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Marketing Efficiency of Patin Fish in Belitang District, East OKU Regency

Sinta Arzaniah[1]*, Munajat[2], Yetty Oktarina[3]

[1] Student of Agricultural Economic Study Program University of Baturaja., Indonesia
[2,3] Lecturer of Agricultural Economy Study Program University of Baturaja, Indonesia

*Corresponding Author Email: sintaarzaniah210988@gmail.com

Abstract

Catfish is a type of freshwater fish that is much sought after by the public. This fish is in great demand as a culinary menu because it has the lowest fat content compared to other types of fish. This research will be carried out in Patin village, precisely in Belitang District, East OKU Regency. The location determination was carried out purposively considering that Belitang District, East OKU Regency is the center for catfish cultivation in South Sumatra, especially East OKU. The research method used in this research is the survey method. The sampling method used in this research is the census method. There are two marketing institutions involved in the catfish marketing channel in Belitang District, East OKU Regency, including wholesalers and retailers. Analysis of the data processed in the research is primary and secondary data. Primary data is used to analyze marketing efficiency as seen from marketing margin, producer share and price transmission elasticity. Secondary data was used to analyze the marketing channels for catfish in Belitang District, while to answer the first research problem, marketing margin analysis was used and to answer the second problem formulation, efficiency analysis was used. Based on the research results, there are two marketing channels in Belitang District, East OKU Regency. That the marketing margin obtained for marketing channel I was IDR 5,275 for large traders and IDR. 4,725,- at retailers. Efficient marketing channels in marketing channels II. Marketing channel II is the lowest marketing margin. The low margin value obtained is due to the absence of profit calculations for each institution, where in this channel there are no institutions involved.

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INTRODUCTION

South Sumatra is recorded as the largest producer of catfish cultivation in Indonesia, contributing around 47.4% of the total national production coming from the province of South Sumatra. Director of Fish Feed and Medicine, Directorate General of Aquaculture, Ministry of Maritime Affairs and Fisheries (KKP), production of catfish from South Sumatra can reach more than 250,000 tons per year. Since 2015, catfish production in South Sumatra has always been above 200,000 tons, and has even reached 250,000 tons, so the potential is extraordinary. The prospect of fisheries every year almost shows quite promising numbers. One of the districts in South Sumatra which is currently developing a catfish farming business is East OKU District, which can be seen in the following table:

Table 1. Total Land Forested in South Sumatra, 2023.

Subdistrict	Patin		
	RTP (person)	Wide (Ha)	Production (Ton)
Martapura	13	3.30	90.50
Bunga Mayang	50	10.00	290.50
Jayapura	7	1.25	25.60
BP. Peliung	95	21.00	400.75
Buay Madang	298	88.70	3.507.25
Buay Madang Timur	950	200.40	6.499.60
Madang Suku I	23	8.35	148.35
Madang Suku II	96	10.40	432.35
Madang Suku III	12	1.95	37.45
Belitang	904	203.00	**6.543.20**
Belitang II	140	36.50	1.122.70
Belitang III	356	122.50	3.146.70
Cempaka	5	1.00	8.65
Semendawai Barat	14	1.70	27.15
SS III	300	85.36	2.479.16
Semendawai Timur	142	32.80	911.20

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Belitang Jaya	36	10.24	240.50
Belitang Mulya	350	91.50	3.100.15
BMR	148	94.50	3.445.50
Bp Bangsa Raja	29	4.00	88.02

Source: Department of Livestock and Fisheries, 2023

Based on Table 1 above, it can be seen that in East OKU Regency, Belitang District is the largest producing district of catfish from pond cultivation. Currently, the ministry has designated East OKU Regency, specifically Belitang District, as a center for catfish. Patin Village was inaugurated in Belitang District on December 2 2021. Patin Village in Belitang District has an area of 1,200 hectares and is capable of producing 30 tonnage per year, as an innovative way to manage livestock products and has experienced an increase, especially fisheries for cultivating catfish. It is hoped that this effort will continue to be developed, in order to increase income for farmers and increase community productivity and achieve productivity levels. The government is of course ready to support various sectors and will also improve infrastructure because East OKU is one of the 6 regions that the central government has made into Patin Village. The Governor really appreciated East OKU Regency for the breakthrough in the agricultural sector, this is a real performance carried out to support community welfare. Patin breeders use the Komering River water, which is supported by irrigation channels, as an effort to grow and market catfish. In running a business, there are challenges and obstacles. This business has not been able to increase business development as expected.

Every producer (farmer) wants every farming business they run to get a profit for the sustainability of the next farming business. There are several factors that influence farming. One factor is external factors such as price and availability. Price is one of the factors that influences the income received by farmers, meanwhile, income that has been reduced by production costs will generate income. Prices that apply to farmers are fluctuating. These fluctuating prices can be an obstacle to the income received by farmers. Fluctuations in the price of catfish are caused by the large number of catfish circulating in the market where catfish farmers harvest simultaneously which causes the price of catfish to fall (Sazmi, 2017).

