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Marketing Analysis Of Nasi Teri Fish Products(Case Study of Terapung Village, Mawasangka District, Central Buton Regency)

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Abstract

This research aims to determine income, marketing channels and marketing efficiency in Floating Village, Mawasangka District, Central Buton Regency. The research location was determined using purposive sampling with the consideration that the area is an anchovy producer. This research was carried out in February - July, the sample determination in this research was carried out using a non-probabilistic sampling method with a purposive sampling method with certain criteria. Data analysis in this research uses descriptive analysis, income analysis and marketing efficiency analysis. The research results show that in the research area, the income from each anchovy processor averages IDR 28,190/Kg and there is only one channel pattern and a marketing efficiency level of 2%, which is in the efficient category.

Keywords: Anchovies, Revenue, Marketing, Channels, Marketing Efficiency.

INTRODUCTION

Fishery resources can potentially be utilized to improve the standard of living and welfare of fishermen, but in reality there are still quite a number of fishermen who have not been able to increase their catch, so that the level of income of fishermen does not increase. Until now, fishery products from fishing activities, especially from the sea, are still a source of fish production or other types of life (Dian, 2016).

Anchovy is a type of sunfish that is commonly found in the coastal areas of the Atlantic, Indian and Pacific oceans, and is categorized as oily fish. As is known anchovy is a product that is very easy to spoil. To avoid spoilage, various ways are carried out, one of which is through the

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salting process. During the salting process, there is salt penetration into the fish body and the release of liquid from the fish body due to the difference in concentration. The liquid quickly dissolves the salt crystals or dilutes the salt solution. As the liquid leaves the fish body, salt particles enter the fish body. Fish processed with this salting process is called salted fish (Hendrik, 2010).

Terapung Village, Mawasangka Induk Subdistrict, Central Buton Regency is known as a producer of fresh anchovies with 60% making a living as floating bagang fishermen where anchovies are caught (Pertiwi et al. 2018). However, the famous or long-established company is there is this company, namely one anchovy processing company that has long been established from 2008, namely the CV. Sumber Rahmat company. Terapung Village has several anchovy processing companies but over time the company sometimes goes back and forth in terms of conducting its operations. The following is one of the anchovy production data from the CV. Sumber Rahmat company from 2019-2023 which has produced anchovy rice and anchovy terrain every year which is presented in tabular form below:

Table 1 Production data of CV. Sumber Rahmat

No.	Year	Production (Ton)	
		Anchovy Rice	Medan Anchovy
1	2019	220	217
2	2020	207	211
3	2021	210	214
4	2022	226	224
5	2023	225	209

Source: CV. Sumber Rahmat, 2023

Based on production data, in 2019 the production of anchovy rice reached 220 tons and anchovy terrain reached 217 tons. However, in 2020, there was a decrease in production for both types of anchovy, namely 207 tons for anchovy rice and 211 tons for anchovy terrain. In 2021, rice anchovy production increased to 210 tons, followed by an increase in terrain anchovy production to 214 tons. The upward trend continued in 2022, where rice anchovy production increased significantly to 226 tons, while terrain anchovy reached 224 tons. However, in 2023, rice anchovy production decreased slightly to 225 tons, and field anchovy decreased more significantly to 209 tons. This fluctuation is due to the availability of raw materials, which is affected by climate

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change. In addition, marketing challenges and fishermen's income are important concerns. Efforts to shorten marketing channels, minimize margins, and calculate the share received by fishermen from the final price (farmer share) are needed so that marketing becomes more efficient and product prices remain affordable for consumers.

Ahamad Rizal's research (2019) entitled "Analysis of Processing and Marketing of Salted Anchovies (Stolephorus sp) in Kuala Batahan Village, Batahan District, Mandailing Natal Regency" analyzes the processing system, marketing channels, and marketing efficiency of salted anchovies using descriptive methods and share margins. Meanwhile, research by Ira Desmiati et al. (2022) focused on marine fresh fish marketing in Padang City with a SWOT approach, which resulted in a Turn Around Strategy development strategy to overcome the internal weaknesses of traders. Research by Sonny Koeshendrajana et al. (2017) explored the seafood sector in Indonesia through fish supply-demand modeling to 2030, emphasizing the importance of aquaculture growth to meet demand. Rahman et al. (2019) studied the seafood marketing channel at Banjarmasin port and found differences in marketing margins at different levels of intermediaries. Research by Lingga Nurmalasari et al. (2021) studied the efficiency of anchovy marketing channels in Sanggalangit Village, with results showing significant differences in time, place, commodity, and methods used compared to previous studies.

