Marketing System Of Fisheries In Penaga Village Bintan Regency

Angga Reni[1], Khairul Hafsar[2], Wahyudin Wahyudin[3], Tetty Tetty [4], Fitria Ulfah[5], Haidawati Haidawati [6], Khairunnisa Khairunnisa [7]

{anggareni@umrah.ac.id.[1], khairulhafsar@umrah.ac.id[2], wahyudinps@umrah.ac.id[3]}

[1,2,3]Fisheries Socio-Economic Study Program, Faculty of Marine and Fishery Sciences, Raja Ali Haji Maritime University, Tanjungpinang (29111), Riau Islands, Indonesia, 085272276766, 085264688695 ,081184713304

Abstract. This research was conducted in Penaga Village, Bintan Regency with the title marketing system of fishery in Penaga Village, Bintan Regency. The research time up to this writing is eight months from April to November 2022. The location sample and the sample of fisherman respondents were selected by purposive sampling method, which is a deliberate sampling method based on the reason that the location has the potential to be developed. The Method is descriptive qualitative, that is study analyzes existing data and describes the field conditions when the research took place. Data collection is done by survey and observation or direct observation by interviewing all respondents involved with the questionnaire. The purpose of this research is to find out the fishery trade system channel in Penaga Village, Bintan Regency and to find out the fishery trade system channel and the factors that influence it. The results showed that there were 4 marketing channels in Penaga village. While the factors that influence it, namely, the length of the marketing channel causes the selling price to get smaller, then other factors because fishermen are still dependent on middlemen causing the selling price to get smaller.

Keywords: Trading system, marketing channel, fisherman

1 Introduction

Penaga Village is one of the villages in Teluk Bintan District, Bintan Regency, Riau Islands Province, Indonesia. Most of the people in Penaga village make a living as fishermen. The marine and fisheries sector is one of the sectors that has been affected by the COVID-19 pandemic. During the pandemic that has been going on since March 2020, many sub-sectors immediately experienced a decline in production and income. However, of all the sub-sectors, fisheries is the most dominant because it involves many stakeholders, especially coastal communities which include fishermen (Ambari, 2020)

The close marketing distance between producer fishermen and consumers will reflect the short length of the distribution channel of the trade system. The farther the distance between the respondent fishermen and the consumers, the more risks that must be handled, which in turn will lead to large trading costs incurred by the trading institutions that participate in marketing the commodity. In this case, the role of trading institutions is needed to convey the results from the

hands of producers to the hands of consumers. Of course, to carry out the trade system requires a fee, in addition to the trade system institutions that participate in marketing the results will take advantage of the hard work that has been donated.

Marketing system is one of the branches of the marketing aspect that emphasizes the way the products reach the consumers. The trade system can be said to be efficient if it is able to distribute the results of production to consumers at the most efficient cost possible. Fishery products have the characteristics of a large number of species, unstable production, easily damaged and unstable components.

Based on this statement, researchers need to conduct research on the fisheries trade system in Penaga Village, Bintan Regency.

2 Research Methods

This research was conducted from April to November 2022. The research location is in Penaga Village, Bintan Regency. Riau Islands Province, Indonesia.

Sampling technique

The sampling technique is divided into location sampling and taking respondents who are involved in the fishery trading system. The location sample and the fisherman respondent sample are selected by purposive sampling method, which is a sampling method that is deliberately based on the reason that the location has the potential to be developed. The sample of respondents is fishermen, determined by the reason that during the research fishermen are active fishermen carrying out fishing activities.

While determining the sample of traders using the snow ball sampling method. This method is used on the grounds that the population is unknown and the sample taken is a designated sample from the initial trader when the fish catch will be released from the producer. The sample of traders appointed are traders who are actually directly involved in the fisheries trade system in Penaga village, Bintan Regency and know the process of fishery flow from producers to fish to consumers.

3 Methods of Data Collection and Analysis

Data collection is done by survey and observation or direct observation by interviewing all respondents involved with the questionnaire. In this study, fishermen respondents who were interviewed with the questionnaire were 30 people who were still actively catching fish, while the respondents who were interviewed were traders who were collectors, retailers.

