

Marketing Analysis of Sangkuriang Catfish in Pokdakan Sindu Lestari, Bantuas Village, Palaran District, Samarinda City

Analisis Pemasaran Ikan Lele Sangkuriang Di Pokdakan Sindu Lestari Kelurahan Bantuas Kecamatan Palaran Kota Samarinda

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ABSTRAK

Tujuan penelitian ini Mengetahui pola saluran pemasaran usaha pembesaran ikan lele sangkuriang serta fungsi pemasaran yang dilakukan pada setiap lembaga pemasaran di Pokdakan Sindu Lestari dan Menganalisis kinerja pemasaran ikan lele sangkuriang yang meliputi margin, keuntungan dan farmer's share. Penelitian ini merupakan penelitian deskriptif kuantitatif yang dilakukan dengan metode studi kasus. Hasil yang diperoleh pada penelitian ini yaitu bahwa saluran pemasaran pokdakan sindu lestari terdiri dari 2 saluran pemasaran yaitu saluran pemasaran tingkat nol, saluran pemasaran tingkat satu Margin pemasaran pada produsen ke pedagang pengecer sebesar Rp. 6.000, Keuntungan seluruh saluran pemasaran sebesar Rp. 4.266,49 Kg. dalam sekali proses pemasaran. Dan margin saluran pemasaran tingkat satu menghasilkan farmer's share sebesar 76%.

ABSTRACT

The purpose of this research is to know the pattern of the marketing channel for the sangkuriang catfish enlargement business and the marketing functions carried out at each marketing agency in the Pokdakan Sindu Lestari and to analyze the marketing performance of the sangkuriang catfish which includes margins, profits and farmer's share. This research is a quantitative descriptive research conducted using the case study method. The results obtained in this study are that the pokdakan sindu lestari marketing channel consists of 2 marketing channels, namely level zero marketing channel, level one marketing channel Marketing margin from producers to retailers is Rp. 6,000, the profit of all marketing channels is Rp. 4,266.49 kg. in one marketing process. And the marketing channel margin level one produces a farmer's share of 76%.

Kata Kunci Saluran Pemasaran, Margin Pemasaran, dan Pokdakan Sindu Lestari

Keywords Marketing Channels, Marketing Margins, and Pokdakan Sindu Lestari

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INTRODUCTION

The fisheries sector of Samarinda City has promising potential and prospects, this makes Samarinda City a fisheries business center that not only meets the needs of the city but also for other areas around it. The amount of aquaculture production according to Palaran District is 122.0 tons in 2021 according to the Samarinda City Fisheries Service in 2021.

Samarinda City Fisheries Service (2021) stated that Palaran District has a fishery pond area of 20 hectares with a total cultivation production of 122.0 tonnes in 2021. One of the fish cultivator groups that has cultivation pond land is Pokdakan Sindu Lestari. The Sangkuriang catfish (*Clarias gariepinus*) cultivation business began to develop in Bantuas Village since 2007. The number of cultivators in 2020 was 100 people who were cultivators assisted by the Samarinda City Fisheries Service (Samarinda City Fisheries and Livestock Service, 2020). This increase in the number of cultivators is in line with the increasing market demand for the Sangkuriang catfish commodity in Samarinda City.

The Sindu Lestari Fish Cultivator Group (Pokdakan) focuses on raising catfish, which is located in Bantuas Village, Palaran District and has been running since 2012. Pokdakan Sindu Lestari consists of 12 cultivators, each with 2-4 land ponds. The average number of catfish produced by Pokdakan is 70 kg/month. The marketing of catfish which is the result of Pokdakan Sindu Lestari cultivation is not only to meet the needs of consumers in Bantuas Village, but is also marketed to Samarinda City.

The Sangkuriang catfish cultivation business depends on marketing activities. Marketing plays an important role because it will influence the high and low income of cultivators from the results of this business. High production quantities, but not supported by high selling prices, will have an impact on the low income earned by cultivators, therefore high production does not always provide high profits without being accompanied by efficient marketing. Marketing of Sangkuriang catfish can be said to be efficient if it is able to convey the results of this cultivation production to consumers at the lowest possible cost and is able to provide a fair distribution of the total amount paid by consumers to all parties who take part in the production and marketing activities of this catfish commodity.

METHODS

Time and Place of Research

This research started from the initial survey stage, proposal preparation to the preparation of the thesis research report and was carried out over eight months. This research was carried out in Bantuas Village, Palaran District, Samarinda City.

Data Collection Methods and Data Types

This research is quantitative descriptive research conducted using the case study method. Sugiyono (2016) Case study method research is where researchers carry out in-depth exploration of programs, events, processes, activities, with one or more people.

Sampling Method

The sampling method used in this research is the census method. Sugiyono (2010) states that census is a way of collecting data if elements of the population are investigated one by one. The data obtained as a result of census processing is referred to as actual data (True value) often called parameters. In this study, researchers used all members of Pokdakan Sindu Lestari as research samples, all 12 members of Pokdakan Sindu Lestari, consisting of 1 chairman, 1 secretary, 1 treasurer and 9 active members.

Analysis Method

Marketing Channel Analysis

This analysis aims to create a description of the marketing channel pattern of the Sangkuriang catfish commodity as a result of the production of catfish cultivation activities in Pokdakan Sindu Lestari, Bantuas Village, Palaran District, Samarinda City. Data analysis was carried out descriptively qualitatively.

Marketing Performance Analysis

The aspects that will be measured in marketing performance are marketing costs, marketing margin, marketing profits and farmer's share.

