FACTORS AFFECTING PERFORMANCE SMALL-SCALE AQUACULTURE PONDS IN PANGKEP DISTRICT

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Abstract

This research is entitled Factors Affecting the Performance of Small Business Pond Fisheries in Pangkep Regency. This research was conducted to reveal and provide solutions to the factors that affect the performance of small-scale aquaculture ponds in Pangkep Regency. The location of this research is in Pangkep Regency. This type of research is included in quantitative with a form of survey research, which is a method used to reveal the facts of a phenomenon using a questionnaire as a primary data collection tool. The research design is grouped into descriptive analysis to provide an overview of the distribution of data on various variable characteristics of factors related to phenomena that occur factually based on the perceptions of small-scale fisheries ponds in Pangkep Regency. Factors raised Karkateristik Entrepreneurship, Marketing Strategy and Government Regulation against small businesses of pond fisheries in Pangkep Regency. Sample withdrawal is done by using Probability sampling technique. Prerequisite data analysis using homogeneity test to determine whether some population variants are the same or not. The simplest normality test is to make a frequency distribution graph on existing scores. Descriptive statistical analysis to provide an overview of the variable factors that affect the performance of aquaculture ponds in Pangkep Regency and Inferesial statistical data analysis using Comfirmatory Factor Analysis "(CFA). The results of this study indicate that entrepreneurial characteristics positively and significantly affect the performance of small-scale aquaculture ponds in Pangkep Regency. Based on these results, it can be explained that the better the entrepreneurial characteristics of small businesses in Pangkep Regency, the higher the performance it can produce. Factors that need to be improved for the performance of small-scale aquaculture ponds in Pangkep Regency are entrepreneurial characteristics, marketing strategies and government regulations.

Keywords**: Entrepreneurship, Pangkep, Fisheries, Ponds, MSMEs.**

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1. INTRODUCTION

Indonesia is a maritime country, rich in marine resources as well as a wealth of marine biological and non-biological diversity spread over 3.351 million km2 of sea area and 2.936 km2 of exclusive economic zone waters and continental shelf (BPS, 2018 to 2022). The fisheries sub-sector has a great opportunity to contribute to Indonesia's GDP, reaching 227.3 trillion with a growth of 7.35% in 2018, then the growth rose to 8.50% in 2022. This information is important, because one of the main indicators to determine the economic conditions in a country in a certain period is Gross Domestic Product (GDP) data, both at current prices and at constant prices. GDP is basically the sum of value added generated by all business units in a particular country, or the sum of the value of final goods and services produced by all economic units. GDP at current prices represents the value added of goods and services calculated using prices prevailing in each year, while GDP at constant prices represents the value added of those goods and services calculated using prices prevailing in a particular year as a base. GDP at current prices can be used to see shifts and economic structure, while constant prices are used to determine economic growth from year to year.

In connection with this, the fisheries sub-sector has a great opportunity to contribute to Indonesia's GDP, as can be seen in the data and information from the Ministry of Maritime Affairs and Fisheries, Domestic Traffic of National Fishery Products, (2022), which states: 1) in 2018 the growth of fisheries reached 7.35 percent and contributed to GDP by 7.08 percent and to GDP

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1031

FACTORS AFFECTING PERFORMANCE SMALL-SCALE AQUACULTURE PONDS IN PANGKEP DISTRICT

Purnama Sari, Muhammad Azis, Samirah Dunakhir

nationally contributed 6.02 percent. 2) In 2019, the achievement of fisheries growth was 7.10 percent, although it decreased compared to 2018, but still contributed to GDP by 7.50 percent. And the national GDP contributed 6.00 percent. 3) In 2020, fisheries growth reached 7.89 percent with a contribution to GDP of 7.89 percent. And to the national GDP contributed 4.88 percent. 4) In 2021, fisheries growth reached 7.68 percent and contributed to GDP of 7.90 percent. And the national GDP contributed 4.40 percent. And in 2022 the growth of fisheries reached 8.50 percent and had a contribution to GDP also amounting to 8.50 percent. And the national GDP contributes 4.25 percent. In connection with the above, Pangkajene and Islands Regency (Pangkep) is one of the districts that has the largest pond potential on the West Coast of South Sulawesi. Over a period of 5 (five) years, the fisheries subsector in Pangkep contributed 11.91 percent to the GRDP of the agricultural sector. (BPS Kab.Pangkep, https://pangkepkab.bps.go.id).

