



MARKETING CHANNEL EEL FISH (*Anguilla sp.*) MARKET ANALYSIS IN PALABUHAN RATU SUKABUMI DISTRICT

Faizal Chandra Lukita, Atikah Nurhayati², Achmad Rizal², Iwang Gumilar²

1) Students of the Faculty of Fisheries and Maritime Affairs, Padjadjaran University

2) Lecturer Staff at the Faculty of Fisheries and Maritime Affairs, Padjadjaran University
Department of Fisheries, Faculty of Fisheries and Maritime Affairs, Padjadjaran University

Jl. Raya Bandung - Sumedang Km 21, Jatinangor 40600

Email: Faizalchandra18@gmail.com

ABSTRAK

Palabuhan Ratu bay is one of the southern coast waters of the island of Java that has great potential in the supply of *glass eel*. One of the locations for eel fishing is the mouth of the Cimandiri River in the southern part of Palabuhan Ratu Bay. This research aims to analyze the marketing channel of eel fish (*Anguilla sp.*), Analyze the level of efficiency of eel fish marketing channels (*Anguilla sp.*) In the Palabuhan Ratu Sukabumi Regency, West Java. This research began in June 2019 until January 2020. The research method used was *snowball sampling technique* by using the recommendations of the farmers to determine respondents in each marketing institution so that the total number of respondents was 21 people. The results showed that there are 2 eel marketing channels and have business institutions namely fishermen, collector 1 and collector 2. Marketing channels that have the highest level of efficiency are found in marketing channel II with a greater total profit and have a shorter channel length than the marketing channel I. The level of efficiency in each channel can be calculated using *Benefit Cost Ratio (BCR)*, data obtained from the average BCR picker II is greater than other marketing institutions, namely 1.25, and 1.22 for collecting BCR I.

Kata Kunci : *Eel Fish, Marketing, Palabuhan Ratu.*

INTRODUCTION

Palabuhan Ratu bay is one of the southern coast waters of Java Island that has great potential in the supply of *glass eels*. As waters that have a relationship with the Indian Ocean, it is suspected that this region was visited by species of eel in the Indian Ocean waters. One of the locations where eel fishing is the Cimandiri River estuary located in the southern part of Palabuhan Ratu Bay (Fahmi and Himawati 2010).

Eel fish have high economic value and increasing global demand (CITES, 2007). The factors that cause this fish to have high economic value and become an export commodity in the region due to the high nutrient content of eel, soft meat can also cure skin diseases, and increasing world population also increases the need for protein sources of meat and fish food (Baedah, 2010). According to data obtained from the Department of Maritime Affairs and Fisheries of Sukabumi

Regency, sukabumi has the potential for large eel fish seeds. The data shows that in 2013 eel fish production reached 283,709.38 kg, in 2014 eel fish production reached 25,893.60 kg, in 2015 eel fish production reached 3,800.00 kg, in 2016 eel fish production reached 700.00 kg, in the year 2017 eel fish production reaches 11,032 kg (DKP 2018).

Increased production of eel fish is accompanied by an increase in high demand. The high demand for eel fish comes from the international market because of the high increase in eel consumption (Peni 1993).

METHOD

Study was conducted in Palabuhan Ratu, Sukabumi Regency, West Java. The type of data used is primary data and secondary data. Primary data is carried out by conducting structured observations and interviews with a number of respondents based on a questionnaire that has been prepared previously. Valid for fishermen, gatherers and cultivators. Secondary data in the form of eel fish statistical data from relevant government agencies. The method used is the *snowball sampling technique* that is by using the recommendations of these business institutions to determine respondents in each marketing institution so that the total number of respondents is 21 people.

Data Analysis Method

Primary data and secondary data obtained are then processed and then presented in tabular form, percentage ratios and average values.

To identify the data the following identification tools are used::

1. Identification BCR

Identification of *Benefit Cost Ratio* is a comparison between total benefit and total cost. BCR is stated in the following formula:

$$BC \text{ Ratio} = \frac{TB}{TC}$$

Keterangan

BC = Total *Benefit*

TC = Total *Cost*

BCR less than one (BCR <1) Means inefficient business. More than one BCR (BC > 1) means efficient business. If BCR is equal to one (BCR = 1), it means a breakeven business.

