

# Marketing Channels of Sangkuriang Catfish (*Clarias gariepinus*) Hatchery Business in Karang Tunggal Village, Tenggara Seberang District

Margaretha Elena | Gusti Haqiqiansyah | Oon Darmansyah

Department of Socio-Economic Fisheries, Faculty of Fisheries and Marine Science, Mulawarman University  
 Jl. Gunung Tabur No. 1. Kampus Gn. Kelua Samarinda 76123  
 E-mail: gusti.haqiqiansyah@fpik.unmul.ac.id

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## ABSTRACT

*This study aims to determine the marketing channel pattern of Sangkuriang Fahtoni catfish hatchery in Karang Tunggal Village, Tenggara Seberang District, Kutai Kartanegara Regency. This research was carried out from July 2022 to January 2023 at the Sangkuriang Fahtoni Catfish Hatchery, Karang Tunggal Village, Tenggara Seberang District, Kutai Kartanegara Regency. The sampling method in research applies case study techniques. A sample of 1 respondent with reference to the census method. The results showed that there are 2 institutions involved in marketing activities at the Sangkuriang Fahtoni catfish hatchery, namely producers (Fahtoni hatchery business), retailers, and consumers. Marketing funnel pattern, level zero and level one marketing channel pattern.*

## INTRODUCTION

Catfish is a freshwater fish that is extensively cultivated across almost all regions of Indonesia. This is due to the fact that catfish is one of the leading commodities and has a promising market outlook. Several advantages of catfish compared to other types of fish include its faster growth rate, as well as easier maintenance and feeding (Yunus & Tuiyo, 2014). A motor vessel or "kedo-kedo" is a type of boat that utilizes a motor as its main source of propulsion, permanently installed within the vessel. The fishing gear used by motor vessel fishermen in the Biduk-Biduk Subdistrict is fishing lines ("pancing"). Several types of fish, including the Sunu Grouper, are among the catch obtained.

Factors influencing the survival of catfish that need to be considered include stocking density, feeding, diseases, and water quality. While catfish can tolerate high stocking densities in relatively small ponds, there are limits to this. Similarly, the quality of the feed provided should be adjusted according to the quantity stocked (Effendi, 2004).

Karang Tunggal Village is one of the villages located in Tenggara Seberang Sub-District, Kutai Kartanegara Regency. The occupations in Karang Tunggal Village are diverse, and one of them is the Sangkuriang catfish hatchery business run by Fahtoni. This business was initiated in 2013 and continues to operate to this day. The Sangkuriang catfish hatchery and marketing business of Fahtoni have been experiencing growth due to the high market demand for quality catfish fingerlings.

Marketing is a crucial aspect of running a fisheries business because it is an economic activity that affects the revenue generated by the fishery business. The process of transferring the produced Sangkuriang

catfish from the producer to the consumer, either directly or through intermediary traders, can lead to changes in prices.

This study aims to determine the marketing channel patterns and marketing margins of the Sangkuriang catfish hatchery conducted by Fahtoni in Karang Tunggal Village, Tenggara Seberang Sub-District, Kutai Kartanegara Regency.

## METHODOLOGY

### Time and Location

This study was conducted from October 2022 to January 2023. The research took place in Karang Tunggal Village, Tenggara Seberang Sub-District, Kutai Kartanegara Regency.

### Method of Collecting Data

The data was collected through a survey, involving direct field observations and interviews with respondents. The collected data consisted of both primary and secondary data. Primary data was obtained through interviews using questionnaires, while secondary data originated from literature, research reports, and relevant institutional sources.

### Sampling Method

This research focuses on a single business in the fisheries sector engaged in the activity of Sangkuriang catfish hatchery. Therefore, this study applies a case study technique. The sampling method employed in this research is a census technique. A census study involves taking the entire population as a sample and using structured questionnaires as the primary data collection tool to obtain specific information (Akbar & Usman, 2008).

