

Super Red Class as a Potential Betta Classy Farm of Decorative Fish

Andini Aulia, Dessy Isfianadewi

Abstract—The business owner is sure to build this business for the most reasons because it can make itself confident and sincere and always have the confidence to go through with it and accept to face all the existing risks. According to the founder, whatever the risks that will be met will be wholeheartedly taken with a sincere sense of building this business out of love for his hobby. So that the founder is always happy and relaxed to run it; with this, the Super Red Class can run optimally as Betta Classy Farm. The owner also built this business the reason that Betta's market share in Indonesia never dies every year because Betta is one of the ornamental fish that always exists in the eyes of the world, and competition every year makes the world of Betta always lives in market share and the eyes of hobbyists. Therefore, Super Red Class builds its business to continue to be updated in producing quality betta and meeting the needs of hobbyists. Super Red Class continues to strive to dominate the world of betta ornamental fish hobbyists by delivering superior products and is now the pioneer of the Super Red betta type in Indonesia in the world of betta hobbyists in particular. Making an excellent product is not easy, but Super Red Class always has a strategy to remain superior and high-quality in the country and the export world.

Index Terms—Betta Classy Farm, Decorative Fish, Super Red Class.

I. INTRODUCTION

The Super Red Class Company is a subsidiary of Betta Classy Farm and started its business in 2018. This business takes opportunities that have their innovations that want to create breakthroughs to create jobs [10]. The potential of Indonesia's natural resources and climatology is very suitable for developing various agribusiness business sectors, including fisheries, and the Super Red Class is engaged in this field [1]. Super Red Class implements e-business to support the efficiency and integrity of data management, human and financial resources in the company, and supply chain management or logistics management. Besides that, it also uses internet-based means of communication and information for the public. Business owners choose Super Red Class to become a business. After all, it has a competitive advantage to drive the national economy as an ornamental fish commodity because it has potential as a source of income for the community and a generator of foreign exchange [7]. Indonesian fisheries and maritime affairs have the potential

for economic development and include significant business prospects to be used as a mainstay sector to overcome the financial crisis [16]. Super Red Class plunged into the world of fisheries to develop this sector to be better for Indonesia in the eyes of the world. Seeing the great opportunity and potential for cultivating ornamental fish is more promising than consuming fish [13]. In terms of maintenance, which is almost the same as fish consumption, ornamental fish can generate more significant income because the price of ornamental fish is expensive [13] [17]. In cultivating ornamental fish, we must be diligent and happy in maintaining it as a hobby.

II. LITERATURE REVIEW

A. Marketing Management

Marketing management is an analysis that plans for, implements, and controls procedures designed to build and maintain buyer profits to achieve company goals. This process is made to get enough customers and, as a company, output. Not only designing strategies to find new customers and create transactions in the market, the company focuses on retaining customers and building long-term relationships through offering superior value and customer satisfaction [6]. Marketing Management consists of the Marketing process, Marketing Mix, Brand awareness, Customer Behavior, and Below the Line (BTL) [11] [12].

B. Operation Management

Operations management is a series of activities that create value in the form of goods and services by transforming inputs into outputs. Operational management is an activity that manages all factors in the company, starting from Human Resources, machinery, equipment, raw materials, and other production factors in the process of transforming into various kinds of products/services that can help the company. Create more value for competitive advantage [9].

C. Human Resources Management

Human resources is a process of managing humans' skills and abilities to achieve goals, a process related to staffing, compensation, training, and development of workers [18]. Human Resource Management is acquiring, selecting, orienting, training, and career development. Human resources management consists of Talent Management, Compensations, Human Resources planning, Recruitment, and Retirement [2] [18].

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D. Financial Management

Financial Management is the management of funds related to allocating funds with various forms of investment correctly, collecting investment financing funds or spending efficiently, and implementing financial management, namely the financial manager. The primary function of a financial manager is to plan, search, and use various ways to maximize the efficiency of company operations [3].

E. Strategy Management

Strategic Management is divided into two interrelated activities: strategic planning and implementation. Strategic planning relates to the vision and mission of the organization, projections, guidelines, and tactics that support the achievement of organizational goals. Strategic planning is more related to the analysis of the internal organization. Namely, an analysis of the organization's form, what the organization's goals are, its strengths and weaknesses, the opportunities and challenges faced, as well as an analysis of the market/society of the organization [5] [8] [14] [19].

