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MARKETING EFFICIENCY OF TILAPIA (*Oreochromis niloticus*) IN THE BUNTOK MARKET OF BARITO SELATAN DISTRICT, CENTRAL KALIMANTAN PROVINCE, INDONESIA

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ABSTRACT

Tilapia (*Oreochromis niloticus*) is one of the cultivated commodities that has bigger market prospects and is very popular with the community. The aim of this study was to analyze the marketing efficiency of tilapia (*Oreochromis niloticus*) in the Buntok market, South Barito district, Central Kalimantan province. There are 3 (three) marketing patterns for fresh tilapia in the Buntok market. Long marketing channels usually increase marketing margins and this becomes a burden on consumers. The price difference between the selling price of the cultivator to the collector and the price obtained by the final consumer at the retailer is Rp. 7,000/kg. The results of calculating the marketing margin based on the cost of goods obtained results of 21%. Farmer's share received by tilapia cultivators is 82.5%. Total consumer demand for tilapia is 22,000 kg/month, while product availability is 11,340 kg/month only. The number of opportunities is 10,660 kg/month of tilapia, so that the number of requests is greater than the supply or availability of tilapia ($P = D > S$) is said to have or there is a good market opportunity to be developed. Based on the analysis of marketing channels, marketing margins, farmer's share and market opportunities in the marketing activities of fresh tilapia in the Buntok market, South Barito Regency, it is said to be efficient.

KEY WORDS

Tilapia, efficiency, marketing, Buntok market.

Production of fishery products in Central Kalimantan is channelled through local markets, inter-island marketing and international marketing. The production of fishery products originating from the catch is mostly from inter-island trade or exports. Fishery products marketed in local markets are in the form of fresh fish and can also be processed fish (Taha, 1993). According to Eddiwan (1983), the marketing of fish and other aquatic products is a very important and decisive activity link between fishermen/fish cultivators and consumers. Marketing efforts can play a role in price formation, absorption of production, quality improvement, increase in modernization/motorization of fisheries, increase in income and welfare of producers. Fisheries development can be seen from the market. Sales of fish in the Buntok market are carried out by traders who sell directly to consumers (Listianingsih, 2004).

The price of goods and products that are set based on demand and supply will have an impact on the price of a product or service, and depends on the needs of the community or consumers. Fresh tilapia that is sold in the Buntok market, including fish that are very popular with the community, with a lot of marketing done by traders who sell tilapia. Tilapia (*Oreochromis niloticus*) is one of the cultivated commodities that has bigger market prospects and is very popular with the community. With economic value, the price is yes, tilapia is sold at a high price (Abidin, 2017). According to Rustina (1988), a common marketing channel in the Central Kalimantan area is that collectors receive directly from fishermen/fish cultivators, fish processors or from local markets (around the production area).

The products produced are then accommodated and then sold to final consumers, both in the local area and in other areas (Mahreda, 2002). As a result, tilapia cultivators distribute tilapia directly to the Buntok market, as well as marketing tilapia to other areas by collecting traders, outside the Buntok area, to Muara Teweh Regency, Puruk Cahu, as well as to the



city of Palangkaraya Province. The pattern of long tilapia marketing channels results in increased transportation or transportation costs. Such marketing results in a long tilapia marketing channel pattern. The aim of this study was to analyze the marketing efficiency of tilapia (*Oreochromis niloticus*) in the Buntok market, South Barito district, Central Kalimantan province.

MATERIALS AND METHODS OF RESEARCH

The research was conducted at the Buntok Market, South Barito Regency, Central Kalimantan Province with the consideration that in Buntok there is a lot of marketing of tilapia by traders in the market. The location of the sample was carried out intentionally (purposive sampling), according to Suharyadi and Purwanto (2004), purposive sampling.

Analysis of the marketing pattern (marketing channel analysis) for Tilapia in the Buntok market is by calculating the percentage of the marketing channel pattern that is implemented and tracing the distribution of fish from producers to final consumers.

$$\text{Marketing channel} = (\sum K1) / (\sum \text{Total K}) \times 100 \%$$

Where: $\sum K1$: Number of end consumers; $\sum \text{Total K}$: Total final consumers and total retailers.

Marketing Margin is the difference between the price at the final consumer level and the price at the producer (cultivator) level. Marketing margin analysis is carried out using the following quantitative methods:

$$\text{MM} = \text{Pr} - \text{Pf}$$

Where: MM = Marketing margin; Pr = consumer (retailer) level price (Rp/Kg); Pf = cultivator level prices (Rp/Kg); The higher the marketing margin, the more inefficient marketing is said (Sutrisno et al. 2015).

The analysis is carried out to determine the percentage of the share of the price received by farmers. Farmer's share analysis was carried out using quantitative methods. The share of the price received by farmers (Fs) from retailers is calculated using the following model:

$$\text{Fs} = \text{Pf} / \text{Pr} \times 100 \%$$

Where: Pf = Prices at the cultivator level (Rp/kg); Pr = Prices at the retailer/consumer level (Rp/Kg); Fs = Part of the price received by the cultivator (%).