2. Analysis of *Margin Share*

Analysis of *Margin Share* is the amount of profit received by marketing institutions as a reward for marketing that is issued. The profit and cost ratio of each marketing institution is formulated as follows:

$$\text{Margin share (\%)} = \frac{Ki}{Bi} \times 100\%$$

Keterangan :

Ki = The profit of the i-th marketing institution (Rp / unit)

Bi = Marketing cost of the i-th institution (Rp/unit)

3. Analysis *Farmer's Share*

farmer'sShare is one of the indicators that are useful in seeing the efficiency of marketing activities by comparing the portion received by farmers (farmer's share) on the prices paid by consumers end, (Limbong and Sitorus, 1987). The formula for calculating *farmer's share* is:

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

Keterangan :

Fs = *farmer's share*

Pf = Price at farm level

Pr = Price at consumer level

Decision making according to Downey and Erickson (1992):

FS $\geq$ 40% = efficient

FS $\leq$ 40% = inefficient

4. Analysis *Market Share*

Market Share is the comparison between the selling price on the perpetrators of channel

marketing with the total price expressed in percentage. The amount of *market share* can be formulated mathematically as follows:

$$Ms = \frac{Hp}{Ht} \times 100\%$$

Keterangan :

Ms = *Market Share*

Hp = Selling price in marketing

Ht = Total channel price

RESULTS AND DISCUSSION

Characteristics od Respondets

Respondents in this study were obtained by the *snowball sampling method*. Respondents were 21 people consisting of 11 fishermen, 7 collectors 1 and 3 collectors 2. All respondents selected had very close links in the seaweed marketing channel. To some extent respondents are only determined from previous respondents and when all the required information has been fulfilled then, the interview is sufficient. The age level of the respondent can be seen in table 1.

Tabel 1. Age Characteristics od Respondents

Age Group (Years)	Number of Respondents	
	(People)	Percentage (%)
20-30	3	14
31-40	4	19
41-50	9	43
51-60	4	19
61-70	1	5
Total	21	100

Based on the table above, the age of respondents who are eel fish entrepreneurs is almost entirely in productive age, while business people with ages 41-50 are the most

respondents with a percentage of 43%, aged 31-40 amounting to 4 respondents with the percentage 19%, aged 51-60 amounted to 4 respondents with a percentage of 19%, 20-30

totaled 3 people with a percentage of 14%, and 1 person with a percentage of 5%. 61-70 were respondents who were at least only

Tabel 2. Educational Characteristics of Respondents

Last Education	Number of Respondents (People)	Percentage (%)
Primary School	11	52
Junior High School	6	29
Senior High School	4	19
Total	21	100

Based on the above table it can be seen that in general eel fish marketing business actors Respondents in Palabuhan Ratu District constitute the majority of elementary school graduates, this is seen from the percentage of primary school graduates reaching 52% or as many as 11 people, followed by junior high school graduates (29%), as well as high school graduates 19%.

Tabel 3. Characteristics of Respondent Bussiness Experience

Busibess Experience (Years)	Number of Respondent (People)	Percentage (%)
1-10	10	48
11-20	7	33
21-30	4	19
Total	21	100

Based on these data it can be seen that respondents with business experience of 1-10 years have a percentage of 48%, business experience of 11-20 years by 33% with a number of respondents 5 people and for the least amount is around the age of 21-30 who have a percentage of 19% with the number of respondents 4 people. The length of a person's work experience will affect his work skills

both in terms of work ability or seriousness and tenacity in working.

Patterns of Marketing Channels

Channels 1 Marketing

Channels in Palabuhan Ratu involve quite a lot of market participants starting from fishermen,

gatherers 1, collectors 2 and cultivators. Marketing activities began with fishermen looking for eel fish then the fishermen got paid Rp. 1,000,000 / kg from Collector 1, Collector 1 goes to Collector 2 to sell eel fish seeds at a selling price of Rp 1,500,000 / kg. Then collector 2 sells eel fish seeds to eel fish farmers at a price of Rp 2,000,000 / kg.

