



ADDRESSING THE ISSUES AFFECTING LKIM'S
PROMOTIONAL STRATEGY TO ATTRACT
FISHERMEN IN PAPAR TO USE THE
PASAR NELAYAN FACILITIES

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ABSTRACT

The objective of this research is to determine the issues affecting LKIM's promotional strategy to attract fishermen in Papar to use the *Pasar Nelayan* facilities, to identify the most important issues affecting LKIM's promotional strategy to attract fishermen in Papar to use the *Pasar Nelayan* facilities, and to identify the best marketing strategies to improve issues affecting LKIM's promotional strategy to attract fishermen in Papar to use the *Pasar Nelayan* facilities. Thus, there were 150 respondents selected by the researcher to be the sampling size of this research which the local fishermen around Kg. Laut, Papar. In doing this research, the researcher will be using primary data and secondary data as sources in gathering information. For the finding and analysis, the researcher has used SPSS to analyze the data. From the findings, recommendations will be suggested to future research in their further improvement.