One of the subsectors is pond fisheries, with various types of commodities. About 30 percent of the export of pond commodities in Indonesia comes from Pangkep Regency which is a leading source of income with a pond area reaching 15,530 hectares (5.28 km2) owned by about 3,300 farmers. (Center for marine and fisheries socio-economic research Marine and Fisheries Research and Human Resources Agency Pangkep Regency, 2022). If the performance of the process and the performance of the results are associated with the problem of not proportionally straight between the commodity production results obtained by pond farmers with work efforts that have been done during the period between 2019 and 2022, as previously described, it will be very clear that this problem is related to the performance of pond farmers in Pangkep Regency.Interestingly, data released by the Office of Trade Industry Cooperatives and Small and Medium Enterprises of Pangkep Regency in 2022, stated that there were 15% of the total population of 345,775 (BPS Kab.Pangkep 2022). Pond fisheries businesses have a very large percentage rate and require attention from various parties so that their performance can be good and increase over time with a focus on finding factors that affect the performance of small pond businesses, especially in Pangkep Regency, so that pond farmers on land can increase their production.

Previous researchers on performance, more focused on the performance of staff, employees or individuals. published research has not been obtained that discusses the performance of the business, especially small-scale aquaculture ponds. For this reason, this research is to be carried out in order to reveal and provide solutions to the factors that affect the performance of small-scale aquaculture ponds in Pangkep Regency.

2. IMPLEMENTATION METHOD

The location of this research is in Pangkep Regency. The research was conducted in September, October, November and December 2022. The research design is grouped into descriptive analysis to provide an overview of the distribution of data on various variable characteristics of factors related to phenomena that occur factually based on the perceptions of small-scale fishery ponds in Pangkep Regency regarding: Factors that influence the performance of small-scale fisheries businesses in Pangkep Regency, such as factors raised from the theory that has been presented before, among others; Entrepreneurial Characteristics, Marketing Strategies and Government Regulations on small-scale fisheries businesses in Pangkep Regency. Furthermore, multivariate analysis using SPSS 2.0 which aims to answer the research hypothesis that is verification with the intention to explain the causal relationship between the variables of the factors and test the hypothesis.

Population is the whole subject of research that has the same characteristics. The population in this study is the perpetrators of small-scale aquaculture ponds in Pangkep Regency, South Sulawesi Province in 2022 spread across 12 sub-districts, Sample withdrawal is done using Probability sampling technique is one of the sampling techniques that provide equal opportunities / opportunities for each element or member of the population to be selected as a sample. The type of sampling in this study is saturated sampling is a technique for determining samples from a

population that has certain characteristics until the desired number (quota). This technique does not take into account the population size but is classified into several groups. The respondents will be determined using a random sampling approach (simple random) with the aim that all samples get the same opportunity, namely 299 people. then for data collection techniques using observation, interviews and questionnaires and then using instrument validity, Reliability Test, then Data analysis used Homogeneity Test, Normality Test, Descriptive Statistical Analysis, Inferential Statistical Analysis.

3. RESULTS AND DISCUSSION

The livelihoods of the people of Pangkep Regency and its surroundings are mostly pond farmers who are then engaged in developing small-scale aquaculture ponds. Ponds in Pangkep are filled with various types of fish and shrimp but the most dominant crops for farmers are milkfish and tiger shrimp. This study was conducted on 299 small-scale fish farmers, consisting of: 1) 67 people from small-scale intensive aquaculture ponds, 2) 112 small business owners of semi-intensive pond fisheries and 3) 120 small business owners of simple pond fisheries who are domiciled and running a pond business in Pangkajene and Islands Regency, with the intention to reveal empirically and systematically factors that affect the performance of small-scale aquaculture ponds in Pangkep Regency.

Descriptive Analysis of Research Respondents

Descriptive analysis of respondents describes the description of the respondents studied including the age of the respondent's level of education, the type of pond fisheries business, the length of the pond fisheries business income turnover which is complete as follows:

a. Age of respondents of small-scale aquaculture ponds in Pangkep Regency

In connection with this study, the age of respondents of small-scale aquaculture ponds in Pangkep Regency can be seen as shown in table 4.1. The following:

Table 1. Age of Respondents

No	Age	Total	Percentage (%)
1	< 20 age	0	0,00
2	20 - 30 age	0	0,00
3	31 - 40 age	57	19,06
4	41 - 50 age	150	50,17
5	> 50 age	92	30,77
	Total	299	100,00

Source: Primary data processed, 2022

Based on the age of the respondents in table 4.1, it is known that the majority of respondents are between 41 - 50 years old, namely 150 people or 50.17%. This shows that respondents are very productive.

b. Education level of respondents of small-scale aquaculture ponds in Pangkep Regency

In connection with this study, the level of education of respondents of small-scale aquaculture ponds in Pangkep Regency can be seen as shown in table 2 below:

Table 2: Last education level

No	Latest Education	Total	Percentage (%)
1	to elementary school/equivalent	3	1,00
2	to junior high school/equivalent	10	3,34
3	to high school/equivalent	197	65,89
4	up to Diploma	23	7,69
5	up to Bachelor's degree	66	22,07
6	to Master's degree	0	0,00