### Data Analysis

The data analysis used in this research includes Descriptive Analysis and Marketing Margin Analysis. Descriptive analysis involves the collection, processing, presentation, and interpretation of quantitative or percentage data that can be presented in the form of tables or graphs (Walpole, 1995). The purpose of descriptive analysis is to transform a collection of raw data into a more understandable form, namely, concise information. Sudiyono (2001) states that marketing margin is the difference between the price paid by the end consumers and the price received by the hatchery entrepreneur. Mathematically, the marketing margin is formulated as follows:

$$Mp = Pr - Pf$$

*Mp* = Marketing Margin

*Pr* = Price at the consumer level

*Pf* = Price at the producer level

## RESULT AND DISCUSSION

### General Description of the Area

The Tenggara Seberang Sub-District consists of 18 villages and urban communities. It spans an area of 443.40 km<sup>2</sup> and is one of the sub-districts directly bordering Tenggara Sub-District, which is the capital of Kutai Kartanegara Regency. Additionally, it shares borders with Sebulu Sub-District to the north, Marangkayu Sub-District to the east, and Loa Kulu Sub-District to the south.

The region of Tenggara Seberang Sub-District is characterized by lowland terrain, so there are no small mountains or hills commonly found in other areas. As for natural lakes, they are not found here except for small lakes that are remnants of mining activities. The population in Tenggara Seberang Sub-District has been increasing annually, evident from the previous year, 2019, where the population totaled 57,120

people, consisting of 31,206 males and 25,914 females. Population numbers tend to fluctuate due to various factors, including births, deaths, and migration in and out of the area.

In recent years, there has been a significant influx of migrants to the Tenggara Seberang Sub-District. This is largely due to the promising job opportunities in sectors like mining and agriculture, attracting individuals from outside the region to work within the sub-district.

### **Fisheries Potential**

The fisheries sector in the Tenggara Seberang Sub-District is predominantly focused on aquaculture, including pond and floating cage farming, with only a small number engaged in traditional fishing in open waters. This trend is due to the perceived greater potential of pond and cage aquaculture. Fish farming in cages is particularly productive, with a reported production value of up to 81.42 billion Indonesian Rupiah. This value is derived from a farming area of 4,325 hectares, managed by 1,081 households involved in aquaculture.

### **Hatchery Business Profile**

Mr. Fathoni's Sangkuriang catfish hatchery business is located at Mekar Jaya Hamlet, RT.012, Karang Tunggal Village, Tenggara Seberang Sub-District, Kutai Kartanegara Regency, in 2020. He began his venture in 2013 and continues to run it today. The hatchery occupies approximately 1 hectare of land. Mr. Fathoni learned the process of breeding through self-teaching. Initially, he started his business by purchasing 12 one-year-old Sangkuriang catfish breeders from the city at a price of IDR 50,000 per fish. Over time, he expanded his breeders' pool to around 100 individuals. In Mr. Fathoni's Sangkuriang catfish hatchery, there are 30 tarpaulin ponds measuring 4 m x 2 m, 3 earthen ponds measuring 5 m x 8 m, 3 ponds for breeding, 2 ponds for quarantining breeders, and the remaining ponds are used for the growing process. There are also 2 earthen ponds for growing fish fingerlings and 1 earthen pond for breeding fish. Additionally, there is a water storage tank measuring 8 m x 4 m. In the initial stages of his business, Mr. Fathoni did not have hired labor; he was assisted by his parents. However, due to increasing demand from buyers, after 3 months, he hired labor. Currently, Mr. Fathoni employs 2 workers who receive a monthly wage of IDR 2,500,000 each, and their monthly consumption costs amount to IDR 900,000.

### **Marketing Channels for the Sangkuriang Catfish Hatchery Business**

The marketing channels for Sangkuriang catfish fingerlings in Karang Tunggal Village, Tenggara Seberang Sub-District, Kutai Kartanegara Regency, can involve several marketing entities. Based on the research findings, a marketing channel model for Sangkuriang catfish fingerlings can be depicted. The marketing channel for Sangkuriang catfish fingerlings involves two marketing entities: the Producer, Collector Trader, and Retail Trader. The marketing channel formed can be classified as a zero-level channel (direct marketing) in the first level (Channel I) and a one-level channel (One level channel) in the second level (Channel II).

