and through export partners, while distribution uses cold storage and refrigerated fleets to domestic and international markets. Challenges faced include limited storage capacity, exchange rate fluctuations, suboptimal branding, and logistics issues in product delivery. In addition, digital marketing has not been utilized to its full potential. This field work provides real understanding of the application of marketing management in the fisheries industry and the challenges faced in marketing products to the global market. The results are expected to provide input for companies in improving product efficiency and competitiveness, as well as for students as practical experience to face the workforce.

Keywords: Marketing Management, Sales Strategy, Squid

ABSTRAK

Penelitian ini dilakukan di PT. Perikanan Indonesia Cabang Brondong, Kabupaten Lamongan, yang merupakan BUMN di sektor perikanan dan bagian dari ID FOOD. Tujuan kegiatan ini adalah untuk mengetahui penerapan manajemen pemasaran, khususnya pada produk Cumi-cumi (*Sepia officinalis*) beku. Penelitian menggunakan metode deskriptif melalui observasi, wawancara, dan partisipasi langsung di lapangan. Hasil menunjukkan bahwa strategi

pemasaran dilakukan secara terstruktur, meliputi penetapan harga, segmentasi pasar, promosi, hingga distribusi produk. Produk cumi-cumi (*Sepia officinalis*) diproses dalam bentuk *whole round* menggunakan teknologi *blast freezing* untuk menjaga mutu dan memenuhi standar ekspor seperti HACCP. Penjualan dilakukan secara langsung dan melalui mitra eksportir, sedangkan distribusi menggunakan *cold storage* dan armada berpendingin menuju pasar domestik dan luar negeri. Kendala yang dihadapi meliputi keterbatasan kapasitas penyimpanan, fluktuasi nilai tukar, belum optimalnya branding, serta kendala logistik dalam pengiriman produk. Selain itu, digitalisasi pemasaran belum dimanfaatkan secara maksimal. PKL ini memberikan pemahaman nyata mengenai penerapan manajemen pemasaran di industri perikanan dan tantangan yang dihadapi dalam memasarkan produk ke pasar global. Hasilnya diharapkan menjadi masukan bagi perusahaan dalam meningkatkan efisiensi dan daya saing produk, serta bagi mahasiswa sebagai pengalaman praktis untuk menghadapi dunia kerja.

Kata Kunci: Cumi-Cumi, Manajemen Pemasaran, Strategi Penjualan

INTRODUCTION

Indonesia is the world's largest maritime nation, with a sea area larger than its land area. Geographically, Indonesia comprises thousands of islands with a coastline of approximately 81,000 km, offering immense potential for marine and fishery resources to support national development. This potential encompasses capture fisheries, aquaculture, the fishery processing industry, and the trade of fishery products in both domestic and international markets. The government's global maritime axis concept also serves as an effort to restore Indonesia's identity as a maritime nation and improve public welfare through the sustainable optimization of marine resources (Pratama et al., 2022).

The vast potential of fishery resources must be balanced with sound and sustainable management. Fishing activities that do not adhere to sustainability principles can lead to declining fish stocks, damage marine ecosystems, and threaten the future sustainability of fishery resources. Therefore, fishery resource management through a scientific approach, government policy, legal oversight, and regional and international cooperation is essential to maintaining the sustainability of fishery resources. Indonesia itself has implemented various fisheries management policies through the supervision of territorial waters and exclusive economic zones to support the conservation and sustainable use of fishery resources (Nugraha & Alfarizi, 2021).

One company playing a role in supporting the national fisheries sector is PT. Perikanan Indonesia, a State-Owned Enterprise (BUMN) under the BUMN Food Holding, ID FOOD. PT. Perikanan Indonesia acts as an offtaker for fishermen's catches and also processes and markets fishery products. Its products include whole frozen fish, whole fresh fish, live fresh fish, ready-to-cook, and ready-to-eat products, which are marketed to various countries such as the United States, Japan, Thailand, the Philippines, China, Taiwan, Egypt, Singapore, and South Korea (PT. Perikanan Indonesia, 2022).

In international trade, food quality and safety are key factors in determining the competitiveness of fishery products. Quality standards are no longer merely complementary but have become a primary requirement for entering global markets, particularly in developed countries. Indonesian fishery products still face various export obstacles due to the discovery of microbial contamination, heavy metals, and other non-compliance with quality standards. Therefore, the implementation of a quality control and food safety system is very important to improve the quality of fishery products so that they can compete in the international market and increase the value of Indonesian fishery exports (Hadiwiyoto, 2019).