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1033

FACTORS AFFECTING PERFORMANCE SMALL-SCALE AQUACULTURE PONDS IN PANGKEP DISTRICT

Purnama Sari, Muhammad Azis, Samirah Dunakhir

7	up to doctoral degree	0	0,00
	Total	299	100,00

Source: Primary data processed, 2022

From table 2. it can be seen that the level of education of respondents of small-scale aquaculture ponds the majority is SMA / equivalent as many as 197 people or 65.85%.

c. Type of pond fisheries business respondents of small-scale pond fisheries in Pangkep Regency

Simple ponds of this type do not have a specific shape (irregular) and usually have a size of 500-1,000 m2. Each pond usually has a water depth of 60-80 cm. The shrimp fry used in this type of shrimp farming are either found during water exchange or collected from the wild and intentionally stocked by shrimp farmers. The stocking density of this farming system is very low at 8 fish/m2.

All three forms of farming systems require optimal performance from the farm manager. In connection with this study, the type of small-scale aquaculture pond business respondents in Pangkep Regency can be seen as shown in table 4.3. below:

Table 3. Type of Fishery Business

No	Latest Education	Total	Persentage (%)
1	Intensive pond fisheries small businesses	67	22,41
2	Semi-intensive aquaculture small businesses	112	37,46
3	Simple pond fisheries small business owners	120	40,13
	Total	299	100,00

Source: Primary data, processed 2022

From table 3, it can be seen that the type of aquaculture pond business that is most widely managed is the type of small-scale aquaculture ponds are simple at 120 people or 40.13%.

d. Length of fishery business of respondents of small-scale aquaculture ponds in Pangkep Regency

In connection with this study, the length of fisheries business of respondents of small-scale aquaculture ponds in Pangkep Regency can be seen as shown in table 4.4. The following:

Table 4. Length of Repondents' Pond Fishery Business

No	Latest Education	Total	Persentase (%)
1	< 1 age	34	11,37
2	2-5 age	134	44,82
3	6-10 age	120	40,13
4	11-20 age	11	3,68
5	21-30 age	0	0,00
6	31-40 age	0	0,00
7	> 41 age	0	0,00
	Total	299	100,00

Source: Primary data, processed 2022

From table 4. it can be seen that the length of small-scale aquaculture ponds managed by respondents is between 6 to 10 years as many as 120 people or 40.13%.

e. Turnover of fisheries business income of respondents of small-scale aquaculture ponds in Pangkep Regency

In connection with this study, the turnover of fisheries business income of respondents of small-scale aquaculture ponds in Pangkep Regency can be seen as shown in table 5 below:

Table 5. Respondents' income turnover per harvest

No	Income	Total	Percentage (%)
1	< Rp.1.000.000	0	0,00
2	Rp.1.000.000 - 5.000.000	120	40,13
3	Rp.10.000.001 - 15.000.000	0	0,00
4	Rp.15.000.001 - 20.000.000	0	0,00
5	Rp.20.000.001 - 25.000.000	112	37,46
6	> Rp.25.000.000	67	22,41
	Total	299	100,00

Source: Primary data, processed 2022

From table 5. it can be seen that the highest level of income per harvest of small-scale aquaculture ponds is between Rp.1,000,000 - Rp.5,000,000 which amounted to 120 people 40.13%.

Based on the results of calculating SPSS 22.0 related to the validity of the Marketing Strategy questionnaire (X2), it can be seen as follows:

a) Promotion dimension. In indicator number 1, the calculated value of 0.341 is greater than the table value of 0.113, or smaller than the Sig. (2-tailed) 0.05, thus the questionnaire question is declared acceptable or valid. In indicator number 2, the calculated value of 0.374 is greater than the table value of 0.113, or smaller than the Sig. (2-tailed) 0.05, thus the questionnaire question is declared acceptable or valid and in indicator number 3, the calculated value of 0.377 is greater than the table value of 0.113, or smaller than the Sig value. (2-tailed) 0.05, thus even this questionnaire question is declared acceptable or valid.

b) Distribution Channel Dimensions. In indicator number 4, the calculated value of 0.317 is greater than the r table value of 0.113, or smaller than the Sig. (2-tailed) 0.05, thus the angkey question is declared accepted or valid. In indicator number 5, the calculated value of 0.320 is greater than the r table value of 0.113, or smaller than the Sig. (2-tailed) 0.05, thus the questionnaire question is declared acceptable or valid and in indicator number 6, the calculated value of 0.387 is greater than the r table value of 0.113, or smaller than the Sig value. (2-tailed) 0.05, thus even this questionnaire question is declared acceptable or valid.

