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Marketing Analysis of Catch Resuts Snakehead Fish Central Muning Village, Daha Selatan Sub-District, Hulu Sungai Selatan Regency of South Kalimantan

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ABSTRACT

This study aims to analyze the marketing channels of the Snakehead fish (*Channa striata*) catch in Central Muning Village, analize the potential margins of the Snakehead Fish (*Channa striata*) business in Central Muning Village, analyze the price share received by fishermen (catching Snakehead) in Central Muning Village, and analyze the feasibility of Snakehead fishing in Central Muning Village and the business feasibility of the marketing actors. This research was conducted in the Central Muning Village, Daha Selatan Sub-district, Hulu Sungai Selatan . The method of data collection is done by observation and interviews. The sample of location in this study was determined by purposive sampling method. Primary data were collected by two ways; Census and Snowball Sampling. The results of this study indicate that the Snakehead fish marketing system in Central Muning Village from the producer level to the final consumer level generally has two marketing channel patterns. Snakehead fish marketing margin in Central Muning Village in the marketing pattern I was Rp4,000.00 while the marketing margin in the marketing pattern II was Rp5,000.00 in which for collector was Rp2,000.00 and for retailers was Rp3,000.00. The price share or farmer's share received by fishermen was 90%, that means snakehead fish marketing is efficient. The business of catching Snakehead Fish in the village of Central Muning is feasible.

Keywords: Fish, Marketing, Snakehead.

1. Introduction

Marketing is important in running a business agriculture and fisheries. Marketing is an economic action that affects the level of income farmer (Amin, 2016). Efficient marketing will be created if the producers and marketing agencies and consumers get satisfaction with existing marketing activities. System inefficient marketing results the small part that the manufacturer receives and high paying consumers (Arbi, 2018). Therefore, high production does not absolutely provide high yields or profits without good and efficient marketing.

Snakehead fish (Channa striata synonym Ophiocephalus Striatus) is a fish that is predatory (preys on fish others that are smaller than their body size), and native Indonesian fish (Asfar, 2014). Snakehead fish is a source of albumin because it has a high protein content (Manggaberani, 2018). Apart from having a high protein content, snakehead fish can also be used as an antioxidant and antidiabetic (Prastari, 2020). The spread of snakehead fish in Indonesia is almost evenly distributed throughout Indonesia from Sabang to Marauke. The type of common water fish that is widely in the

Hulu Sungai Selatan Regency is Snakehead fish. For Snakehead fish production in South Hulu Sungai Regency in Table 1.

Table 1. Production and Production Value of Capture Fisheries by Fish Type in Hulu Sungai Selatan Regency 2016.

No	Fish Type	Production (ton)	Production Value (*Rp)*
1.	Gabus fish	1,299,28	64,964,209.00
2.	Tauman fish	197,25	6,903,578.00
3.	Papuyu fish	1,431,06	71,552,755.00
4.	Biawan fish	559,00	13,974,955.00
5.	Sepat Siam fish	1,546,05	38,651,155.00
6.	Sepat Rawa fish	1,891,02	28,365,292.00
7.	Keting fish	110,04	1,100,394.00
8.	Catfish	52,54	788,158.00
9.	Baung fish	153,50	3,887,560.00
10.	Lais fish	247,58	3,713,768.00
11.	Puyau fish	346,62	5,199,275.00
12.	shrimp	29,71	1,782,609.00
13.	others	361,75	5,206.00
	Total	**8.225,40**	**246.309.914.00**

Source: Hulu Sungai Selatan Regency Fisheries Service

Table 1 shows that fisheries production in 2016 in the South Hulu Sungai Regency in which the most is the swamp sepat fish with a production of 1,891.02 tons with a production value of Rp28,355,292.00 while for Snakehead fish production was at number 4, which is 1,299.28 tons with a production value of Rp64,964,209.00

Daha Selatan Sub-District has an area of 322.82 km^2 or equal to 17.88% of the area of Hulu Sungai Selatan Regency. This sub-district consists of 16 villages. In Central Muning Village of Daha Selatan Sub-District marketing the catch of Snakehead fish in various ways so that the product can reach the final consumers. One form of producer effort to distribute Snakehead fish catch is to choose the right institutions and marketing channels. Snakehead fish producers in Muning Tengah Village sell their catches to collectors because the producers have not been able to sell the catch directly to final consumers.

