

## **SOCIAL MARKETING CAMPAIGN TO INCREASE FISH CONSUMPTION FOR COLLEGE STUDENTS IN BANDUNG**

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*Abstract. Social marketing campaign is a method of using marketing concept that used by some institutions such as governments and companies with the goals of changing the behavior. Lots of social marketing campaign have been successfully implemented, especially in the health field such as Social HIV prevention campaign, smoke free, diet for health and etc, The first step to construct social marketing campaign is "Exploring Behavior of Target Audience". In this research, the researcher will analyze the behavior of the college students towards consumption of fish dishes. The basic problem of this study is the low level of fish consumption of college students in West java, especially Bandung, which is inversely proportional to the high rate of fish production in West Java. The analysis in this study is based on two concepts, first is marketing mix 4P's that used in social marketing campaign and the second is consumer decision making process. Using these two approaches, the researcher can describe the characteristics of college student behavior in consuming fish dishes in Bandung. The reserarch result becomes the recommendation for government program "GEMARIKAN" as social marketing campaign strategy to increase fish consumption rate of college students in Bandung. The researcher used descriptive analysis in this research, 100 questionnaires had been distributed to college students in Bandung. The scope of the area only focus in Bandung, and the time of execution started from the beginning of June 2015 until the beginning of August 2015. Overall the results are family is the best influencer that affect college students to consume fish dishes, Instagram is a very effective media used in this campaign, and this program needs cooperation with the café or restaurant that was always visited by college students.*

*Keywords: Social Marketing Campaign, Marketing mix 4P, Consumer decision making rules, College Student, Descriptive Analysis, GEMARIKAN.*

### **Introduction**

Indonesia is the largest archipelago in the world. The length of the coast of Indonesia reaches 95 181 km (World Resources Institute, 1998) and extensive area of sea is 5.4 million km<sup>2</sup>, Indonesia is dominated by territorial area of 7.1 million km<sup>2</sup>, equivalent to 2/3 of the territory of Indonesia. It puts Indonesia into a state with a potential fishery production ranked 13<sup>th</sup> in the world. Based on the data from the ministry of maritime affairs and fisheries of Indonesia, national fish production could reach 65 million tons per year, in 2013 fish production of Indonesia reaches 19.56 million, in 2014 total production reaches 20.05 tons, and in 2015 and is targeted to increase to 24.8 million tons per year. The development of fish production is inversely to the national fish consumption of Indonesian society, as a country that has the ultimate fish production potential in Asia, Indonesian fish consumption rate in 2014 was still very low than other Asian countries.

Based on data from the Department of Fisheries and Marine affairs of West Java, the potential for fish production in West Java reached 1.3 million tons per year. In producing fish, west java placed in the second rank after Sulawesi. But the level of fish consumption of West Java in 2013 reached 24 kg / capita / year placed in the third ranked after Lampung. In 2014 the national target of fish consumption reached 27.5 kg / capita / year. The number of fish consumption of West Java is still far from national target of fish consumption.

From the explanation above researcher is interested to conduct the research with title "EXPLORING ISSUES REGARDING FISH CONSUMPTION BY COLLEGE STUDENTS IN BANDUNG " This research result will help governments of west Java in making effective social marketing campaign strategy to promote and increase the fish consumption among college students in Bandung.

**Literature Review**

**1. Social Marketing Campaign**

Campaigns according to Dictionary of Indonesian Language means that a movement (action) in unison (to fight against, staged). While social are all things pertaining to the public. So social campaigns is a movement that is done to change the behavior of something pertaining to community groups in order to get to a certain direction in accordance with movement implemented by the makers of the campaign. Social marketing campaign is the social campaign that used marketing concept as the basic concept.

**2. Social Marketing Mix 4P**

As part of the marketing concept, the application of social marketing also relies on four important variables such as the commercial marketing is often called the marketing mix (Kotler & Zaltman, 1971) which includes the Product, Price, Place, and Promotion.