c) Competitive Price Dimension. In indicator number 7, the calculated value of 0.222 is greater than the r table value of 0.113, or smaller than the Sig. (2-tailed) 0.05, thus the questionnaire question is declared acceptable or valid. In indicator number 8, the calculated value of 0.358 is greater than the r table value of 0.113, or less than the Sig. (2-tailed) 0.05, thus the questionnaire question is declared acceptable or valid and in indicator number 9, the calculated value of 0.331 is greater than the r table value of 0.113, or smaller than the Sig value. (2-tailed) 0.05, thus even this questionnaire question is declared accepted or valid

Government Regulation Questionnaire Validation Test Results

Based on the calculated results of SPSS 22.0 related to the validity of the Government Regulation Questionnaire, it is known as follows:

a) Licensing Dimension. In indicator number 1, the calculated value of 0.370 is greater than the r table value of 0.113, or smaller than the Sig. (2-tailed) 0.05, thus the questionnaire question is declared acceptable or valid. In indicator number 2, the calculated value of 0.366 is greater than the r table value of 0.113, or less than the Sig. (2-tailed) 0.05, thus the questionnaire question is declared acceptable or valid and in indicator number 3, the calculated value of 0.257 is greater than the r table value of 0.113, or smaller than the Sig value. (2-tailed) 0.05, thus even this questionnaire question is declared acceptable or valid.

International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)
E-ISSN: **2827-766X | WWW.IJSET.ORG**

1035

FACTORS AFFECTING PERFORMANCE SMALL-SCALE AQUACULTURE PONDS IN PANGKEP DISTRICT

Purnama Sari, Muhammad Azis, Samirah Dunakhir

b) Dimensions of Taxation. In indicator number 4, the calculated value of 0.411 is greater than the r table value of 0.113, or smaller than the Sig Value. (2-tailed) 0.05, thus the angkey question is declared accepted or valid. In indicator number 5, the calculated value of 0.366 is greater than the r table value of 0.113, or smaller than the Sig. (2-tailed) 0.05, thus the questionnaire question is declared acceptable or valid and in indicator number 6, the calculated value of 0.350 is greater than the r table value of 0.113, or smaller than the Sig. (2-tailed) 0.05, thus even this questionnaire question is declared accepted or valid.

c) Dimensions of Help/Loan. In indicator number 7, the calculated value of 0.356 is greater than the r table value of 0.113, or less than the Sig. (2-tailed) 0.05, thus the questionnaire question is declared acceptable or valid. In indicator number 8, the calculated value of 0.373 is greater than the r table value of 0.113, or smaller than the Sig. (2-tailed) 0.05, thus the questionnaire question is declared acceptable or valid and in indicator number 9, the calculated value of 0.278 is greater than the r table value of 0.113, or smaller than the Sig value. (2-tailed) 0.05, thus even this questionnaire question is declared acceptable or valid

Results of the Small Business Performance Questionnaire Validation Test

Based on the calculated results of SPSS 22.0 related to the validity of the Small Business Performance Questionnaire (Y) as listed in table 4.9, it can be seen as follows

a) Dimensions of Business Governance In indicator number 1, the calculated value of 0.356 is greater than the r table value of 0.113, or smaller than the Sig. (2-tailed) 0.05, thus the questionnaire question is declared acceptable or valid. In indicator number 2, the calculated value of 0.170 is greater than the r table value of 0.113, or smaller than the Sig. (2-tailed) 0.05, thus the questionnaire question is declared acceptable or valid and in indicator number 3, the calculated value of 0.282 is greater than the r table value of 0.113, or smaller than the Sig value. (2-tailed) 0.05, thus even this questionnaire question is declared acceptable or valid.

b) Dimensions of Financial Governance. In indicator number 4, the calculated value of 0.320 is greater than the r table value of 0.113, or smaller than the Sig. (2-tailed) 0.05, thus the questionnaire question is declared acceptable or valid. In indicator number 5, the calculated value of 0.312 is greater than the r table value of 0.113, or smaller than the Sig. (2-tailed) 0.05, thus the questionnaire question is declared acceptable or valid and in indicator number 6, the calculated value of 0.381 is greater than the r table value of 0.113, or smaller than the Sig value. (2-tailed) 0.05, thus even this questionnaire question is declared acceptable or valid.

c) Sales Growth Dimension. In indicator number 7, the calculated value of 0.380 is greater than the r table value of 0.113, or smaller than the Sig. (2-tailed) 0.05, thus the questionnaire question is declared acceptable or valid. In indicator number 8, the calculated value of 0.455 is greater than 0.05, thus the questionnaire question is declared acceptable or valid and in indicator number 9, the calculated value of 0.289 is greater than the r table value, which is 0.113, or smaller than the Sig value. (2-tailed) 0.05, thus even this questionnaire question is declared acceptable or valid.