Channels 2 Marketing

Channels in Palabuhan Ratu involve quite a lot of market participants starting from fishermen, collectors 2 and farmers. Marketing activities began with fishermen looking for eel fish then the fishermen got paid Rp. 1,000,000 / kg from collectors 2. Then collectors 2 sell eel fish seeds to eel fish farmers at a price of 2,000,000 / kg.

Marketing Analysis

Marketing

Margin is the difference in price received by eel fishers with the price paid by eel fish consumers. Eel channel sales channel divided into two channels, to get the value of

Margin

marketing margins, the calculation is done by subtracting the selling price with the purchase price of each marketing institution involved in one channel.

Tabel 4. Margin Fish Marketing

Marketing Agency	Channel (Rp/kg)	
	I	II
Fisherman		
Selling Price	1.000.000	1.000.000
Purchase Price		
Marketing Margin		
Marketing Cost		
Profit	1.000.000	1.000.000
Collector I		
Selling Price	1.500.000	
Purchase Price	1.000.000	
Marketing Margin	500.000	
Marketing Cost	10000	
Profit	490.000	

Marketing Agency	Saluran Pemasaran (Rp/kg)	
	I	II

Collector II		
Selling Price	2.000.000	2.000.000
Purchase Price	1.500.000	1.000.000
Marketing Margin	500.000	1.000.000
Marketing Cost	220000	220000
Profit	280.000	780.000
Total Margin	1.000.000	1.000.000
Total Cost	230000	220000
Total Profit	1.770.000	1.780.000

Eel Marketing Channel has a marketing margin that does not differ much from each channel. The biggest total cost based on the table above is obtained by marketing channel I with a value of Rp. 230,000. greater total profits obtained by channel II with a value of Rp. 1,780,000. The greater profit is obtained by channel II because

Farmer Share

Farmers share is part of the price received by farmers at the consumer level stated in the percentage. The way to calculate *farmers share* by dividing the price at the consumer level with

the collector II directly buys eel fish seeds directly from the fishermen, so the profits can be greater than other channels and cuts the length of the channel. Seed quality is also quite good because after the fisherman looks for the seed directly given to the collector.

the selling price at the farmer level which is then multiplied by 100% for more details can be seen in table 5.

Tabel 5. *Farmer's Share* Marketing Channel

Marketing Channel	Price at the Fisherman level (Rp)	Price at the End level (Rp)	Farmer Share (%)
	a	B	a/b*100%
I	1.000.000	2.000.000	50
II	1.000.000	2.000.000	50

Decision rules according to Downey and Erickson (1992) explain that $FS \geq 40\%$ of the profits received by efficient farmers and $FS \leq 40\%$ profits received by farmers are inefficient.

Market Share

Market share is the distribution of values obtained by each marketing agency in percentage. *Market Share* can be interpreted as

The calculation results *farmer share* above are respectively values from channel I to channel II namely 50% and 50

a part of the market dominated by a company, or a sales presentation of a company to the

total sales of its biggest competitors at a certain time and place (William JS 1984).

Tabel 6. Market Share Marketing Channel

Channel Marketing	Selling Price (Rp)	Total Price (Rp)	Market Share HP/HT*100% (%)
Channel I			
Fisherman	1.000.000	4.500.000	22,22
Collector I	1.500.000	4.500.000	33,33
Collector II	2.000.000	4.500.000	44,44
Total			100,00
Channel II			
Fisherman	1.000.000	3.000.000	33,33
Collector II	2.000.000	3.000.000	66,67
Total			100,00

Sumber : Data primer (2019)

Based on table 7, the market share calculation data above in the biggest marketing channel I was obtained by Collector II with a value of 44.44%, and the smallest was obtained by the cultivator with a value of 22.22%, the collector got the highest market share value, this was due to large traders directly selling seeds eel to the final institution even though market participants in channel I are longer than other

channels. In channel II the institution with the value *market share* highest was obtained by pengempul II with a value of 66.67% and the value was *market share* smallest obtained by fishermen with a value of 33.33%, in this channel only had two institutions and large collectors directly bought eel fish seeds from the fishermen directly and directly sell it to the final marketing agency.