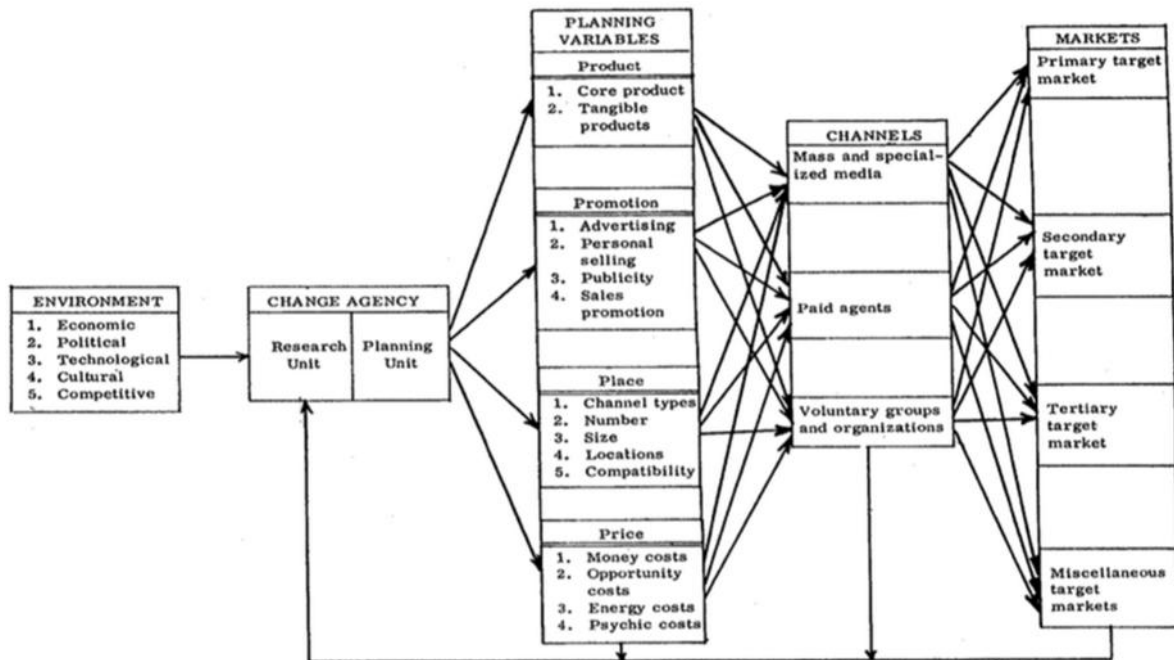


Figure 1. Social Marketing Planning System (Kotler & Zaltman, 1971)

Based on the figure2-1 the first variable is product. Based on the marketing concept proposed by Kotler and Armstrong (2014, p.248), definition of the product is "anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need". Product concept described above is generally understood as the sale of goods and services to commercial. In the social marketing the products that offered are ideas, concept and behavior change (Lefebvre & Flora, 1988). As in the concept of commercial marketing, social marketing product also consists of three levels, namely core product or offer the advantages of behavior, the behavior of actual product itself, and augmented product (Kotler & Lee, 2008). In marketing business, seller attempt to study about needs and wants of their target market, then they design the products that meet their target market desires. As well as in social marketing, the marketer study about their target audience behavior, and they must package the social idea in a manner which their target audiences find desirable and willing to purchase (Kotler & Zaltman, 1971 p.7).

The second variable is price. *Kotler and Armstrong (2014, p.313)* defined price as: " The amount of money charged for a product or services, or the sum of the value that customers exchange for the benefits of having or using the product or service ". In simply term, price is the amount of money that a buyer has to pay for a product or service that he or she purchases. The definition of price above explains about products or services that are sold commercially to consumers, but in social marketing context, price is a cost or sacrifice that must be paid by individuals to adopt behaviors that are offered by social marketers. *Kotler & Lee (2008)* explain that the costs required to adopt a behavior surrounding the monetary and non- monetary. Monetary costs incurred to purchase products that are tangible support, while the example of non-monetary costs are time, risk, effort, energy and feeling uncomfortable when adopting new behaviors. "*Marketing man's approach about the pricing in social marketing context is based the assumption that members of a target audience perform cost – benefit analysis when considering the investment of money, time ,energy in the issue. They some how the process the major benefits and compare them to the major cost, and the strength of their motivation to act is directly related to the magnitude of the excess benefit "* (*Kotler & Zaltman,1971 p.9*)