Questionnaire Reliability Test Results

The reliability test uses Cronboach's Alpha, where the significant level used is 5% on the basis of decision making. The research instrument is said to be reliable if it has a Cranboach Alpha Coefisien above 0.6 (Ghozali, 2005). The results of the reliability test questions about the variable

factors affecting the performance of small-scale aquaculture ponds can be summarized as presented in Table 4.10 below:

Table 6. Summary of Reliability Testing Results

Variable factors	Reliability Cronbach's Alpha	Description
Characteristics of Entrepreneurship (X1)	0,639	Realiable
Marketing Strategy (X2)	0,799	Realiable
Government Regulation (X3)	0,730	Realiable
KUK Performance (Y)	0,893	Realiable

Source: Primary data, processed 2022

Based on the summary of the reliability test results as summarized in Table 4.10 above, it can be seen that the Cronbach's Alpha coefficient value on each factor variable is greater than 0.6. With reference to the opinion by Ghozali (2005) which states that the criteria for the reliability of an instrument can be consulted into the following parameters: 1) If the result is between 0.80 < r11 1.00 the reliability is very high. 2) 0.60 < r11 0.80 high reliability. 3) 0.40 < r11 0.60 medium reliability. 4) 0.20 < r11 0.40 low reliability. And 5) -1.00 r11 0.20 very low reliability (not reliable). If this opinion is concltated, it will be between 0.60 < r11 0.80, meaning that all question items in this research factor variable are reliable. So that the question items in the research factor variable can be used for further research.

Discussion

Influence of Entrepreneurial Characteristics Factors on the Performance of Small Business Fishery Ponds in Pangkep Regency.

Hypothesis 1 in this study reads that entrepreneurial characteristics positively and significantly affect the performance of small-scale aquaculture ponds in Pangkep Regency. Based on the data in table 4.30, it is known that the variables that become factors Rotated Component Matrix Output (Factor Loading) > 0.30, (N = 299), Based on these results, it can be explained that the better the entrepreneurial characteristics of small-scale aquaculture ponds in Pangkep Regency, the higher the performance it can produce. This can happen because at this time the entrepreneurial characteristics of small businesses in Pangkep Regency already have indications:

a) Good self-confidence, with the performance of self-confidence, namely: The ability to behave positively in entrepreneurship, the ability to increase the value and purpose of the business and the ability to utilize resources optimally).

b) Dare to take risks including sufficient, with the performance of taking risks, namely: The ability to hasten his efforts to achieve the goal, the ability to realize creative values in his business, but do not yet have the ability to evaluate the business being run.

c) Motivation is sufficient, with the performance of motivation, namely: The ability to open a business, the ability to adjust the needs of the business that is pioneered, but does not yet have the ability to find opportunities in entrepreneurship.

The results of this study support and strengthen the results of research from Musa, Ramli, and Hasan (2019) which states that; Characteristics of entrepreneurship including those who are successful include; 1) Have a High Commitment, 2) Discipline. 3) Self-confidence. 4) Never Give Up. 5) Have Unlimited Creativity.6) Dare to Take Risks. According to the results of this study, entrepreneurial characteristics include those who are successful, including having a High Commitment, because commitment is related to every word and action that business actors will be

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1037

FACTORS AFFECTING PERFORMANCE SMALL-SCALE AQUACULTURE PONDS IN PANGKEP DISTRICT

Purnama Sari, Muhammad Azis, Samirah Dunakhir

responsible for. With a high commitment in building a business, it creates a trust in business actors that makes steps in doing business easier.

Related to discipline, meaning that as an entrepreneur, it means having a disciplined character so that business people will try hard to do anything in business matters. Discipline here means the regularity of business actors in running a business. If disciplined, then business people can motivate and arouse their own enthusiasm to achieve a goal. Self-confidence. This means that self-confidence is the first step for business actors to be able to start a business, because business actors believe in their own abilities that can build and run a business. Self-confidence indicates that business actors are ready to face all obstacles in the future but not too much, business actors must balance it with self-control so that the impression is not arrogant. A person with entrepreneurial characteristics must be a confident person who is physically and mentally mature. This kind of person is an independent person and has reached the level of maturity. Self-confidence as one of the characteristics of entrepreneurship is a combination of a person's attitude and confidence in carrying out a task or job.

In practice, this attitude of trust is the confidence to start, perform and complete the task or job at hand. Therefore, self-confidence has the value of certainty, optimism, individuality and independence. Business actors who have entrepreneurial characteristics of self-confidence tend to have confidence in their ability to achieve success (Zimerer). This belief, either directly or indirectly, affects a person's mental attitude to do creativity, courage, perseverance, spirit of hard work, spirit of work and so on are greatly influenced by the level of self-confidence. a person who has entrepreneurial characteristics is also someone who mingles with knowledge, skills and alertness, is also social, willing to help others. It is expected that entrepreneurs like this can really run their businesses independently, honestly, and are liked by all their relations. Never Give Up. Building and developing a business is certainly not easy, so it takes an unyielding nature for a business person to create and run a business. Of course, creating a business from scratch must have challenges or failures during the course of the business. Unyielding nature must be possessed by entrepreneurs so that we do not give up easily if we experience a failure. And from these failures can be used as motivation so that in the future we can minimize failures in entrepreneurship.