RESEARCH METHODS

The research method used in this study is a descriptive method, namely a research method that aims to describe and explain conditions or phenomena that occur systematically, factually, and accurately according to the conditions in the field. This method is used to determine the process of handling, processing, marketing, and quality control of fishery products at PT. Perikanan Indonesia Branch Brondong. Data collection was carried out through direct observation of company activities, interviews with employees and related parties regarding the production, marketing, and quality control processes, as well as active participation in several company operational activities such as raw material handling, packaging, and product storage. The data sources used consist of primary data and secondary data. Primary data were obtained directly from the results of observations, interviews, and documentation during the research activities, while secondary data were obtained from books, journals, company reports, and various other literature related to the research. The data obtained were then analyzed and presented in the form of descriptive descriptions to provide an overview of the processing and quality control activities of fishery products at PT. Perikanan Indonesia Branch Brondong (Nazir, 2011; Rengkuan *et al.*, 2023).

RESULT

The production process for frozen squid for export involves a series of fishery product processing activities aimed at maintaining quality, freshness, and food safety, while meeting international quality standards. The production process begins with the receipt of raw materials and continues until the product is ready for distribution to export destination countries. In the fishery product processing industry, production processes are carried out hygienically and under controlled conditions to maintain product quality in accordance with export standards.

1. Receipt of Raw Materials

PT. Perikanan Indonesia Brondong Branch obtains squid raw materials from suppliers operating at the Brondong Fish Auction Place (TPI) in Lamongan. The raw materials are delivered fresh using fiber cool boxes equipped with ice blocks to maintain a stable temperature of $\leq 4^{\circ}\text{C}$, in accordance with the company's Good Manufacturing Practices (GMP) standards. In a single shipment, approximately one ton of squid raw materials, equivalent to 16–17 fiber cool boxes, is received. The receipt process is carried out quickly and carefully to maintain the quality and freshness of the raw materials. All receiving activities are carried out in a dedicated raw material receiving room, implementing Sanitation Standard Operating Procedures (SSOPs). This includes ensuring cleanliness of the production area, the use of personal protective equipment (PPE) by employees, and preventing cross-contamination, ensuring product quality and safety.

2. Weighing I

After the raw materials are deemed suitable for processing, an initial weighing (Weighing I) is performed using a 15 kg digital scale on a sorting table. This weighing determines the initial weight of the raw materials and facilitates the process of categorizing the squid according to standards and consumer requirements. The squid is separated by size and weight to ensure uniform quality and meet export specifications. At this stage, Sanitation Standard Operating Procedures (SSOPs) are also implemented, including sanitizing the scales before and after use to maintain cleanliness and prevent cross-contamination.

3. Sorting

The squid sorting process is carried out in the processing room using a stainless-steel table. Sorting aims to separate the raw materials based on size, quality, freshness, and physical condition before they enter the next processing stage. The squid is grouped by size to ensure product uniformity. In addition, a quality check is performed by selecting fresh squid with normal skin color without any black marks, and free from wounds or tears. This

sorting stage is crucial to maintain quality and meet export product standards. Squid size is selected on a sorting table by categorizing the raw materials into two categories: medium and large. Medium sizes range from 50–100 grams per fish, while large sizes range from 100–200 grams per fish. In addition to size, quality is also selected by separating squid in good condition from those in poor condition. Squid that does not meet quality standards, such as those with physical damage or decreased freshness, is not processed further to maintain product quality.

4. Weighing II

Squid that has passed the sorting stage is then weighed II using a bench scale with an average capacity of 10 kg per basket. Weighing is carried out based on size according to the buyer's request to ensure uniformity of product weight. The purpose of this weighing is to determine the net weight of the raw material after sorting before entering the next processing stage. During the weighing process, sanitation and hygiene standards are maintained to maintain the quality and safety of the squid product.

5. Washing

The weighed squid is then washed using clean water and ice. The washing process involves immersing the basket containing the squid in a washing tub filled with a mixture of water and ice. This step removes dirt, sand, and slime, and reduces bacterial growth, thereby maintaining the quality and freshness of the raw material. Washing also improves the product's appearance and prevents spoilage. The temperature in the washing tub is controlled at a maximum of 5°C to maintain squid quality. According to Sirait *et al.* (2022), the optimal temperature for washing fish is between 0–3°C. Sanitation Standard Operating Procedures (SSOPs) are implemented at this stage by maintaining the cleanliness of the water, washing tub, and equipment used throughout the process.