Based on the above background, the authors are interested in discussing further through research with the title "Marketing Analysis of Processed Anchovy Products: Case Study of Terapung Village, Mawasangka Subdistrict, Central Buton Regency.

METHOD

The population in this study were all anchovy processors totaling 15 people in Terapung Village, Central Buton Regency in the Terapung Village area with a *non-probability* method using *purposive sampling* technique. The type of data in this study is qualitative data derived from the results of questionnaires in the form of primary data and secondary data. Data collection techniques used in this research are surveys, interviews, and documentation. The data analysis used in this research is:

1. The marketing channel of anchovy rice or anchovy rice products is analyzed using the descriptive analysis method.
2. The formula for knowing the income earned by anchovy processors rice is as follows:
   a) To find out the total cost is mathematically formulated as follows, (Suratiyah, 2006):

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$$TC = TFC + TVC$$

Description:

TC = Total cost (Rp)

TFC = Total fixed cost (Rp)

TVC = Total variable cost (Rp)

b) To find out the acceptance systematically formulated as follows, (Soekartawi, 2016):

$$TR = Q \times P$$

Description:

TR = Total revenue (Rp)

Q = Total production (Rp)

P = Anchovy price (Rp)

c) To find out the profit is mathematically formulated as follows, (Sokartawi, 2016):

$$\Pi = TR - TC$$

Description:

Π = Profit (Rp)

TR = Total revenue (Rp)

TC = Total Cost (Rp)

3. According to Roesmawaty (2011), to determine the marketing efficiency of each marketing channel involved used the formula:

$$Ep = \frac{TB}{TNB} \times 100\ \%$$

Description:

Ep Marketing efficiency

TB Total marketing cost (IDR)

TNB Total product value (Rp/Kg)

The decision rule for this marketing efficiency is :

- 0 - 33 % Efficient
- 34 - 67 % Less efficient
- 68 - 100 % Inefficient

RESULTS AND DISCUSSION

Overview of Rice Anchovy Processing Business

This study took five anchovy processing companies that are still operating in Terapung Village, namely CV. Sumber Rahmat, H. Mursidin, Masita, Jusmaedi, and Ludin M. One of the oldest companies, CV. Sumber Rahmat, was established in 2008 by a married couple H. Mustaring

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and Hj. Maryam, who started an anchovy processing business in an area with abundant anchovy resources. CV Sumber Rahmat officially became an incorporated company in 2017 and inspired the establishment of other companies, such as Masita in 2015, H. Mursidin in 2016, Jusmaedi in 2019, and Ludin M. in 2020. All of these companies developed due to the abundance of anchovy rice, the main commodity in Terapung Village, as well as the increasing number of floating bagang fishermen that support the processing process. The similarities in the operations of these five companies reflect the great influence of CV Sumber Rahmat as the pioneer of anchovy processing in the village, which also provided motivation for the community to establish similar businesses.

Anchovy Processing System

Based on the anchovy processing system in this study, the five companies or respondents have the same processing pattern in this case there is no difference in processing. The anchovy processing system is a process that involves several important steps to turn fresh anchovies into a final product that is ready for consumption.

This anchovy processing system has several processes, namely there are 4 stages or processes that can be studied, each element has a complex process in it. Overall, the pattern of anchovy processing from all respondents has a pattern that does not differ at all, the only difference in this case is the quantity aspect in the processing results, both at CV Sumber Rahmat, Masita, H Mursidin, Jusmaedi, and Ludin M who are processing respondents or subjects in this study. The pattern of anchovy processing system can be presented or summarized in the form of Figure 1.

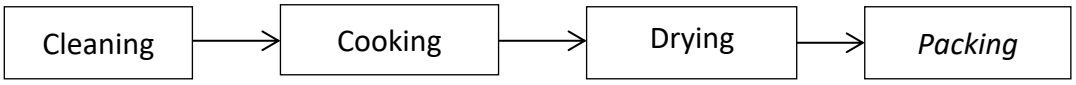


Figure 1 Stages of anchovy processing

Advantages

1. Cost of Rice Anchovy Processing Business

The cost in question is the cost of all facilities used by the owner of the anchovy rice processing business. Fixed costs are costs that must be incurred by business actors whose amount is not influenced by the products produced. Fixed costs incurred by the rice anchovy processing business consist of labor salary costs. Variable costs are crocodiles that are not fixed in price and amount and also overhead costs or other costs and marketing costs for anchovy rice.