Have Unlimited Creativity. It is intended that creativity is one of the characteristics that is also important for business people to have. With the creativity that is owned can create business ideas and products that are not limited to similar products or businesses. Therefore, a creativity must be accompanied by innovation, the goal is to attract customers to the business. The trick is that business actors can conduct research to people about the trends that are developing at that time. Dare to Take Risks. This means that an entrepreneur dares to take responsibility for all his decisions and take even the toughest risks. Dare to take the risk if the business will experience losses and even the products he sells do not sell. With these problems, entrepreneurs usually overcome them well and already have solutions so that the events that occur cannot be repeated.

Business actors who have entrepreneurial characteristics also have a spirit of initiative, meaning that they always want to find and start something. To start requires a strong intention and determination as well as great karsa. Once successful, the next success will follow, so that the business is progressing and growing. In entrepreneurship, opportunities are only obtained if there is initiative. This initiative behavior is usually obtained through years of training and experience and its development is obtained by means of self-discipline, critical thinking, responsiveness, passion and enthusiasm. What is no less interesting is that business actors who have entrepreneurial characteristics mean that they have a drive for high achievement that must be present in an entrepreneur, because it can form a mentality in themselves to always be superior and do everything beyond existing standards. Achievement motivation, first, is defined as behavior that arises from seeing standards of excellence and thus can be assessed in terms of success and failure. The second condition is that individuals are more or less responsible for the results. Third, there is a level of challenge and a feeling of uncertainty. The concepts of achievement motivation are also

very focused on the work of inner dynamics. Someone who has achievement motivation then in running his business he will be oriented towards results and foresight.

The nature of entrepreneurial characteristics also means that a business person who has leadership, pioneering and exemplary characteristics. He always wants to be different and stand out. Leadership here means that the quality of one's behavior influences the behavior of other people or groups of people, so that they move towards achieving common goals. Business actors who have entrepreneurial characteristics require cooperation with others. Leadership is a key factor for an entrepreneur. With excellence in this field, business actors who have entrepreneurial characteristics will pay great attention to goal orientation, work or personal relationships and effectiveness. Business actors who have entrepreneurial characteristics always appear warm, encourage the career development of their staff, are liked by subordinates, and always remember the goals to be achieved.

The effect of marketing strategy factors on the performance of small-scale aquaculture ponds in Pangkep Regency.

Hypothesis 2 in this study reads Marketing strategy positively and significantly affects the performance of small-scale aquaculture ponds in Pangkep Regency. Based on the data in table 4.30, it is known that the variables that become factors Output Rotated Component Matrix (Factor Loading) > 0.30, (N = 299), Based on these results, it can be explained that the better the Marketing Strategy of small-scale aquaculture ponds in Pangkep Regency, the higher the performance it can produce. This can happen because at this time the marketing strategy of small-scale aquaculture ponds in Pangkep Regency already has indications:

a) Promotion is quite good, with the performance of Promotion has the skills of communicating, motivator ability and but does not have the ability to work together.
b) Distribution Channels are quite good with performance: The ability to organize product flow, the ability to process transportation systems and the ability to take action with the aim of creatively finding new strategies in product distribution.
c) Good competitive prices, with performance; Ability to find and realize new information that is suitable for the business, Make efforts to be proactive to customer needs based on the information they have and Ability to adjust the needs of the business they are starting)

The results of this study support and strengthen the results of research from Musa, Ramli, and Hasan (2019) stating that marketing strategy is significant in the company's value proposition, which can convey to consumers what the company stands for. In line with that, Ramiawati and Ramli (2018) say that innovation is a process and outcome. Each business can make innovations according to the business being run. The utilization of social media in marketing products is also a form of innovation, and if business actors can utilize this social media optimally, it will have an impact on sales performance. In marketing, there are important concepts that must be considered, including: Needs, Desires, Demand Marketers must strive to understand the needs, desires, and demands of the target market so that their goals are achieved. According to Putera et al. (2021), needs are basic human demands that must be met, such as a person needs food, air, water, clothing and shelter. In addition, people also need recreation, education, and entertainment. These needs become desires if they are directed towards certain objects that might fulfill these needs. Desires are shaped by a person's community environment. Demand is the desire for a particular product supported by the ability to buy. Companies not only focus on how many people need and want the company's products but must also focus on how many people need, want and are also willing and able to buy them.