III. RESEARCH METHODS

This case study focuses on finding out whether the business is running according to the plans that have been made. The data used are primary data carried out directly at the location of the research object. The method used is an observation by observing and recording all aspects of the thing. The analysis method of this case study uses descriptive analysis [15]. The case of this study is the super Red class ornamental fish farm, established from March 2018 to August 2023, located in Perbaungan Serdang Bedagai, North Sumatra.

IV. RESULTS

A. Company Profile

Super Red Class is taken from the word Super Red, which is the name of a type of betta fish with an entire solid red body, and Class from English, which means classy, so when combined, Super Red Class is a classy super red Betta fish. Here, the company chose the symbol with the Super Red betta fish because this type of betta fish is one of the high-class and superior types of betta fish in the eyes of the world [10] [20] [21]. And for the color, the company chose the red and white symbol because it is hoped that the Super Red Class will be able to become a pioneer of super red in Indonesia and dominate the Indonesian Betta market share, as well as provide a symbol for exports that this company originates from Indonesia. The red color symbolizes the courage in which the fish produced are always ready and dare to participate in competitions, and the white background represents honesty that the company is always trustworthy in carrying out sales to its customers.

The online-based Super Red Class production location is located in Village Market. Dusun 1 Workshop, Perbaungan District, Serdang Bedagai Regency, Medan, North Sumatra. This location is very strategic because the company is in front of the North Sumatra Causeway and near the capital city of Medan.



Figure 1. Company Logo



Figure 2. Fish Breeding



Figure 3. Fish Ready for Sale

B. Strategic Aspect

The following is the form Of Super Red Class SWOT analysis, which is as follows [5] [19]:

- 1. Strengths (S):
 - a. Having the Best Brood.
 - b. The rise of the Branding name in the eyes of the last.
 - c. Own business land.
 - d. A sufficient workforce is available.

- e. Relatively high income.
- 2. Weaknesses (W):
 - a. Limitations of Business Capital.
 - b. Places are still limited.
 - c. The fish pond is still simple.
 - e. The land is still under construction.
- 3. Opportunities (O):
 - a. High demand for betta fish.
 - b. increasing betta competition in Indonesia.
 - c. There are broad relations.
 - d. Improved hobbyist development.
- 4. Threats (T):
 - a. The difficulty of feed production.
 - c. Existence of Competitors.
 - d. Prices in the market are relatively low.
 - e. Pest and Disease Disorders.

C. Marketing Aspect

Super Red Class determines the marketing strategy before marketing is carried out so that it is right on target and sales targets can be achieved. Form a marketing mix that the company can use to influence product demand. The marketing mix focuses on seven key components commonly referred to as the 7Ps, namely [11]:

1. The products to be offered are of high quality with high selling points.
2. The Price of the product presented is adjusted to the quality of the product.
3. Promotion through social media to attract customers to buy products faster and bigger.
4. A device that depends on the process of making a product so that it can reach the hands of consumers is what is made by the distribution channel.
5. All workers (people) are responsible for providing products influencing the customer's view of the services. This person's decisions are related to the selection, training, motivation, and management of human resources.
6. The process formed is the primary influence for the product marketing mix; for example, buyers will be happy to feel the quality of the product.
7. Creating physical facilities that impact consumer decisions to buy products. The physical elements are the environment, equipment, buildings, equipment, logos, colors, and others.

One of the steps Super Red Class took in its marketing aspect analysis was to develop a business by trying to create medicinal products for fish by selling contest equipment and quality packaged fish feed. Super Red Class also conducts competitor analysis by identifying existing opportunities, threats, or other strategic issues arising from potential changes in the competitive atmosphere. Apart from that, determining the strengths and weaknesses of competitors must also be carried out to see if there are opportunities by visiting which competitors are already present in the market [6].

D. Human Resources Aspect

To continue its business processes, Super Red Class needs human resources with maximum internal and external skills for customers. Since the establishment of this business, it has had five personnel workers. It turns out that Super Red Class requires a lot of human resources to run business processes that require varying specifications, but on the other hand, the

company also needs budget adjustments in the payroll process. Therefore, some personnel have double job desks [4]. After the business is running and developing Super Red Class, plans will add workers according to the job desk.