To find out whether marketing channel is efficient or not, you can use the Farmer's share value. According to Downiey (1992) states that Farmer's share $\geq 50\%$ is stated to be efficient while Farmer's share $< 50\%$ is stated to be inefficient.

If the percentage of farmer's share is greater than the percentage of marketing margin, fresh tilapia is said to be efficient ($\% \text{FS} > \text{MM} = \text{Efficient}$). Whereas if the percentage of farmer's share is smaller than the marketing margin, the marketing of tilapia is said to be inefficient ($\% \text{FS} < \text{MM} = \text{not efficient}$).

Market opportunity analysis is a process of collecting and analyzing data to evaluate the market potential of Tilapia. This analysis aims to gain a better understanding of the target market, including market characteristics, target consumers, competitors, and current market trends. To find out market opportunities can be calculated by the formula:

$$\text{P} = \text{D} - \text{S}$$

Where: P = market opportunity (kg); D = demand (Kg); S = supply (Kg).

Market opportunity criteria: $\text{D} > \text{S}$ = there is a chance; $\text{S} < \text{D}$ = no chance; $\text{D} = \text{S}$, balanced.



Analysis of business opportunities can be said to be balanced if amount of supply (S) and demand (D) is balanced. If the supply (S) is higher than the demand (D), then the market opportunity is said to be non-existent or saturated. Meanwhile, if the demand (D) is higher than the supply (S), then a market opportunity is said to exist

RESULTS AND DISCUSSION

Based on the research results, there are several marketing actors who participate in tilapia, namely: cultivators or producers, collectors, and consumers. The marketing channel pattern for tilapia at Buntok Market, South Barito Regency, Central Kalimantan Province has a marketing channel pattern, namely:

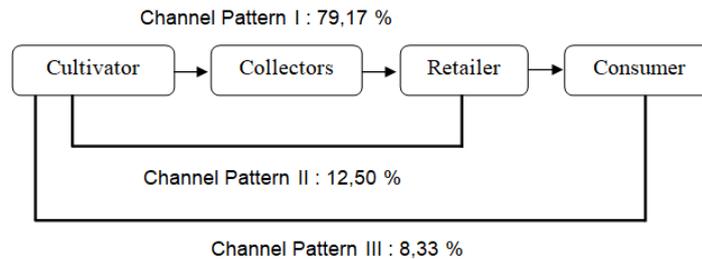


Figure 1 – Tilapia Marketing Channels

There are 3 (three) marketing channel patterns for fresh tilapia in the Buntok market, South Barito Regency:

- Producer → Collector → Retailer → Consumer, as much as 79.17% (24 people);
- Producer → Retailer → Consumer, as much as 12,50% (3 people);
- Producer → Consumer, as much as 8,33% (2 people).

Producers selling products (fresh tilapia) to collectors reached 79.17% and was the largest number compared to those selling to the Buntok market in South Barito district as much as 12.50% and directly to retailers which was only 8.33%. This happens because fresh tilapia producers are more interested in selling fresh tilapia (product) directly to collectors, because some of the cooperation has been established between tilapia cultivators and collector traders. The cooperation is in the form of procuring or purchasing fresh tilapia of consumption size. Collector traders market tilapia outside the Buntok area of South Barito Regency, to North Barito Regency (Purukcahu) and to Central Kalimantan Province, namely the city of Palangka Raya, using land transportation. Delivery of tilapia outside the Buntok area is carried out in the afternoon and at night. The price of fresh tilapia distributed by collectors to cultivators is given relief in the form of a delay in payment (pay after the fish is sold out every time it is sold or transported). This collaboration is in the form of procuring or purchasing fresh tilapia consumption sizes (Meldasari, 2018). Collector traders market tilapia outside the Buntok area of South Barito Regency, to North Barito Regency (Purukcahu) and to Central Kalimantan Province, namely the city of Palangka Raya, using land transportation. Delivery of tilapia outside the Buntok area is carried out in the afternoon and at night. The price of fresh tilapia distributed by collectors to cultivators is given relief in the form of a delay in payment (pay after the fish is sold out every time it is sold or transported) (Rahman et al, 2019).

The other most influential thing is that selling products to collector traders is a relatively small risk compared to selling directly in the Buntok market. Collector traders buy fresh tilapia by coming directly to tilapia cultivation sites, and some even directly assist the harvesting process so that marketing costs become more economical (Nasir, 1988).

Likewise, when selling products to retailers, of course the volume that can be absorbed by retailers is smaller compared to other marketing institutions. Producers who directly sell fresh tilapia in the Buntok market are those who have transportation facilities (kelotok) and high capital. In other words, this producer has a dual profession, besides being a fish



cultivator as well as a collector trader. This could have happened because the producers had sufficient capital and adequate transportation facilities such as boat boats and other supporting equipment.

Table 1 – Pattern of marketing channels

No	Marketing channel patterns	Number of Respondents (ppl)	Percentage (%)
1.	Channel pattern I	24	79,17%
2.	Channel pattern II	3	12,50 %
3.	Channel pattern III	2	8,33 %

Source: Processed primary data.