Understanding customer needs and wants is not always easy. Some customers have needs that they are not fully aware of, or they cannot articulate these needs. We can distinguish five types of needs: 1) Expressed needs 2) Actual needs 3) Unstated needs 4) Pleasure needs 5) Secret needs.

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1039

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Targeting, Positioning and Segmentation A marketer can rarely satisfy everyone in a market. Not everyone likes the same things. Therefore, marketers start by dividing the market into segments. They identify and profile different groups of buyers, who may prefer or desire a diverse mix of products and services, by examining demographic, psychographic, and behavioral differences among buyers.After identifying market segments, marketers then decide which segments are likely to be their target market.

For each segment, the company develops a market offering that it positions in the minds of target buyers as a key advantage. Companies will achieve better results if they carefully select their target markets and prepare appropriate marketing programs. Offers and Brands Companies meet needs by proposing a value proposition, which is a series of benefits they offer to customers to meet customer needs. The intangible value proposition is made tangible with an offering.

An offering can be a combination of products, services, information and experiences. A brand is an offering from a known source. d. Value and Satisfaction Offerings will be successful if they provide value and satisfaction to target buyers. Buyers choose different offers based on their perception of the offer that provides the greatest value. Value reflects a number of benefits, both tangible and intangible, and costs perceived by customers.

Value is the combination of quality, service and price, which is also called the "three elements of customer value." Value increases as quality and service increase. Value increases as quality and service increase and decreases as price decreases, although other factors can also play an important role in our perception of value. Satisfaction reflects a person's assessment of his or her perceived product performance (or outcome) in relation to expectations. If the product performance does not meet expectations, the customer is dissatisfied and disappointed. If the product performance matches expectations, the customer is satisfied. If the product performance exceeds expectations, the customer is delighted. Marketing Channels To reach target markets, marketers use three types of marketing channels. Communication channels convey and receive messages from target buyers. These channels include newspapers, magazines, radio, television, mail, telephone and internet. Distribution channels are used to stage, sell or deliver physical products or services to customers or users. When a company acquires a competitor or expands its business upstream or downstream, the goal is to capture a higher percentage of the supply chain value. Competition Competition includes all offers and substitute products offered by competitors, both actual and potential that a buyer might consider. Marketing Environment The marketing environment consists of the task environment and the extended environment. The task environment includes the actors involved in the production, distribution and promotion of the offering. This includes the company, suppliers, distributors, dealers and target customers.

Effect of Government Regulatory Factors on the Performance of Small Businesses of Pond Fisheries in Pangkep Regency.

Hypothesis 3 of this study reads Government regulation positively and significantly affects the performance of small-scale aquaculture ponds in Pangkep Regency. Based on the data in table 4.30, it is known that the variables that become factors Output Rotated Component Matrix (Factor Loading) > 0.30, (N = 299), thus it can be explained that there are factors that affect the performance of small-scale aquaculture ponds in Pangkep Regency, from the Government Regulation construct as follows:

a) Licensing has been good, with performance; have the ability to understand the basis of business establishment, the ability to understand the purpose of the need to have a SIUP / trade business license and the ability to understand the benefits of SIUP (trade business license).

b) Taxation is not yet good with the performance of not yet having the ability to understand the obligation to pay taxes, already having the ability to understand the purpose of taxes and the ability to understand the benefits of taxes.

c) Assistance/Loan category is sufficient with performance; has the ability to obtain funding from the government, but does not yet have the ability to use assistance funds efficiently and effectively and the ability to expand/develop businesses from assistance funds.

The results of this study are in line with and support research from Chepngetich, P. (2016) which states that Budgeting Literacy has a positive and significant effect on SME performance. The government regulatory factor is a major challenge in managing businesses, both micro, small and medium. One example of government regulation that makes it easier for small businesses to run a business is, 1) regulation of assistance / loans, namely access to KUR (People's Business Credit) banking financing, 2) Licensing regulations, namely applying for a business license is shorter and simpler because it can be done digitally, namely online single submission (OSS). Through this one-door licensing process, it is easier for the government to record the number of MSE activities in Indonesia, and 3) Tax regulation through tax amnesty, and tax planning so that business actors are more coordinated and comprehensive.

According to Hakim (2019) in general, regulation is an abstract concept of managing a complex system according to a set of rules and trends. Regulations exist in various fields of public life. That way, the main function of regulation is as a controller or control for every action taken by humans. Therefore, the existence of regulations is very important in determining what steps to take. In government regulations that are a natural extension of the law, which defines and controls some of the ways that businesses or individuals can follow the law. Whereas self-regulation is when individuals or businesses have control over the particulars of how to meet minimum legislative requirements.

Dominant factors affecting the performance of small-scale aquaculture ponds in Pangkep Regency.