The third variable is place. In the marketing mix modern, place refers to the process of moving products from producers to the intended user (*Marc, 2014a*). In addition for commercial marketing context, *Kotler and Armstrong (2014, p.363)* defined marketing channel (distribution channel) "*a set of interdependent organizations that help make a product or service available for user or consumption by the consumer or business user*". In Social marketing context, the Place means accessible outlets, which permit the translation of motivations into action. "*Planning in this area entails selecting or developing appropriate outlets, deciding on their number, average size, and locations, and giving them proper motivation to perform their part of the job*". (*Kotler & Zaltman,1971, p.9*)

The forth variable is promotion. After planning and developing a good product, setting a suitable product price, and making it available to customer, in commercial marketing promotion, the companies now need to communicate their value propositions to customers (*Kotler and Armstrong, 2014*). The aim of promotion is to increase the consumers' awareness in terms of their products, leading to the increase in sales, and also creating brand loyalty. Beside that, according to *Kotler and Armstrong (2014, p.429)*, the promotion mix (or marketing communication mix) of a company is "*The specific blend of promotion tools that the company uses to persuasively communicate customer value and build customer relationships*". Overall the used of marketing mix 4P either in commercial marketing or in the social marketing are the same. The different is the goal of using this concept. In commercial marketing, the goal is maximizing the profit of the company, but in social marketing is changing people behavior.

### **Consumer Decision Making Process**

Consumer behavior is a very broad theory in understanding consumer; one part that studied in consumer behavior is consumer decision-making. This is the complex process in consumer mind when they will buy something as well as in consuming the food. It is important to know what kind of factors that influence the most in making decision to consume fish dishes for college students. Before going deeper to the topic fish consumption for college students in Bandung, the researcher must know the basic rules or theory of consumer buying process in ideal condition, what are the steps that have to be followed by consumer in buying decision.

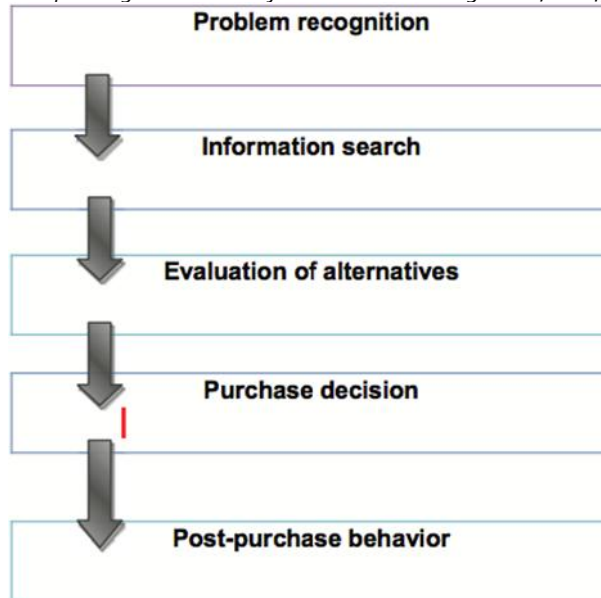


Figure 2. Stage of Consumer Decision Making process (Philip Kotler. "Marketing Management and Consumer behavior, 2010)

Figure 2-2 explains the five steps of consumer decision-making process. The first step is problem recognition; "the consumer detects the stimulus that raises needs for them" (Kotler, 2000). There are two factors that influence consumer in buying the goods, first is internal factor (e.g. hungry, thirsty, fear, anger) and the second is external factor (e.g. Advertising, Friend's purchases, Health Magazine, News). Based on the stage of consumer decision-making process, the first step is problem recognition. In this case, people now aware that they need healthy food to increase their health. Assume that one of the healthy foods is fish dishes. After knowing the importance of consuming fish dishes, they would be motivated enough to search the information about fish dishes from some sources of information, such as media social (e.g. twitter, instagram, Facebook), mass media (television, Radio), news & magazine, and direct information from friends and their families. When the consumer felt that they had gathered enough information from some information resources about the fish dishes, they tried to evaluate different alternatives based on their preferences, such as types of fish that appropriate for their needs or their taste, the best place to buy food fish, price, and also best promotion of fish dishes. Cultural and personal factors also influence customer preference to consume the fish dishes. Cultural factors means that they choose to consume the fish dishes because of their friends or families. The personal factors are related with income, education, or lifestyle. In this stage, the customers only have few alternatives of fish dishes to consume even they only have one choice. In this stage of the process, the customer usually has only few choices to buy. After having few choices, they would compare those options based on their situation and their own buying habits.