6. Arrangement in Trays

The washed squid is then arranged in trays on a stainless-steel table. The trays used have a capacity of approximately 10 kg to accommodate the squid raw materials. The stacking is done neatly in three tiers to ensure uniform product placement and facilitate the freezing process. This process is carried out quickly and carefully to prevent the temperature of the raw materials from rising, which could degrade product quality. Once the stacking is complete, the trays are placed on freezing racks before the freezing process begins.

7. Freezing

The squid freezing process at PT. Perikanan Indonesia's Brondong Branch uses an Air Blast Freezer (ABF) with a capacity of 3 tons. The trays containing the squid, neatly arranged on the racks, are then placed in the ABF for the freezing process. Freezing is carried out at a temperature of approximately -35°C to -40°C for approximately 12 hours, until the product's core temperature reaches -18°C, in accordance with the company's Good Manufacturing Practices (GMP) standards. The quick-freezing process aims to maintain product quality, texture, and freshness while extending shelf life during storage and distribution. According to Ananda and Putra (2024), freezing using ABF produces high-quality frozen products because the low temperature inhibits microbial activity and product deterioration during storage and shipping.

8. Glazing

Squid that has been removed from the Air Blast Freezer (ABF) and reached freezing point then enters the glazing stage. The glazing process aims to form a thin layer of ice on the product's surface to prevent dehydration, oxidation, and damage due to temperature fluctuations during storage and distribution. Glazing also removes residual blood and mucus and gives the product a cleaner, shinier appearance. This process involves dipping a baking sheet containing frozen squid into a bath filled with a mixture of cold water and ice cubes. The water temperature during the glazing process is maintained at $\leq 4^{\circ}\text{C}$, so if

the temperature rises, ice is added to maintain a stable temperature. According to Alger *et al.* (2024), the glazing process is crucial for maintaining the quality and appearance of frozen products during storage and shipping.

9. Packaging

The squid that has undergone the freezing and glazing process then undergoes the packaging stage. The packaging materials used are polyethylene (PE) plastic and cardboard. The frozen squid product is first placed in the PE plastic and then double-tipped to ensure security and prevent leaks. Each carton contains frozen product with a total weight of approximately 10 kg. The product is then repackaged using brown cardboard as the outer packaging to protect the product during storage and distribution. At this stage, labels are applied to the outside of the cartons containing product information, such as the species name, net weight, and production date. After labeling is complete, the cartons are rewrapped in PE plastic and sealed with duct tape to ensure the product remains safe, hygienic, and protected until it reaches consumers. A good packaging process is crucial for maintaining the quality, safety, and extending the shelf life of frozen fishery products during distribution (Afrianto & Liviawaty, 2018).

10. Frozen Storage

The squid, packaged in polyethylene (PE) plastic and cardboard, is then arranged on pallets and transferred to the cold storage area. The use of pallets prevents direct contact between the product and the floor, thus maintaining cleanliness and product quality. The cold storage at the fish processing unit of PT. Perikanan Indonesia, Brondong Branch, has a capacity of approximately 100 tons, with a storage temperature maintained at around -20°C , in accordance with frozen product storage standards. The product is neatly arranged on pallets to ensure optimal cold air circulation. Frozen storage aims to maintain the quality of the squid, inhibit bacterial growth, and extend the product's shelf life before distribution. According to Ilyas (2013), low-temperature storage is crucial for maintaining the quality of frozen fishery products during storage.

11. Shipping

PT. Perikanan Indonesia, Brondong Branch, ships its frozen squid products to Jakarta using Thermo King trucks. Shipments are made with a minimum capacity of approximately 20 tons, and the temperature inside the vehicle is maintained at $\leq -20^{\circ}\text{C}$ to maintain product quality and freshness during distribution. During shipping, the product is handled according to cold chain standards to maintain product quality until it reaches its destination. Stable temperature control and a good distribution system are crucial to prevent product damage, inhibit microbial growth, and maintain the quality of frozen squid throughout the shipping process (Ilyas, 2013).