In practice, the Human Resource aspect does not differ much in planning. The workforce in the Super Red Class consists of five workers with positions and job desks that have been designed. Implementing the Super Red Class Strives for a balance in giving job desks to workers with their compensation. The external factor of human resources is that resellers get the cooperation that benefits each other for the welfare of all parties. Super Red Class always sends its best products to resellers so that sales are smooth and increase because the products sell well and work well together professionally.

The commitment built is positive and significant to employee performance. It has been proven that there is a jovial employee commitment to employee work performance, with Human Resource Quality, Work Professionalism, and Commitment simultaneously having a positive and significant effect on employee performance [4].

E. Operation Aspect

In the Super Red Class business process, operational activities cover the pre-production survey process. After that, enter the product design process, the production process, the trial process, and the post-production process, namely evaluation. There are several parts of operations management strategy decisions to realize the operational aspects [9] of Super Red Class, namely:

1. Product Planning

In this stage, Super Red Class must provide products according to consumer needs with adjusted criteria, whereas Super Red Class must breed products according to the harvest period as future sales stock to avoid existing risks.

2. Quality Determination

Super Red Class has product quality standards according to the needs of its consumers, especially products for contests whose quality is very well maintained, which is formed to follow contest SOPs.

3. Process and Capacity Planning

Super Red Class carries out the production process by approaching all members to work together, Making plans for operation and capacity, which is a strategy that takes a long time to build resources carefully to create management that is committed in terms of quality, use of human resources, and specific maintenance here Super red Class has established SOPs in all operational activities.

4. Location Selection

The online-based Super Red Class production location is located in Psr Village. Bengkel Dsn 1, Kecamatan Perbauan, Kabupaten Serdang Bedagai, Medan, North Sumatra. This location is very strategic because the company is in front of the North Sumatra Causeway and near the capital city of Medan.

5. HR Strategy and Job Design

Super Red Class forms an efficient and effective collaboration in managing the workforce. Therefore, Super Red Class has conducted trainers in advance to ensure employees can be more trained and responsive to work and instill a sense of responsibility and discipline at work.

6. Supply Chain Management

The Super Red Class business process starts with the supplier of betta fish seeds, hatchery, enlargement, sorting, and care by the Super Red Class, and then it will be auctioned or sold via social media such as Instagram to betta hobbyists who act as end consumers. Each business process shows its respective role in the business process.

7. Stock up

In this stage, the Super Red Class breeds fish with a specific schedule and period to maintain product stock in the future.

8. Maintenance

The Super Red Class maintenance process maintains product quality by placing fish in aquariums that do not use aerators. But still, to always keep water quality by installing cleaning filters so that fish development is perfect and always in good condition. The fish in the aquarium are placed separately, each in a different aquarium. The aggressive nature of fish makes these fish attack each other, which results in damaged fins not being smooth anymore and the color being less than optimal.

Super Red Class carried out this production plan according to the previous method. The operational management strategy that the owner planned was well realized. However, in the initial program, which only opened online sales but realized offline sales, many customers wanted to see firsthand the shape of the Super Red Class farm and choose products directly. Therefore, we are also opening offline sales, sharing knowledge, and educating the farm now.

F. Financial Aspect

The financial aspect planning made by the Super Red Class, namely for the description of assets and the initial capital investment plan, follows the initial investment plan. To start a business, Super Red Class completes production needs and overall needs for the industry to run according to schedule with business inventories with an economic value of five years of depreciation. Investments are made by companies that aim to earn income by investing a certain amount of funds into tangible and non-real assets [3]. The investment capital needed by Super Red Class to run the business is Rp.559.150.000.

As long as Super Red Class's business is running where revenue starts to occur at the beginning of March 2021 while undergoing this business practice analysis, In the first month, Super Red Class begins to plan a strategy in which Super Red Class makes even more vigorous promotions to increase income during this business practice.