The fourth stage in consumer decision-making process is purchase decision and the purchase itself (Kotler, 2000). The customer will buy the chosen fish when it is available. In this stage, there are some factors considered by customer such as freshness of fish in the store, best place to buy fish, and interesting promo offered by the store. Customers usually come to the store directly for buying the fish. Some places that sell the fish dishes are restaurant, café, college canteen that usually offered promo through brochure for their customers. In this research, the customers are college students. After buying the fish, customers would start to consume fish dishes and they would get experience from it. That is the final phase of the consumer decision-making process stages, post-purchase behavior, and satisfaction (Kotler, 2000). This process greatly influences consumer decision-making process and consumer loyalty in the future. If the customers got good experience and good service in consuming fish dishes, they likely would buy again the same menu in the same place. Besides that, they would influence their friends or family to consume fish dishes, it would work obviously vice versa.

Next, we will see in the figure 2-3 (decision making set) the total set steps. Total set is all products that available in the market. Assumed in this research the person wants to buy fish dishes. All fish dishes that available in restaurant, café, or Canteen College are total set. Awareness set means the brand of restaurant, café, or canteens that offer fish dishes products which consumer is aware. They were aware the products, because they had seen and heard about it before. In awareness set, the amount of brand of products was usually less than the total set. The next step comes to consideration set. The consumer would consider the best fish dishes products based on their preferences. The last step before making decision is choice set. In this step, the consumer would reject some products that were not appropriate with their preferences (Kotler, 2000). It is very important to notice that in every step, the consumers were probably influenced by internal or external factors.

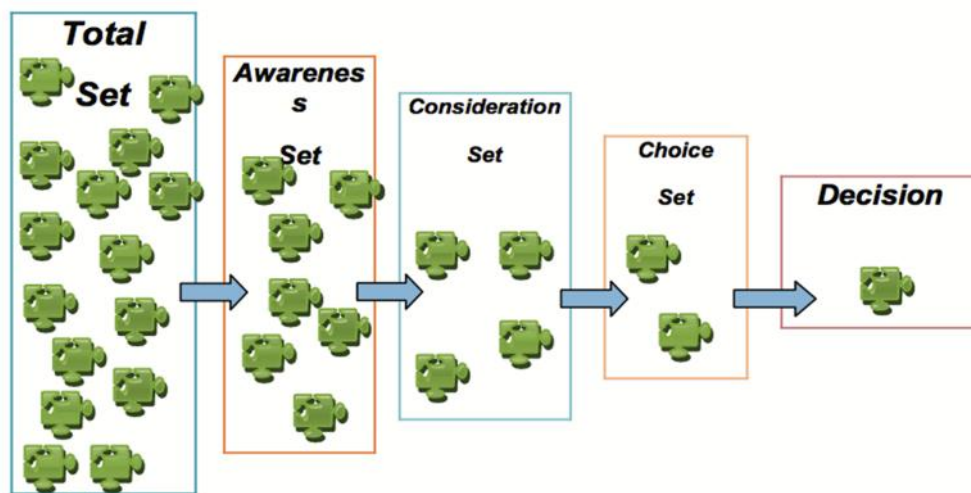


Figure 3. Total Set

### Factors Contributing to the Consumer Behavior

Philip Kotler sorts out the factors that influence consumers in buying something into 4 factors; all factors are related to each other. These factors also contribute to consumer decision-making process of fish dishes consumer, these factors are:

1. Social Factor

Consumer's or buyer's social life influenced social factors, there were some parties that influenced social life such as place where they live, individual friends and families, marriage relationship, and cohabitation relationship. All those parties contributed on decision-making process. According to Kotler, he divided social factors into three different groups. First group is reference group; it is all groups that individual wants to identify with. For the example, it could be about the famous shoes brand for college 747students like Nike. Nike as the famous brand for college 747students had a new product and Cristiano Ronaldo promoted it, he was an idea and the paragon for the successful football player in the world that anyone who plays football wanted to be. And other groups could be friends or the families which all contributed to the buying decision, but consumers had different influencer that simultaneously contributed to their buying decision. The second group is affiliate group, family and the closest friends. It could also give the effect on buying decision. Minority groups as artist, football player, and model were also part of this groups that would effect directly to the behavior of consumer. The last group is paragon. It is the group which individual is aiming to join in to. This group also could be simplified to a person that is highly admired. (Kotler, 2000)

2. Cultural factor

According to Philip Kotler, he said that cultural factors are driven from history, society structure, Values, religion, beliefs, accommodation and relationships. Other minority cultural factors that can work on buying process are symbols, heroic characters, traditions and ritual. All of these factors can change any time faster than others (Kotler, 2000)

3. Personal Influence  
Personal influence affected by demographic factors such as age, sex, occupation, economic circumstances, lifecycle stage. These demographic factors with cultural and social factors influence consumer lifestyle and also their self-concept that highly influence to their buying's behavior.
4. Psychological Factors  
Psychological factors related with the theory of Needs Abraham Maslow. The factors are motivation, beliefs & Attitudes, perception and learning (Kotler, 2000). All factors above will affect consumer decision-making process.

## Method

### Research Steps

This chapter discuss about the methodology that used by reasearcher during do the research. It has conducted from April to August 2015. To get the new information effectively, the researcher was constructed the research steps in figure 3-1.

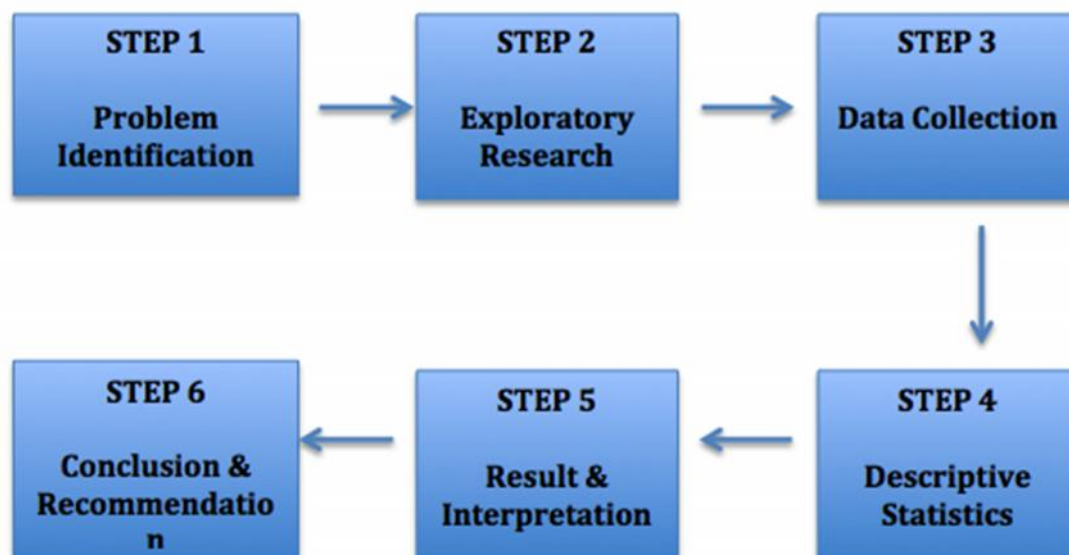


Figure Error! No text of specified style in document.2.1. Research Steps

In problem identification the researcher got some information on the issue of public fish consumption rate based on several sources such as websites and statistical data of fisheries department of West Java in 2013. In addition the researcher also get some information about fish consumption in Bandung after conducting interviews with the fisheries department of West Java, which is located in the city of Bandung. In exploratory research the researcher conducted interviews with 5 respondents from the group of college students in ITB, the objective of this interviews is finding variables that will be included in questionnaire, the researcher asked respondents about their behavior in consuming foods especially fish dishes.