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Table 2 Rice Anchovy Processing Cost

Cost Type	Characteristics	Cost (Rp/Kg)
Fixed Cost	Labor	1.260
Variable Cost	Anchovies	18.000
	Salt	136
	Water	234
	Fuel	440
	Electricity	400
	Anchovies	18.000
Depreciation Expenses	Production Tools	340
Marketing Costs	*Packing*	200
	Transportation	800
Total		21.810

Source: Primary data processed in 2024

Fixed costs are a type of cost that will not change in *total cost*, along with the rise and fall of products produced or activities carried out in connection with the manufacturing process (Kurniawan, 2017). Table 2 shows that the fixed costs incurred by rice anchovy processors are labor costs or salaries (operational) of Rp1,260 Based on table 2 shows that variable costs are accumulated together with revenue per kilogram where these costs, anchovy as raw material of Rp18,000/Kg, salt costs Rp136, water costs Rp234, fuel costs Rp440, and electricity bill costs Rp400. Table 4.3 shows the costs of depreciation or costs outside the production process are the costs of other processing equipment amounting to Rp340. Marketing costs in table 4.3 show that the costs incurred by anchovy processors are *packing* costs of IDR 200, and transportation costs of IDR 800. The above costs are all costs or expenses of anchovy rice processors during their production period which are calculated based on per kilogram of anchovy rice.

2. Acceptance of anchovy processors

Revenue is the result of multiplying the total product quantity by the unit selling price. What is meant by *revenue* is the receipt of production from the sale of its output. Revenue is also called the total income received by rice anchovy processors in the form of money obtained from sales. The business revenue in question is business revenue from the sale of processed anchovies. Based on the results of my research that of the five anchovy processing companies that I interviewed all said the price of acceptance agreed upon by each rice anchovy processor in

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Terapung Village, each anchovy processor equally received money of IDR 50,000 / Kg which was seen based on the calculation of the price of anchovies per kilogram. Processors in Terapung Village, Mawasangka Subdistrict, Central Buton Regency, which has 5 companies at the same level, will get sales revenue based on the agreed price of the five companies.

3. Advantages

Profit is the difference between total revenue and total expenditure, so that to achieve these results business owners are expected with various alternatives. Revenue or income will encourage traders to be able to allocate it in various uses such as production costs, receipts, costs and net income of rice anchovy processing businesses in Terapung Village.

Table 3 Revenue, Cost, and Net Income (profit)

No.	Description	Amount (Rp/Kg)
1.	Reception	50.000
2.	Cost	21.810
	Advantages	28.190

Source: Primary data processed in 2024

The net income referred to in this study is the difference between the revenue earned and the costs incurred in the rice anchovy processing business. The income earned can provide an overview of the state of the rice anchovy processing business. Based on table 3 shows that the total revenue of Rp50,000 with the total cost of production calculated based on the calculation of per kilogram of anchovy of Rp21,810, the average income of the rice anchovy processing business per kilogram is Rp28,190, which can be concluded that the income or profit of each rice anchovy processor in Terapung Village per kilogram is Rp28,190/Kg.

Marketing Channel

The *marketing channel system* is a group of specific marketing channels used by a company and decisions about this system are one of the most important decisions facing management. The main role of marketing channels is to turn potential buyers into profitable customers, not only serving the market but having to shape the market. From the research conducted in Terapung Village, there is only one marketing channel that is feasible to conduct a study, namely direct marketing channels or only one channel pattern.

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Figure 2: Types of Marketing Channels

Based on Figure 2 in the marketing channel, processors or intermediate consumers buy anchovies directly from the fishermen, then the processors carry out processes in processing anchovies into dried anchovies which then sell or market anchovies back to consumers - end consumers who come themselves to the processing site or are distributed to the end consumer's place, the end consumer here is on the island of Java.

End consumers in marketing channels are individuals or groups who buy products or services for personal, family, or gift purposes not for resale unless the goods purchased previously and resold have changed form in other words other products can be said to be the end user of a product. The final consumers here are companies, restaurants or people who want to buy these anchovy products, who need processed anchovy raw materials or consumers who do not resell the anchovy.