Marketing is a process of distributing products produced by producers (farmers) to the final consumer. Marketing has marketing institutions. Marketing institutions consist of: middlemen, collecting traders, wholesalers, retailers. Each marketing institution has its

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own function so that products can reach consumers. Each product, especially agricultural products, has different marketing institutions depending on the type of agricultural product being marketed. The profit obtained by each marketing institution is called marketing margin.

Fair distribution of marketing margins in each marketing institution is an indicator of whether the marketing of a product is efficient or not. The margin received by farmers is not comparable to the margin received by traders, so marketing margin is one of the factors that supports the size of farmers' income, where the marketing margin received by farmers/producers is not efficient compared to the margin received by collecting traders, large traders and small traders. This small margin makes it difficult for farmers to develop compared to other marketing channels. The high production of catfish in Belitang District, East OKU Regency does not necessarily have a positive correlation with the income or profits obtained by farmers if the high production is not balanced with a profitable selling price. High marketing costs due to a marketing chain system that is not running well. This can cause marketing costs to be high which will have an impact on the low level of prices received by farmers and high prices that consumers have to pay.

According to Haryanti et., al (2021), to encourage accelerated regional development with fisheries activities as the main activity in increasing community income and welfare, programs that have been realized in Minapolitan include increasing fisheries production and accelerating regional development, one of which is by knowing marketing patterns., marketing margins and catfish marketing channels

Based on the descriptions above, researchers are interested in conducting research with the title "Marketing Channels for Patin Fish Business in Belitang District, East OKU Regency." external factors such as price and availability. Price is one of the factors that influences the income received by farmers, meanwhile, income that has been reduced by production costs will generate income. Prices that apply to farmers are fluctuating. These fluctuating prices can be an obstacle to the income received by farmers. Fluctuations in the price of catfish are caused by the large number of catfish circulating in the market where catfish farmers harvest simultaneously which causes the price of catfish to fall (Sazmi, 2017).

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LITERATURE REVIEW

Patin Fish

Catfish is a type of fish that lives nocturnally. This animal begins to carry out activities after night time. During the day, catfish spend time hiding in burrows on the river bank. Therefore, catfish seekers usually look for this fish in the early hours of the morning. Apart from that, catfish are also known as fish that live in groups or in large numbers. Almost all of this fish activity is carried out at the bottom of the river, but just before dawn you will find catfish coming to the surface to take in oxygen in the air. The maturity period for catfish depends on their gender, because male fish usually reach reproductive maturity faster than female fish. Meanwhile, the process of maturation of egg and sperm cells is also influenced by environmental conditions, which will be faster if they are in tropical areas compared to sub-tropical areas. Female catfish reach sexual maturity at

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the age of between two and three years after their body weight exceeds 2 kg. Body weight also affects the number of eggs produced. For example, a female catfish weighing approximately 6 kg is capable of producing as many as one million eggs (Mahreda, 2022).

Marketing Efficiency

Marketing efficiency is a ratio that measures the output or production of agricultural commodities in a system or process for each unit of input by comparing the resources used to the output produced during the marketing process. Marketing efficiency is divided into two different categories, namely operational efficiency (technical efficiency) and price efficiency (economic). Technical efficiency is a combination of the capacity and ability of economic activity units to produce maximum output levels from fixed inputs and technology. Technical efficiency 17 is meant as an activity that aims to reduce input costs, namely transfer costs, storage costs and processing costs with the output remaining unchanged at that time. Economic efficiency is an activity carried out to minimize marketing costs. (Rahim & Hastuti, 2007) Whether a marketing system is efficient or not cannot be separated from the competitive conditions of the market in question. A perfectly competitive market can create an efficient marketing system, because a perfectly competitive market provides incentives for market participation, namely producers, marketing institutions and consumers (Rahim & Hastuti, 2007).

Research Objective

This research aims to determine the efficiency of catfish marketing channels in Belitang District, East OKU Regency.

Research Methods

The research method used in this research is a survey method, which according to Sriati (2018), this method is used by tracing all information related to the representation of the characteristics of the population in the field. This method is also a method used to obtain factors from existing symptoms and look for factual information about the social, economic or political institutions of a group. The sampling method used in this research is the census method. There are two marketing institutions involved in the catfish marketing channel in Belitang District, East OKU Regency, including wholesalers and retailers. Sampling for marketing channel institutions is carried out by census, according to Sugiyono (2012: 68), the Census Technique is a sampling technique when all members of the population are used as samples. The sampling at the research location can be

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seen in Table 3 below:

Table 2. Number of Respondents

No	Data type	Population (people)
1	Breeder	93
3	Wholesalers	15
4	Retailer	23
Total		131

Source: UPTD East OKU Fisheries Service, 2023

Table 2 shows that there are two marketing channel institutions involved in the catfish marketing channel in Belitang District, East OKU Regency, including catfish farmers, wholesalers and retailers where the total number of institutions involved is 131 people.