In the table above it can be illustrated that the majority of respondents from cultivating fresh tilapia directly through collecting traders who come to the fish farming land. Respondents, who sell fresh tilapia to consumers as much as 8.33% (2 people) coincidentally, besides being tilapia cultivators, also work as collectors' traders.

Fish producers/cultivators prefer to sell to collectors because:

- Tilapia cultivators reasoned that selling fish to retailers or directly to consumers is a hassle and the transaction volume is very small;
- Fish cultivators are more interested in conducting transactions directly with collectors on the grounds of reduced risk and relatively high marketing costs when going directly to retailers;
- Collector traders directly carry out transactions on the cultivation business land, so that producers do not need to bring their own crops to the collector traders;
- Accessibility from and to the aquaculture area is still difficult, you have to use a rather large boat so that you can transport fresh tilapia cultivation;
- Most of the collectors are customers and close relatives of the producers so that good relations are established between the producers and the collectors.

The location from the place where fresh tilapia is transported to the place or the fish cultivator's land must use water transportation (boats/kelotok), because there is no land transportation route to and from the cage location. So that it requires other additional costs, for labor, oxygen, ice, packing bags, which are borne by the collecting traders in 1 time transport of tilapia to be marketed (Rahman *et al*, 2019).

The marketing margin is the price difference between the cultivators and the prices at the level of collectors and retailers to the retail price of the final consumer. The marketing pattern for fresh tilapia in the Buntok market, South Barito Regency, is only one marketing pattern, namely from cultivators - collectors - retailers - end consumers. The average purchase price and selling price of tilapia can be seen in the table 5.2.

Table 2 – Purchase price and selling price of tilapia (Rp/Kg)

Pf (Rp)	Ppl (Rp)	Pr (Rp)	Margin P (Pr-Pf) (Rp)
33.000	35.000	40.000	40.000- 33.000 = 7.000

Table 2 shows that the price of tilapia sold by farmers through collectors then to retailers and then sold to final consumers is Rp. 40,000/Kg, to retailers Rp. 35,000/Kg and to collectors, which is Rp. 33,000/Kg, this price is the price offered by producers or cultivators. The price difference between the selling price of the cultivator to the collector and the price obtained by the final consumer at the retailer is Rp. 7,000/Kg.

The share of the price received by the fresh tilapia cultivators is the ratio between the price received by the cultivators and the retail level price expressed as a percentage. The calculation value of the farmer's share analysis of tilapia, namely:

$$Fs = Pf / Pr \times 100\%$$

Where: Pf = Prices at the cultivator level (Rp/kg); Pr = Prices at the retailer/consumer level (Rp/Kg); Fs = Part of the price received by the cultivator (%).



According to Angelina et al., (2016) in Hairil (2019), the marketing margin value and marketing efficiency affect the farmer's share. The lower the marketing margin value, the higher the farmer's share value will be. From the analysis of the farmer's share calculation above, it produces a value of more than 50%, namely with a value of 82.5%, it is said to be efficient.

The obtained results show that the marketing margin value for tilapia is 21% and the farmer's share value is 82.5%. This shows that the value of the farmer's share is greater than the marketing margin, so marketing is said to be efficient.

Based on the calculation of the above formula, the market opportunity for tilapia needed in the market is 10,660 kg, while product availability is only 11,340 kg/month. the amount of consumer demand for tilapia is greater than the supply or availability of stocky tilapia ($P = D > S$) so that tilapia is said to exist or have good market opportunities to develop (Meldasari, 2018).

From the results we can take certainty from the hypothesis that was made after analysis, as follows. There are many patterns in the marketing channel for tilapia in the Buntok market. It is proven that tilapia marketing margins in Buntok are high; this is not proven because the margin is 21%. It is less than Farmer's share.

The farmer's share received by tilapia cultivators in Buntok is proven to be high. There is a market opportunity for tilapia, as evidenced by the existence. The amount of consumer demand for tilapia is 16,200 kg/month while product availability is only 13,200 kg/month. the amount of consumer demand for stocky tilapia is greater than the supply or availability of tilapia ($P = D > S$) so that tilapia is said to have or there is a good market opportunity to develop (Nasution, 2018).

CONCLUSION

There are three marketing patterns for fresh tilapia in the Buntok market; of the 3 marketing channel patterns the one that is more efficient is channel I, which is the highest at 79.17%.

Tilapia marketing margin in absolute terms is Rp. 7,000,./kg, the percentage margin is 21%, based on the criterion that the percentage margin is smaller than the percentage of Farmer's share, meaning that marketing margins are low and efficient.

Farmer's share received by tilapia cultivators is 82.5%, meaning Farmer's share is high, because it is greater than 50% (efficient). The market opportunity for fresh tilapia is 10,660 kg/month, meaning that there is a market opportunity for fresh tilapia in the Buntok market, amounting to 10,660 kg/month.

Based on the analysis of marketing channels, marketing margins, farmer's share and market opportunities in the marketing activities of fresh tilapia in the Buntok market, South Barito Regency, it is said to be efficient.

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