This study aims to analyze the marketing channel of the Snakehead fish (*Channa striata*) fishing business in Central Muning Village, analyze the marketing margin of the Snakehead fish (*Channa striata*) fishing business in Desa Muning Tengah, analyze the price received by fishermen in Muning Tengah Village, and analyze the feasibility of Snakehead fish business in the village of Central Muning and the feasibility of the business of the marketing institutions.

2. Materials and Methods

This research was conducted from 4 March until June 2019. In determining the location of the study using the Purposive Sampling method that is intentional that the village of Central Muning, Daha Selatan Sub-District, Hulu Sungai Selatan Regency was a suitable place for research. The methods used are observation and interview. Primary and secondary data were collected in this research. Primary data were collected by two ways; Census and Snowball Sampling.

Data Analysis

1. Marketing Channel

Analysis of the marketing channel of Snakehead fish caught in the village of Central Muning that is qualitative in nature to see the final channel of Snakehead fish marketing from the producer level to the final consumer level.

2. Marketing Margin

According to Hanafiah and Saefuddin (1983), there are 3 (three) ways to calculate the trading system margin:

$$Mmi = \frac{Psi}{Pbi}$$

Information :
Mmi= Marketing Margin (Rp/kg)
Psi = Selling Price of-I (Rp/kg)
Pbi = Purchase Price of-I (Rp/kg)

a. Based on the difference between the purchase price and the selling price.
b. Calculated based on the base price:

$$Mmi = \frac{Psi - Pbi}{Pbi} \times 100\%$$

c. Calculated based on retail:

$$Mmi = \frac{Psi - Pbi}{Pbi} \times 100\%$$

3. Farmer's Share

According to Agnelia *et al*. (2016), the farmer's share was influenced by the value of marketing margins and marketing efficiency. The lower marketing margin, the higher the farmer share value.

$$Fs = \frac{Pf}{Pr} \times 100\%$$

Description :
Fs = *Farmer's share* ~~(%)~~
Pf = Price of producer level (Rp/kg)
Pr = Price at the retail level (Rp/kg)

4. Feasibility
   a. Profit Analysis

Profit analysis is the difference between revenue and costs incurred in doing business (Darmawan, 2018). The profit analysis formula can be seen as follows (Yuliana, 2017) :

$$\pi = TR - TC$$

Information :
Π = Profit (Rp)
TR = Total revenue (Rp)
TC = Total cost (total Fixed Costs + Total Variable Costs)
Criteria :

1. If TR > TC, then the business is feasible.
2. If TR = TC, then business is break-even.
3. If TR < TC, then the business is not feasible.

   b. Revenue Cost Ratio (RCR)

Revenue Cost Ratio analysis is an analysis that used to see the relative profit of a business in one year against the costs used in each activity (Ely, 2014), which is mathematically expressed by the formula (Mamondol, 2016):

$$R/C = \frac{\text{Revenue cost ratio}}{\text{(Total Revenue + Variable Cost)}}$$

Information:
R/C = Revenue cost ratio
TR = Total revenue (Rp)
TC = Total cost (Rp)

Criteria :

1. If R/C > 1, then the effort is said to be feasible
2. If R/C = 1, then the effort is said to be even

If R/C < 1, then the is said to be un whorty.

3. Results and Discussion

Marketing Channel

The marketing channel of Snakehead fish in Muning Tengah Village, Daha Selatan Sub-District, Hulu Sungai Selatan District, which started from the producer to the final consumers, involved several marketing institutions: traders and retailers. The Snakehead fish marketing system in Muning Tengah Village starting from the producer level to the final consumer level generally has two different marketing channel patterns as shown in Figure 1.