Analysis of the data processed in the research is primary and secondary data. Primary data is used to analyze marketing efficiency as seen from marketing margin, producer share and price transmission elasticity. Secondary data was used to analyze the marketing channels for catfish in Belitang District, while to answer the first research problem, marketing margin analysis was used and to answer the second problem formulation, efficiency analysis was used as follows:

$$EP = \frac{TB}{TNP} \text{ X } 100\%$$

Information:
EP = Marketing Efficiency
TB= Total Marketing Costs
TNP = Total Product Value TB TNP X 100%
With decision rules:
a. 0 – 33% = Efficient
b. 34 – 67% = Less Efficient

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c. 68 – 100% = Inefficient

RESULT AND DISCUSSION

Marketing institutions are very necessary during the process of marketing or distributing goods/commodities from producers to consumers. These marketing institutions play a role in bridging the interests of producers and consumers. According to Ardhiana (2014) in Irmayani (2021), marketing efficiency is a level that provides an indication of the profit value that can support economic activities for each marketing institution involved. Marketing efficiency is a benchmark in providing an assessment of whether a business in economic activity can provide profit value for each business. So, marketers can make a decision to continue the business or close the business. Marketing efficiency or EP can be measured by the amount of costs used in marketing with a set price range and will be paid by the institution, where this value will later be transformed into a percentage of x100%. The indicator can be said to be efficient if it can be seen that the efficiency value obtained is <50%. Meanwhile, if the efficiency value is > 50%, it can be said that the business carried out in marketing activities is said to be inefficient.

According to Sudana (2019), the length and shortness of the marketing channel will affect the level of efficiency. Channels that can be said to be efficient refer to this definition with research results that short channels are said to be efficient which only involve 1 institution in marketing activities. This is because each length of the marketing chain involved will affect the small value of profits or gains received by the producer. If there are conditions like this, namely a long marketing chain and many institutions that take part, it will cause an inefficient marketing process system.

Table 3. Efficiency Value of Patin Fish Marketing Channels in Belitang District, East OKU Regency

Marketing channel	Average Marketing Costs (Rp)	Marketable Product Value (Rp)	Efficiency (%)
I	44.187,50	25.000,00	1,76%
II	29.861,32	24.258,30	1,23%

Source: Primary Data, 2023

Based on Table 3 Marketing channels I catfish farmers sell catfish for IDR. 15,000/kg. In marketing channel I, the average marketing cost is IDR. 44,187.50/kg. The

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marketed production value is IDR 25,500/kg. Marketing channel I, when viewed from the results of the efficiency analysis, shows 1.76%. These results can be interpreted to mean that the marketing channel I that occurs is efficient because the EP value is <50%. In marketing channel II, cultivators sell catfish for Rp. 17,000/kg. costs invested in marketing activities by marketing channel II amounted to IDR 29,861.32. The production value is IDR 24,258.30/kg. The efficiency value in marketing channel II is 1.23%. Therefore, these results can illustrate that the second marketing channel that occurs is efficient because the EP value is <50%. Marketing channel II is the lowest marketing margin. The low margin value obtained is due to the absence of profit calculations for each institution, where in this channel there are no institutions involved. This is in accordance with research from Yulinda, Zulkarnaini, and Erinda (2019), that shorter marketing channels are more efficient marketing channels.

In Table 3, the two catfish marketing channels in Belitang District can be said to be efficient. The EP value in marketing channel I is 1.76% and marketing channel II is 1.23%, the EP value obtained shows a figure < 50% with the interpretation of these two channels in marketing activities and can be said to be efficient. However, if further from all the channels in this research, the smallest value indicates the most efficient channel, in the case of this research the channel that shows the highest level of efficiency is marketing channel II, this is because the lower the efficiency value will describe the condition of the chain. marketing will be shorter or fewer institutions will be involved in the marketing. So that marketing channels will be achieved that will be more efficient. This is in line with the theory of William J Stanton (1998), Efficiency is any measure of comparing the plan to use input with the realization of use or in other words actual use, that a shorter marketing channel is a more efficient marketing channel, the smallest value indicates the channel the most efficient.

CONCLUSION

Based on the results of the research that has been carried out, it can be concluded that marketing channels are efficient in marketing channel II. Marketing channel II is the lowest marketing margin. The low margin value obtained is due to the absence of profit calculations for each institution, where in this channel there are no institutions involved.

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