In descriptive statistic step the researcher has designed the questionnaire based on previous step, there are 3 variables used in the questionnaire, first variable is Demographic factor, the second variable is consumer decision making, and the third variable is marketing mix 4P. Demographic factor contains of 4 indicators such as gender, domicile, domicile status, monthly expense. For the second variable is consumer decision-making process contains of 7 sub-variables such as social and

cultural factor, personal factor, psychological factor, motivation & recognition of need, information search, evaluate alternative of purchasing, and post purchase behavior. The third variables is marketing mix which contains of 4 sub variables such as product, promotion, price, and place. The questionnaire distributed to the target audience 100-college students aged 20-24 who stays in Bandung. The questionnaires were distributed in online used Google docs. Researcher only used descriptive analysis method, to test the validity and reliability of each question the researcher used SPSS. Time to distribute questionnaire start from early mid-June 2015 until the end of June 2015. The number of samples based on the number of students who are in the city in accordance with the limitation of this research is in Bandung as the area is still low level of fish consumption, based on national statistics of ministry of fisheries and marine in 2013.

In result and interpretation the data results were collected using Microsoft excel and it was converted into statistical data in tables based on indicator of each variable. The results turned by researcher into a descriptive explanation to be easily understood by the reader. After the results are converted into tables then the researcher analyze what are the most important factors that influence college students in consuming fish dishes and also the current condition of their behavior and perception about consuming fish in Bandung.

Last step is conclusion and recommendation, after all the research has been done properly then the researcher making a conclusion about the current condition behavior and perception of college students in the city of Bandung about fish dishes And then make a recommendation for government to improve their campaign strategy to increase fish consumption rate among college students in Bandung. Next recommendation is for next researcher who wants to continue this research.

### Population

Research was conducted in the Bandung city, and the object of this research are college students with an average age 20 -24 years. Based on the statistical data on population of West Java province in 2012 according the figure 3-2. Based on the figure 3-2 the total population with an average age 20-24 years is 247,371 persons.

| <b>Nama Kota</b> | <b>Kelompok Usia</b> | <b>Penduduk Pria</b> | <b>Penduduk Wanita</b> |
|------------------|----------------------|----------------------|------------------------|
| Kota Bandung     | 20-24                | 127099               | 120272                 |
| Kota Bandung     | 25-29                | 128889               | 118898                 |
| Kota Bandung     | 30-34                | 114510               | 106018                 |
| Kota Bandung     | 35-39                | 99234                | 94119                  |
| Kota Bandung     | 40-44                | 84770                | 82831                  |
| Kota Bandung     | 45-49                | 69007                | 70379                  |
| Kota Bandung     | 50-54                | 58627                | 58036                  |
| Kota Bandung     | 55-59                | 44910                | 42151                  |
| Kota Bandung     | 60-64                | 26418                | 27768                  |
| Kota Bandung     | 65+                  | 45670                | 55244                  |

### Sampling

In this research, the researcher used slovin formula to determine the number of sample needed from the population to get the appropriate the amount of respondents to analyze. To calculate the number of sample size using this formula the researcher needed the number of total population and the margin of errors. The slovin formula showed in figure 3-2:



$$n = \frac{N}{1 + NE^2}$$

Figure 6. Equation slovin's Sampling formula

n= Sample size  
N= Total  
E =Margin of error \*desired

Based on the formula above the number of population must be determined first, in this research our population is young people with age 20-24 years with total population is 247,371 persons, and the gender are male and female, million, so based on calculating result of sample size used the formula in figure 3-3 with level of confidence 90 % and the margin of error 10% the number of sampling is about 100 persons.

### Questionnaire Design

The measurement in the questioner was obtained from exploratory research step through interview process. In the first section is Demographic, in the second section is consumer decision making, and the last section is about marketing mix 4P.

#### *Demographic*

Demographic section contains profile respondent variable. It would be measured in nominal scale that contains 4 indicators such as gender, domicile, domicile status, and monthly expense. Demographic will help the researcher to categorize the respondents and also understanding the characteristic the respondents, It is important to construct the appropriate marketing campaign strategy for college students in Bandung city.