DISCUSSION

A. Frozen Squid Marketing Management

PT. Perikanan Indonesia (Perindo) Brondong Branch is a State-Owned Enterprise (BUMN) operating in the marine and fisheries sector, with frozen squid as one of its flagship products. The products marketed are generally whole-round, meaning whole squid that has undergone a process of sorting, washing, quick-freezing (blast freezing), and packaging according to quality standards. The quick-freezing process maintains the product's freshness, texture, color, and nutritional content, ensuring it meets national and international food safety standards such as SNI and HACCP.

Marketing management at PT. Perikanan Indonesia Brondong Branch is carried out in a planned and integrated manner, from raw material procurement to product distribution to consumers. Raw material supplies are obtained from local fishing partners in the Brondong area and surrounding areas to ensure production continuity. Marketing strategies are developed

based on domestic and export market segmentation. For export markets such as Japan, China, and South Korea, the company implements a competitive pricing strategy while maintaining product quality to compete with other producing countries. Meanwhile, for the domestic market, pricing is adjusted based on consumer purchasing power, purchase volume, and production and distribution costs.

In addition to its pricing strategy, the company also promotes its products through participation in fisheries exhibitions, collaborations with exporters, and direct outreach to potential buyers. Product branding is built through a commitment to product quality, food safety, and on-time delivery. The marketing strategy employed is based on the Strengths-Opportunities (SO) approach, leveraging the company's internal strengths, such as product quality, processing facilities, and marketing networks, to capitalize on growing market opportunities. By implementing sound marketing management, PT. Perikanan Indonesia, Brondong Branch, has been able to increase the competitiveness of its frozen squid products in both national and international markets (Kotler & Keller, 2016).

B. Sales

Sales activities are a crucial part of marketing frozen squid products at PT. Perikanan Indonesia, Brondong Branch. Products are marketed for both the domestic and export markets through collaborations with exporters and distributors. The frozen squid sold has been processed, frozen, and packaged according to quality standards, ensuring its safety for long-distance distribution. The marketing team not only waits for buyer requests but also actively offers products, participates in fisheries exhibitions, and builds relationships with potential customers to expand its market network. Additionally, the company maintains product stock in cold storage to ensure market demand remains met, especially when export demand increases. This sales strategy is implemented to maintain marketing continuity and build long-term relationships with consumers (Kotler & Keller, 2016).

C. Distribution

The distribution of frozen squid products at PT. Perikanan Indonesia's Brondong Branch is carried out using a cold chain system to maintain product quality and freshness during shipping. The frozen product is first stored in a cold storage room at temperatures below -18°C before distribution. The product is then packaged using low-temperature plastic and master cartons to protect the product during transportation.

Distribution is carried out using refrigerated box trucks or refrigerated containers (reefer containers). For export markets, products are shipped through ports such as Tanjung Perak in Surabaya before being distributed to destination countries. For the domestic market, products are marketed to distributors, hotels, restaurants, and modern markets. During the distribution process, the company prioritizes temperature stability, timeliness, product safety, and distribution channel efficiency to ensure product quality is maintained until it reaches consumers. According to Huda *et al.* (2015), fishery product distribution will be more effective if the distribution chain is short and efficient to reduce the risk of product damage.

CONCLUSION

Based on research conducted at PT. Perikanan Indonesia (Perindo) Brondong Branch in Lamongan Regency, East Java, it can be concluded that the company plays a crucial role in supporting the national fisheries sector, particularly in the processing and marketing of frozen squid. The production process encompasses raw material receipt, sorting, washing, freezing, packaging, frozen storage, and distribution, while adhering to strict quality and sanitation standards to maintain product quality.

Frozen squid marketing is managed in an integrated manner, from raw material procurement and processing to marketing to the domestic and export markets. Marketing strategies include maintaining product quality, setting competitive prices, and implementing a cold chain system throughout the distribution process. For export activities, the company implements export management practices that include compliance with international quality standards, temperature control during storage and shipping, the use of export documents, and collaboration with exporters and logistics companies. Frozen squid products are marketed to several countries, including Japan, China, and South Korea, while maintaining food safety standards and timely delivery to ensure product quality is maintained throughout delivery.

However, the company still faces several challenges, such as limited digital promotion, product branding, and storage and distribution capacity. Overall, PT Perikanan Indonesia Brondong Branch has significant potential in the fishery processing industry. Therefore, marketing strategy development, production and distribution facility improvements, and promotional innovations are needed to continuously increase the competitiveness of frozen squid products in both national and international markets.

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