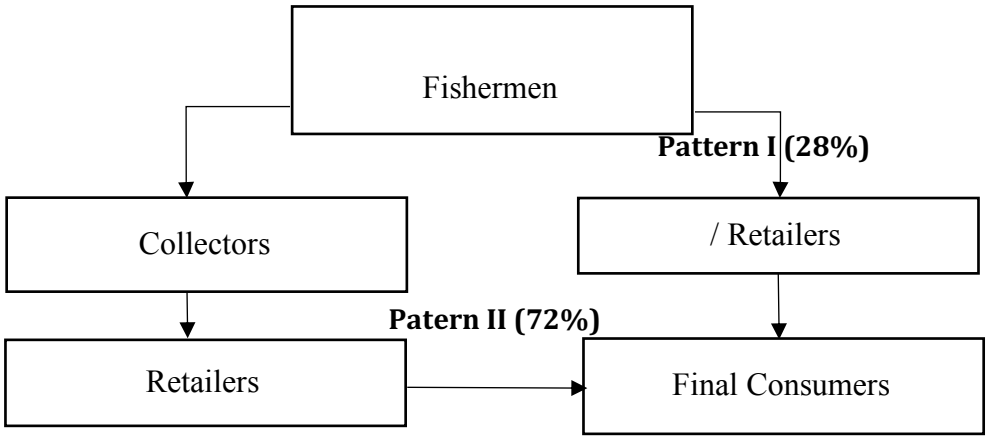

Figure 1. The Snakehead Fish Marketing System in Muning Tengah Village

Marketing Margin

1. Marketing Patterns 1

Table 2. Buying and Selling Prices of Snakehead fish in Muning Tengah Village In Marketing Pattern I (Rp / kg).

Description	Producer	Retailer	Final Consumer	Margin
Purchase price		Rp46,000.00	Rp50,000.00	
Selling price	Rp46,000.00	Rp50,000.00		Rp4,000.00

Source: Primary data processed in 2019

2. Marketing Patterns 2

Table 3. Buying and Selling Prices of Snakehead fish in Muning Tengah Village in Pattern II (Rp / kg).

Description	Producer	Collectors	Retailer	Final Consumer	Margin
Purchase price		Rp45,000.00	Rp47,000.00	Rp50,000.00	Rp2,000.00
Selling price	Rp45,000.00	Rp47,000.00	Rp50,000.00		Rp3,000.00

Source: Primary Data Processed in 2019

Table 2 and 3 show that marketing margins in marketing pattern I is Rp4,000.00, while in marketing pattern II is Rp5,000.00, in which for collectors is Rp2,000.00, and for retailers is Rp3,000.00.

Farmer's Share

Part of the price received by the fisherman fishing (Farmer's share) is a comparison of the price received by the fisherman fishing with the price at the level of retailers expressed in percentage. The calculation value of Farmer's Share analysis is as follows:

$$Fs = \frac{Pf}{Pr} x100\% = \frac{Rp45{,}000.00}{Rp50{,}000.00} x\ 100\% = 90\%$$

Based on the results of calculations, it is known that the share value received by fishermen in Central Muning Village is 90%. So, the marketing of Snakehead fish in Central Muning Village is said to be efficient because the share value is > 50%.

Business Feasibility Analysis

1. Profit Analysis

Analysis of the profitability of Snakehead fish in the village of Central Muning can be calculated using the formula:

π = TR – TC

Total Profit = Total Revenue – Total Cost
= Rp968,760,000.00 – (Rp39,202,000.00 + Rp440,543,000.00)
= Rp968,760,000.00 – Rp482,055,500.00
= Rp486,704,500.00

Average profit/fishermen = Rp486,704,500.00 : 25 = Rp19,468,180.00

So, the total profit gained by 25 people catching fish in the village of Central Muning is Rp486,704,500.00 with an average profit of Rp19,468,180.00/fisherman.

2. Revenue Cost Ratio (RCRatio)

R/C = TR/TC
R/C = Rp968,760,000.00 /(Rp39,202,000.00+Rp440,543,000.00
= Rp968,760,000.00 / Rp482,055,500.00
= Rp2.00

The calculation results obtained an R / C value of 2,00 or an R / C value greater than 1 (R / C> 1), then the Snakehead fish business carried out in the Central Muning Village is said to be feasible. The R/C value of Rp2.00 means that each rupiah producer incured can generate revenue of Rp2,000.00 or profit Rp1,000.00

4. Conclusions

Based on the research results and discussions obtained by the researcher, it can be concluded that Snakehead fish Marketing Channel in Central Muning Village has two marketing channel patterns, namely Fishermen → Retailers →Final Consumer (28%) and Fishermen → Collectors →Retailers →Final Consumer (72%). Marketing Margins for Snakehead fish in Central Muning Village are as follows marketing margin for pattern I is Rp5,000.00 in which for retailer Rp5,000.00. Marketing margin pattern II is also Rp5,000.00 in which for collectors Rp2,000.00 and for retailers Rp3,000.00. Farmer's share received in Central Muning Village is 90%. Then the fish marketing is said to be efficient. And Snakehead fish business in the village of Central Muning is feasible.

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