#### *Consumer decision-making*

The second section is Consumer decision making which contains of seven variables such as social & cultural factor, personal influence, psychological factor, motivation & recognition of need, information search, evaluate alternative of purchasing, and post –purchase behavior, these variables are the process of consumer decision making rules and the factors contributing to consumer behavior based on theory in literature review that has been explained in chapter two. To measure each sub-variable of consumer decision-making rules in exploratory research the researcher asked 5 interviewee what they were thinking about each variable in decision making rules. This section will help researcher to know the current condition of college students behavior in making decision to purchase fish dishes.

#### *Social and culture*

Social and culture related with social life influence, there are some parties that influence college students in purchasing fish dishes such as place where they live, individual friends and family, marriage relationship, and cohabitation relationship. All those parties contribute on the fish dishes purchasing process. This variable contains 8 indicators such as fish dishes consumption culture in their society, fish consumption culture in their family, the availability of fish dishes in their environment, family influence, friends influence, print media influence, social media post about fish dishes, "Gemarikan" campaign influence.

#### *Personal influence*

The second variable is personal influence. It was influenced by demographic factors such as age, sex, occupation, economic circumstances, lifecycle stage. These demographic factors with cultural and social factors influence consumer lifestyle and also their self-concept that highly influence purchasing fish dishes behavior. This variable consist of 3 indicators such as health believe, economical believe, and taste.



### *Psychological factor*

This variable is influenced by motivation, beliefs & Attitudes, perception and learning of college students in Bandung to purchase fish dishes. It consists of 2 indicators such as the increase of health, the increase of cleverness.

### *Need recognition*

The fourth variable is need recognition, different with previous psychological factor, this variable related with stage of consumer decision-making rules, and it is the first stage. The researcher wanted to know whether the respondents of college students are aware to their needs in consuming fish dishes or not, this stage only consist of one indicator as variety needs of food.

### *Information search*

The fifth variable is information search, this variable related with college students awareness to search information about fish dishes, consist of 4 indicators media promotion used such as brochure, twitter, instagram, and radio.

### *Evaluative alternative of purchasing*

The sixth sub-variable is evaluative alternative of purchasing, after college students found a lot of alternative of what kinds of food that they want to consume then they have to evaluate the alternative before purchasing. This variable consists of 3 indicators such as evaluation of price, ambience of café or restaurant, accordance price with benefit.

### *Marketing mix 4P*

The third section in this questionnaire is marketing mix 4P that consist of four variables, the objective of this section is to know college students perception about marketing campaigns strategy to increase fish consumption rate, how this campaign work effectively in college students.

### *Product*

The first variable in marketing mix 4P section is product, product related with the best marketing campaign criteria from college students perception. It consist of 5 indicators such as of campaign used to make social change, the clearness of content, best way to deliver the information about fish dishes, the importance of health content, the importance of nutrition content.

### *Price*

The second variable of marketing mix 4P is price, this variable related with college students perception about the best price in purchasing fish dishes, and it contains 2 indicators such as comparison of fish dishes and beef, economical benefit.

### *Promotion*

The third variable is promotion, this variable related with college students perception about the effective media that used in fish consumption marketing campaign. It contains of 3 indicators such as event used, cooperation with restaurant or café, ambassador/endorsement.

### *Placement*

The fourth variable is placement, this variable related with college students perception about the best place for promotion of marketing campaign strategy. It consist of 10 indicators such as instagram used, twitter used, chat application used, facebook used, radio used, baliho/banner/poster used, continuity through radio, continuity through television, continuity through even, continuity through social media. All indicators measurement of consumer decision making and marketing mix variables are measured with five point likert scale to investigate the level of agreement, 1 = strongly disagree 5 = strongly agree.

## **Result**

### *Demography*

Based on the result of the research can be explained that the majority of respondents were male than female, most of them have expenses / month Rp. 1,000,000 – Rp. 2,000,000, then the less of them has expenditures / month <Rp. 500,000. Beside that most respondents live in Bandung, after that is Jakarta, and the rest each one lives in Depok, Yogyakarta, and in Palembang. Although some of the respondents who live outside Bandung but this time they stay in Bandung as a student who

understand the situation of Bandung city in current condition. Most of respondents also occupying private houses / relative home and the less of respondents occupying the apartments.