BCR

Tabel 7. Average Value of BCR

No.	Jenis Usaha	Nilai BCR	Kelayakan Usaha
1	Fisherman	-	-
2	Collector I	1,22	Worth the Effort
3	Collector II	1,25	Worth the Effort

In the table above shows the BCR value *Ratio* of each eel fish business. In pengempul I, the

BCR value obtained was 1.22, which means the business was feasible to run. In collector II the

BCR value obtained was 1.25, the business was feasible to run because the results of $BCR < 1$. This is in accordance with the statement from (Riyanto 1998) which states that the BCR requirements > 1 , then the business is profitable

Marketing Efficiency

When viewed from the total profit of marketing channels, marketing channel II is slightly superior to marketing channel I and marketing channel II is superior in total marketing costs, so channel II can be said to be the most efficient channel in the marketing system based on profit aspects in each marketing institution. There are only two institutions involved in marketing channel II, namely fishermen and collector II, so the cost is not too high, while the profits are greater. The achievement of marketing efficiency can be seen from the indicators of the marketing margin, *farmer share*, *market share*. Efficiency from the point of view of fishermen from both channels both get a *farmer share*, 50% which means that the profits received by fishermen with the purchase price issued by the final institution can be said to be satisfactory, then in terms of the margin values from both channels equally get a total margin in the amount of Rp. 1,000,000 so that it is

and feasible. Then if $BCR = 1$, then the business is not profitable and not loss (*marginal*). Then if $BCR < 1$, the business is detrimental so it is not feasible to be carried out.

efficient only differing in its short length of channel.

Then, to determine the level of efficiency of every channel can be calculated *Benefit Cost Ratio*, the data obtained from the average BCR pengumpul II is greater than other marketing agencies, namely 1.25, and 1.22 for the first collector BCR. According to Riyanto 1998, which stated that the BCR requirements > 1 , the business was profitable and feasible. Then if $BCR = 1$, then the business is not profitable and not loss (*marginal*). Then if $BCR < 1$, the business is detrimental so it is not feasible to be carried out. According to the statement, the eel marketing channel agency is worth the effort because of the BCR results above 1. Respondents say that this business is a side business that is said to be sufficient to meet the needs, because the main work of fishermen and collectors is farming, motorcycle taxi, and fish finders.

CONCLUSION

Based on research that have been done, it can be concluded as follows

1. Based on research that has been conducted on the Analysis of the Marketing of Eel Fish in Palabuhan Ratu District, Sukabumi District, it can be concluded that the marketing channel of

eel fish in Pelabuhan Ratu has three marketing institutions consisting of fishermen, collectors I and Collector II.

2. The most efficient marketing channel is Channel II. There are only two institutions involved in marketing channel II namely fishermen and collector II so that in terms of costs are not too large while the benefits are greater than channel I, the advantage of channel II is arguably shorter channel than channel I and the total profit is greater with total lower costs than Marketing channel I

REFERENCE

- Baedah, M. A. 2010. Strategi Pengelolaan Ikan Sidat. <http://dkp.sulteng.go.id>.
- Bambang Riyanto, 1998. *Dasar-dasar Pembelanjaan Perusahaan*, Edisi 4, BPFE, Yogyakarta.
- CITES. 2007. CoP14 Prop. 18. Consideration of Proposals for Amendment of Appendices I and II - Inclusion of *Anguilla anguilla* (L.) in Appendix II in accordance with Article II §2(a). 37 hal
- Dinas Kelautan dan Perikanan Kabupaten Sukabumi. 2018. Laporan Tahunan. Dinas Kelautan dan Perikanan Kabupaten Bekasi, Jawa Barat.
- Fahmi R.M & Himawati R, 2010” Keragaman Ikan Sidat Tropis (*Anguilla* sp.) di perairan sungai Cimandiri Pelabuhan Ratu Sukabumi” Prosiding Forum Inovasi Teknologi Akuakultur
- Peni, S.P. 1993. Tiga Jenis Sidat Laku Ekspor. Trubus No. 285 Th. XXIV.
- William J. Stanton. 1984. Prinsip Pemasaran. Jakarta. Erlangga