Marketing Cost Analysis

Marketing costs can also be interpreted as all costs that have been incurred in order to market products or merchandise. Systematically marketing costs can be formulated as follows:

$$B_p = B_{p1} + B_{p2} + \dots + B_{pn}$$

Information:

B_p : Marketing costs (Rp/Kg)

B_{p1}, B_{p2}, B_{pn} : Marketing costs for each marketing agency

Marketing Margin Analysis

Marketing margin can be viewed from two sides, namely the price point of view and marketing costs. The lower the marketing margin, the more efficient it will be, to calculate the margin the following formula is used:

$$F_s = \frac{P_f}{P_r} \times 100\%$$

$$MP = P_r - P_f \text{ or } MP = \sum B_i + \sum K_i$$

Information:

MP : Marketing Margin (Rp/Kg)

P_r : Price at consumer level (Rp/Kg)

P_f : Price at producer / farmer level (Rp/Kg)

$\sum B_i$: Total costs incurred by marketing institutions (B_1, B_2, B_3, B_n)

$\sum K_i$: Total fees earned by marketing institutions ($K_1, K_2, K_3, \dots, K_n$)

Marketing Profit Analysis

Marketing profit is the net profit from the difference between income and expenses obtained in marketing activities. Each marketing institution wants to gain

$$\text{profit. } \pi = M_p - B$$

Information:

π = Marketing profit (Rp/kg)

M_p = Marketing margin (Rp/kg)

B = Marketing costs (Rp/kg)

Marketing Efficiency Analysis

Marketing efficiency can be analyzed by calculating the share of the price received by Sangkuriang Catfish producers or cultivators. Mathematically Farmer's share can be seen as follows:

Fs (Farmer Share) = Share of price received by Sangkuriang Catfish producers (Rp/kg)

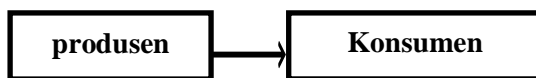
Pf (Price of Farmer) = Share of price received by Sangkuriang catfish producers (Rp/kg)

Pr(Price of Retainer) = Price of Sangkuriang Catfish at trader/collector/retailer/outlet level (Rp/kg) collector/

RESULT AND DISCUSSION

Bantuas Village is one of the sub-districts in Palaran District, Samarinda City. Pokdakan Sindu Lestari was founded in 2012 and consists of 12 members. The length of business that Pokdakan Sindu Lestari members have been running is 12 years old and the youngest business age at Pokdakan Sindu Lestari is 10 years. The marketing channel for Sangkuriang Catfish in Pokdakan Sindu Lestari, Bantuas Village, Palaran District, Samarinda City has 2 marketing channels, namely level 0 marketing channels and level 1 marketing channels for Sangkuriang catfish marketing channels only in the Samarinda area with level 0 channels and level 1 channels. Marketing channels for Sangkuriang catfish in Pokdakan Sindu Sustainable are as follows:

1. Saluran pemasaran tingkat 0



2. Saluran tingkat 1



Marketing Function

The application of the marketing function in the marketing channel for Sangkuriang Catfish in Pokdakan Sindu Lestari, Bantuas Village, Palaran District, Samarinda City can be seen in Table 1.

Table 1. Producer Marketing Functions

Marketing function	Marketing institute	
	Manufacturers Retailers	Manufacturers Retailers
Exchange function		
Purchase	×	√
Sale	√	√
Physical function		
Storage	×	√
Transportation	×	√
Facility function		
Capital	×	×
Risk bearing	√	√
Market information	√	√
Standardization and grading	√	×

Note: × = does not perform marketing functions

√ = performs marketing functions

Source: Primary data processed, 2022

Marketing Cost

At level one marketing channel (1) there is one marketing institution that incurs marketing costs, namely retailers. Marketing costs paid by retailers are transportation costs, ice cubes, plastic, credit, levies and depreciation. Transportation costs IDR 218.57 per kg, ice cube costs IDR 214.29 per kg, plastic costs IDR 82.14 per kg, credit costs 71.43 per kg, retribution costs 17.86 per kg, feed 240.00/kg and depreciation costs IDR 889.22 per kg. Thus, the total marketing costs paid by retailers are IDR 1,733.51 per kg.

Margins, Profits and Farmer's Share

Level one marketing channels produce marketing margins for retailers of IDR 6,000 per kg. Meanwhile, retailers earned a profit per kg of 4,266.49, this profit resulted in a price margin distribution of 71.11%, while the final selling price share was 16.91%. Based on the results of research on the marketing of sangkuriang catfish in Pokdakan Sindu Lestari, Bantuas Village, Palaran District, Samarinda City. At level 1 marketing channels, the farmer's sharer value was 76%. According to Soekarnowati (2002). If efficiency is > 50% then marketing is said to be efficient and if the efficiency value is < 50%, then marketing is said to be inefficient. The marketing process for sangkuriang catfish in Pokdakan Sindu Lestari has been said to be efficient.

CONCLUSSION AND SUGGESTION

1. Marketing channels for sangkuriang catfish in Pokdakan Sindu Lestari, Bantuas Village, Palaran District, Samarinda City, consist of level zero channels and level one channels. The marketing functions implemented by marketing institutions are exchange functions (purchasing, sales), physical functions (transportation, storage) and facility functions (standardization, risk bearing, market information).
2. In level 1 channels the total marketing costs are IDR 1,733.51 per kg, the total marketing profit is IDR 4,266.49 per kg and the marketing margin is IDR 6,000 per kg. Meanwhile, the farmer's share of marketing in level 1 marketing channels is 76%, which can be said to be efficient.

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