The data collected in this study are primary data and secondary data. Primary data collected includes qualitative data which is information collected in the field. Qualitative data is used to analyze the trade system channels that are formed in the process of delivering fish to consumers, how the shape of the trade system is, how the margins of the fishery trade system are in Penaga Village.

4 Results And Discussion

Fisheries is one of the fields that is expected to be able to support the improvement of the welfare of the Indonesian people. The fisheries sub-sector can play a role in the recovery and economic growth of the Indonesian nation because it has the potential for large fish resources in terms of quantity and diversity. Fish resources include renewable resources so that with wise management, the benefits can continue to be enjoyed.

Based on the results of research in Penaga Village, it was found that fishermen can catch fish with a variety of catches including barking, crabs, shrimp, grouper, mullet, tamban fish, Sembilang fish and others. The catch is usually directly sold by fishermen to traders or consumers who directly come to buy. The distance between fishermen and traders is very close, can be reached on foot.

The institutions involved in marketing fish in Penaga Village are generally container traders, retailers. Usually traders sell their own catch of fish to traders. The method of selling can be done at any time depending on the fishermen who get the amount of their catch. In the past, before there was a covid outbreak, fishermen could sell more of their catch to various marketing institutions, including in several companies that accommodate fishermen's catches such as crabs, shrimp. Now many of these companies have closed because the export market cannot accept shipments of goods. Because when the covid outbreak occurs, all sales activities must be immediately stopped for a long time. Including the activity of sending goods abroad also stopped. This caused the company to go out of business.

The marketing institutions involved in marketing fishery products in Penaga village can be seen in the following figure:
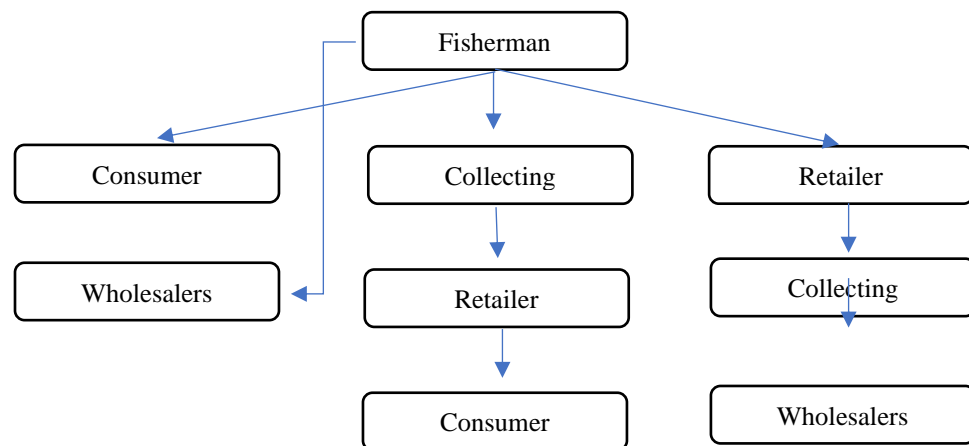
Figure 1. Marketing Channels in Penaga Village

Channel I
Fishermen – Collectors – retailers – consumers

Channel II
Fishermen – Retailers – Collectors – Wholesalers

Channel II
Fisherman – Wholesaler

Channel II
Fisherman – Consumer

From the marketing channels above, it can be seen that the longer the marketing channel, the smaller the selling price received by fishermen. This is because each marketing agency will take advantage of the purchase price of the fish to be resold.

The results showed that there were 3 marketing channels for salted gulama in Tanah Merah District, namely channel I from the entrepreneur directly to the consumer, channel II from the entrepreneur to the retailer and then to the consumer and channel III from the entrepreneur to the collector then to the retailer to the consumer.

In addition to the above factors, another factor that causes the price received by small fishermen is due to the dependence of fishermen on fish collectors or toke as well as middlemen. Middlemen sell very cheap prices to fishermen, far from the marketing price that fishermen should receive.

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