Table 1. Revenue Realization

Month	March 2021	April 2021	June 2021	August 2021	Nov 2021	Jan 2022
Quant.	30 fish	43 fish	75 fish	60 fish	55 fish	58 fish
Income	30 mio	43 mio	75 mio	60 mio	55 mio	58 mio

Source: Data Processed

Table 2. Realization of Profit and Loss (March 2021-January 2022)

Month	March 2021	Apr 2021	June 2021	August 2021	Nov 2021	Jan 2022
Sales of	30 fish	43 fish	75 fish	60 fish	55 fish	58 fish

Quantity						
Price/Quant Super Red Class	1 mio	1 mio	1 mio	1 mio	1 mio	1 mio
Tot. Sales	30 mio	43 mio	75 mio	60 mio	55 mio	58 mio
Purchase of raw materials	10 mio	10 mio	8 mio	7 mio	-	-
COGS	10 mio	10 mio	8 mio	7 mio	-	-
Gross Profit	20 mio	33 mio	67 mio	53 mio	55 mio	58 mio
Operating Cost:						
Promotion Cost	1 mio	1 mio	1 mio	-	-	-
Photographer fee	0.5 mio	-	-	-	-	-
Wages Cost	6.4 mio	6.4 mio	6.4 mio	6.4 mio	6.4 mio	6.4 mio
Compentati on fee	2.6 mio	2.6 mio	2.6 mio	2.6 mio	2.6 mio	2.6 mio
Trainer fee	0.75 mio	0.75 mio	0.75 mio	-	-	-
Electric Cost	1 mio	1mio	1 mio	1 mio	1 mio	1 mio
Depre.	4.55 mio	4.55 mio	4.55 mio	4.55 mio	4.55 mio	4.55 mio
Tot. Load	16.8 mio	16.3 mio	16.3 mio	14.55 mio	14.55 mio	14.55 mio
EBT	3.2 mio	16.7 mio	50.7 mio	38.45 mio	40.45 mio	43.45 mio
Tax 10%	0.32 mio	1.67 mio	5.07 mio	3.845 mio	4.045 mio	4.345 mio
EAT/ Month	2.88 mio	15.03 mio	45.63 mio	34.605 mio	36.405 mio	39.105 mio

Source: Data Processed

We can see from the table above that for each month of the current period there has been an increase in sales starting from March, April to June, sales rose steadily, even in June the peak of sales increased due to the many contests held by each community from each region and held in big cities, where sales increased where it was almost double from the previous month. However, in August 2021, the Super Red Class experienced a decline in sales due to COVID-19, where the owner locked down all areas and no activities were permitted in public places. Sales have decreased due to a lack of buyers, and in early 2022, sales have started to stabilize until sales continue to increase because many hobbyists are beginning to revive their hobbies and want to take part in contests that are starting to be held in many cities nowadays, this is where Super Red Class initiates increased resale.

V. DISCUSSION

The Super Red Class business has been carried out by implementing a comprehensive marketing and operational strategy in business processes so that the Super Red Class business runs well. Based on the business processes that have been running, it can be concluded several things as follows:

1. Betta fish products are the main products marketed by Super Red Class with various varieties and qualities. Betta fish are cultivated in a separate system where each fish ready to be harvested is placed in an aquarium container one by one to produce high-quality products focusing on caring for the fish in each container.
2. The Price of betta fish is determined based on the quality and variety of fish.

3. The sales location is very strategic, on the edge of the highway, to be precise, the Sumatra highway. Product purchases can be made by coming directly to the location, ordering through online media, and coming to the event contest show held by the Betta Community.
4. Promotion carried out by Super Red Class is in three ways: direct selling, online media, and event contest show.
5. Super Red Class carries out a differentiation strategy. This strategy is a strategy that is more focused on making a product unique and different from competitors. The uniqueness of this strategy is more value for customers.
6. Evaluating and monitoring the abilities and insights of each member in efforts to develop and improve human resources who join the Super Red Class.

VI. CONCLUSION

Over time, Super Red Class will continue striving to develop its business. There are several steps to build a sustainable business advantage, namely where the plans are to be carried out, one of which is to make innovations for publication and promotion. With proper promotion, the name Super Red Class will rise by itself, and the company will become increasingly well-known in the eyes of domestic and foreign consumers. In building a positive brand with vigorous promotional innovations, the owner must also develop the quality of Super Red Class products to be more optimal. It is essential in the world of hobbyists, and they must be able to keep updating their products. Market research and technology monitoring must be carried out repeatedly to achieve the advantages of updated products.

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