Hypothesis 4 reads that entrepreneurial characteristics, marketing strategies and government regulations are one of the dominant factors on the performance of small-scale aquaculture ponds in Pangkep Regency. Based on data table 4.30, it is known that the most dominant factor variant is Entrepreneurship (KR) with 3 (three) variant components, as follows:

a) Dare to take risks Characteristics of Entrepreneurship, In essence, every human being is embedded with an entrepreneurial spirit, which means having creativity and having certain goals, and trying to achieve success in life. Likewise, when someone decides to get out of their comfort zone and become an entrepreneur, they are required to have courage. An entrepreneur must dare to create new trends, make decisions and take risks. All businesses certainly have risks that may occur. Moreover, the development of an increasingly modern world causes many things that cannot be ascertained including the risk of bankruptcy, unsold products and others. The characteristics of entrepreneurial risk-taking courage are described by Suryana (2014) as follows: Entrepreneurs are people who prefer more challenging efforts to achieve success or failure than less challenging efforts, therefore entrepreneurs dislike risks that are too low or too high. Risks that are too low will get relatively low success, on the other hand, risks that are too high are likely to get high success, but with a very high risk of failure, therefore entrepreneurs will usually prefer the most balanced risk. Meanwhile, Suryana's (2014) opinion regarding the relationship between risk-taking entrepreneurial characteristics and business success is: Entrepreneurs avoid low risk situations because there are no challenges, and stay away from high risk situations because they want to succeed. It is in this situation of risk and uncertainty that entrepreneurs make decisions that contain the potential for failure and success. Likewise, the characteristics of farmers determine the success of a business they do. According to Ndraha (1999) high quality human resources are human resources that are able to create

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1041

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not only comparative value but also innovative competitive-generative value by using the highest energy such as intelligence, creativity, and imagination: no longer solely using coarse energy such as raw materials, land, water, muscle power, and so on. Associated with the entrepreneurial characteristics of risk-taking courage as the dominant factor affecting the performance of small-scale aquaculture ponds in this research, has Indicators: a) The ability to hasten his business to achieve the goal, b) The ability to realize creative values in his business, and c) The ability to evaluate the business being run.

    b) Licensing (Government Regulation).

Associated with small-scale aquaculture ponds, licensing serves as a function of order and as a regulator. As a disciplinary function, it is intended that every form of small-scale aquaculture pond activities do not conflict with one another, so that order in every aspect of community life can be realized. Permit function as a regulator is the spearhead of legal instruments in the administration of government. The closing norm in a series of legal norms. One of the forms of this provision is a permit. Based on the types of provisions, permits are included as constitutive provisions, namely provisions that give rise to new rights that were not previously owned by someone whose name is listed in the provision, or beschikkingen welke iets toestaan wat tevoren niet geoorloofd was (provisions that allow something that was previously not allowed). The pond fisheries small business license is a decree, made with applicable provisions and requirements, namely: (1) requirements, (2) rights and obligations, (3) procedures, (4) validity period, (5) service time, (6) fees, (7) complaint mechanisms and dispute resolution, and (8) sanctions, Sutedi Adrian, (2010). The purpose of licensing is for government control and supervision of the activities of small-scale aquaculture ponds in certain matters whose provisions contain guidelines that must be implemented by both concerned (small-scale aquaculture ponds) or by authorized officials, Associated with the dominant factors affecting the performance of small-scale aquaculture ponds in this penelitin has Indicators: (Looking at the above description, it can be said that, Ability to understand the basis of business establishment, Ability to understand the purpose of the need to have a SIUP (trade business license) Size: Ability to understand the benefits of SIUP (trade business license), Level of ability to understand the basis of business establishment, Level of ability to understand the purpose of the need to have a SIUP (trade business license), Level of ability to understand the benefits of SIUP (trade business license). Entrepreneurial characteristics and government regulations have an influence on the performance of small-scale aquaculture ponds. This has been proven by the results of research conducted by the author in Pangkep Regency, where the results showed that there are factors that most dominantly affect the performance of small-scale aquaculture ponds in Pangkep Regency. Based on data table 4.30, it is known that the most dominant factor variant is Entrepreneurship (KR) with 3 (three) variant components, namely 8, 10 and 11. And RP1 with 3 (three) components, namely 4, 12 and 13.

4. CONCLUSION

    Factors affecting the performance of small-scale aquaculture ponds in Pangkep Regency are as follows:

    a. Dare to take risks (Entrepreneurial Characteristics, with Indicators: 1) The ability to accelerate its business to achieve goals, 2) The ability to realize creative values in their business, and 3) The ability to evaluate the business being run.

    b. Licensing (Government Regulation) with Indicators: such as: 1) Ability to understand the basis of business establishment, 2) Ability to understand the purpose of the need to have a SIUP (trade business license) 3) Ability to understand the benefits of SIUP (trade business license).

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1043