The following is a table of marketing costs and share margins and profits in the research area. There are various marketing institutions that are not used in the marketing channel, in other words, they are trimmed.

Table 4 Marketing Costs and Selling Prices of Anchovy Processors Marketing

No.	Description	Selling Price (Rp/Kg)	Marketing Cost (Rp/Kg)
1.	Packing		200
2.	Transportation		800
Total Marketing Cost			1000
Consumer Purchase Price		50.000	
Total Product Value		50.000	

Source: Primary Data Processed Year, 2024

Costs are all expenses incurred to acquire goods or services from third parties. In this context, costs include cash, cash, or cash equivalents (non-cash assets that can be measured for desired goods or services) that are sacrificed to acquire goods or services that are expected to provide profit, both in the present and future. In the field of cost accounting, cost has two different definitions, namely as *cost and expense*. Based on Table 4, *packing* costs are IDR 200,

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transportation costs are IDR 800, and seen in table 4. total marketing costs are IDR 1000.

Consumer purchase price is the purchase price or the amount of money paid by consumers to buy a good or service. Based on table 4, it shows that the consumer purchase price is IDR 50,000, directly proportional to the total price of the product value of anchovy processing, which is IDR 50,000. This means that the consumer purchase price of anchovy rice is the same as the total value of the anchovy rice product.

The marketing channel in the research is only one that is studied because judging from the activities carried out by the parties included in this channel, the activities carried out based on the most activities, we rarely find fishermen selling directly to the final consumer because not all residents will eat anchovies every day. That this is said by fishermen to consumers requires a large enough cost which if associated based on table 4 above as data that has been processed.

Marketing Efficiency

The marketing aspect is an important aspect of this research if this aspect runs well enough, then all parties will benefit equally. To find out the level of marketing efficiency is done by knowing how much the total marketing costs are in the marketing channel in this study the total marketing costs are IDR 1000. Knowing how much the total product value is IDR 50,000. To get the marketing efficiency value, the division between total marketing costs and total product value is then multiplied by 100%, which can produce a marketing efficiency level of 2%.

The marketing channel efficiency value of 2% < 33% means that this marketing channel is an efficient marketing channel. That the efficiency of a marketing channel must be at <33%. Requires a distribution channel that is not too convoluted, which does not involve many other institutions, which means that the sales efficiency that reaches 2% is very satisfactory in sales efficiency which is included in the efficient category, which means that there is still a positive influence on the processing business. The impact of an inefficient marketing channel is :

a) Increased costs. Inefficient marketing channels can lead to higher operating costs. This can be caused by too many intermediaries or convoluted processes.
b) Decreased customer satisfaction. Lack of efficiency in marketing channels can make the buying process slow or difficult for customers. This can result in decreased customer satisfaction.
c) Loss of market share. If competitors have more efficient marketing channels, the company may lose market share due to difficulties in reaching and meeting customer needs properly.

All of the above impacts can be overcome by taking several actions such as :

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a) Analyze and evaluate. Conduct a thorough analysis of the existing marketing channels to identify areas where efficiency is compromised. Evaluate the process and identify the main causes of problems.
b) Optimize marketing channels. Evaluate whether each step in the marketing channel is really necessary. Identify intermediaries that can be eliminated or processes that can be streamlined to improve efficiency.
c) Automate marketing channels in marketing areas, and conduct open communication and training for those involved in marketing channels.

CONCLUSION

Based on the results of research that has been conducted on the analysis of anchovy marketing in the research area, the following conclusions can be drawn:

1. Net income in rice anchovy processors in the research area when viewed from the total production cost of Rp21,810/Kg. Revenue from the sale of anchovy rice is Rp50,000/Kg, so it can be seen that the net income or profit from processing anchovy rice is Rp28,190.
2. The marketing channel in the research area consists of a direct marketing channel or only one channel pattern even though the research area has five anchovy processors but the five processors are still at the same level, where this channel starts from the floating bagang nelyan and then the anchovies obtained at the time of capture in the bagang are then brought into intermediate consumers in this case the dried anchovy processor in this anchovy processor goes through various processing processes until the stage is distributed back to the final consumer who is usually distributed to the island of Java.
3. The marketing efficiency obtained from the marketing channel is 2%, which efficiency can be said to be an efficient marketing channel that has an impact on the business activities carried out by the parties involved in marketing channel activities.

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