**Interpretation**

| RANK | FACTOR                 | Mean | SECTION                  |
|------|------------------------|------|--------------------------|
| 1    | Psychological Factor   | 3.8  | CONSUMER DECISION MAKING |
| 2    | Personal Factor        | 3.6  |                          |
| 3    | Post purchase Behavior | 3.6  |                          |
| 4    | Evaluate Alternative   | 3.5  |                          |
| 5    | Social & Culture       | 2.8  |                          |
| 6    | Information Search     | 2.2  |                          |
| 1    | Product                | 3.7  | MARKETING MIX 4P         |
| 2    | Promotion              | 3.6  |                          |
| 3    | Price                  | 3.4  |                          |
| 4    | Place                  | 3.18 |                          |

Figure 7. Variable result Calculation

Based on the figure 7 above There are two section in the questionnaire. First section is consumer decision making and the second section is marketing mix 4p that used in social marketing campaign. After distributing 100 questionnaire to college students in Bandung, the researcher interpreted that the most influence variable toward college students to consume fish dishes is psychological factor. Psychological factor related with their perception that fish dishes could increase their cleverness and health, it could be the main key to include health and cleverness issues in this social campaign to attract college students in consuming fish dishes. The lowest value factor is information search. It means that college students are still not having high awareness to consume fish dishes.

The second section is Marketing mix 4P. This section will describe college students perception and give clues about the best way to construct marketing campaign strategy to increase fish consumption rate among college students. The highest value in this section is product, it relates with some sub-variables such as clearness of content,unique and creative campaign, and the importance of including health & nutrition content. By knowing the sub-variables of this section, the researcher had known that based on college students perception the best marketing campaign to increase fish consumption rate is focusing on product variable that consist of some sub-variables such as clearness of content,unique and creative campaign, and the importance of including health & nutrition content. The lowest value is place, it means that the less important variable to construct the best social marketing campaign is place than products.

## Conclusion

Based on the results of descriptive analysis has been done in previous chapters based on two variables Consumer decision making rules and marketing mix, the researchers conclude as follows:

1. The main factors that influence college students in consuming fish dishes is family as the first influencer.
2. College students still presume that consuming fish dishes make them smarter and Healthier.
3. Brochure is the main tool for college students in finding fish dishes information.
4. Affordable Price must be highlighted in the content of social campaign.
5. Cooperate with the café or restaurant to provide information and menu about fish dishes make this social campaign more effective.
6. Ambience of restaurant or café is the most important thing for college students to influence them for consuming fish dishes.
7. Continuity of marketing campaign program to consume the fish through media social instagram is the most effective way for promotion strategy.
8. Overall College students have known that consuming fish dishes is very important, but their motivation to search the information of fish dishes is still low.
9. Uniqueness and creativity in implementing the campaign for college student are the most important factor to attract them.
10. Instagram is the best place to put campaign information and the second is event that provide information about fish dishes such as fish dishes exhibition

## Recommendation

Research objective of this study is to provide the current condition about fish consumption behavior among college students in Bandung and it will be the basic information to construct the ideal social marketing campaign for government to influence college students in consuming fish dishes. Recommendations made will be adjusted based on the concept of marketing mix 4P:

First is for the target audience college student, Social marketing campaign **Product** is fish dishes exhibition in each campus. This exhibition concept must be unique and also creative in the basic concept, the content that highlighted are about health and nutrition.

**Promotion**, in the promotion of social marketing campaign the effective social media tools is instagram and also must cooperate with some café or restaurant to deliver the content of the campaign and promote the social marketing campaign, and this promotion in social media must be done continually.

**Place** that appropriate to inform the social marketing campaign is in social media and use instagram, beside social media application chat such as line, what's app and blackberry masanger is also effective place to inform the social marketing campaign following with event, television, radio and also baliho or banner.

**Price**, this social marketing campaign has to emphasize that fish dishes is affordable price for college students with some benefit such as health and nutrition.

Based on the result, stage of need recognition in searching fish dishes information among college students has the lowest value. So the awareness of college students toward fish dishes consumption is must be increased, the government has to emphasize the promotion of this social marketing campaign. Beside influence the college students, government has to educate their parents to understand the importance of consuming fish dishes, because college students are most influenced by their families especially in consuming fish dishes.

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