#### **a. Marketing Channel I**

In Marketing Channel I, the hatchery sells Sangkuriang catfish fingerlings directly to end consumers, eliminating the need for intermediary traders. This channel is used for bulk purchases by individuals who intend to use the fingerlings for their own growth operations. The selling price from the producer is IDR 200 per fish.

#### **b. Marketing Channel II**

In Marketing Channel II, the hatchery sells catfish fingerlings to retail traders, who then sell to end consumers. This channel is employed when consumers wish to buy in smaller quantities. The selling price in this channel is different from Marketing Channel I, priced at IDR 300 per fish.

The rapid and profitable marketing of Sangkuriang catfish fingerlings requires proper marketing strategies. In this context, there are two marketing channels: Channel I involves direct sales from the producer to consumers, and Channel II involves sales to retail traders who then sell to consumers. Channel

I is often preferred due to large consumer demand for fingerlings for growth operations, while Channel II is less common.

Market penetration is essential to expand the market share of grown catfish production. Intensive farming practices and sufficient harvest yields are crucial to support successful market penetration. After establishing a market presence, market development involves creating holding facilities in the market to accommodate the catfish supply.

Overall, there are two main reasons for increasing fish consumption in Indonesia: to improve the quality of human resources through increased protein and nutritional intake and to drive the growth of the catfish industry, particularly in marketing and processing aspects. Catfish, once considered a cheap fish primarily consumed by farming families, has gained popularity among the wider population.

Digital marketing refers to marketing efforts using electronic devices and the internet, employing various tactics and digital media to communicate with potential consumers online. Digital marketing can boost business revenue (Dewi et al., 2018).

### Marketing Margins

The marketing margin represents the difference between the price paid by the consumer and the price received by the producer in Karang Tunggal Village, Tenggara Seberang Sub-District, Kutai Kartanegara Regency.

This aligns with the theory by Sariyoga & Anggraeni (2011), defining marketing margin as the price difference received by the hatchery from intermediary traders. To calculate the marketing margin of Sangkuriang catfish hatcheries in Karang Tunggal Village, Tenggara Seberang Sub-District, for each marketing channel, the selling and buying prices of each marketing entity involved need to be known.

Table 1. Marketing Margins for Each Sangkuriang Catfish Hatchery Marketing Channel in Karang Tunggal Village, Tenggara Seberang Sub-District, Kutai Kartanegara Regency

Channel	Status	Purchase Price (IDR/head)	Selling Price (IDR/head)	Margin
I	Producer	--	200	--
	Consumer	200	--	--
II	Producer	--	200	--
	Retailer	200	300	100
	Consumer	300	--	--

Table 1 shows that the marketing margin of the Sangkuriang catfish hatchery in Karang Tunggal Village, Tenggara Seberang District, Kutai Kartanegara Regency on Channel I has a total marketing margin of zero (0) because it is not through intermediary traders and the price is direct through producers to consumers at a price of IDR 200/head. Furthermore, in channel II, the total marketing margin is IDR 100/head where retailers buy catfish seed producers at a price of IDR 200/head and sell it to consumers at IDR 300/head. So the short length of a channel can affect its margin, the longer the marketing channel, the greater the marketing margin, because more and more marketing agencies are involved.

### Problems of Sangkuriang Fahtoni Catfish Hatchery

The problems faced by the Sangkuriang Fahtoni catfish hatchery business actors include the weather factor which does not support spawning, business actors overcome this by changing the day to carry out the spawning process, the second problem is the price of feed which sometimes rises, business actors overcome this by adding azolla natural feed to facilitate the purchase of feed, the next problem lies in the management

of books that are not neat when recording, this problem cannot be resolved by business actors because they do not know how to properly manage business bookkeeping properly.

## CONCLUSIONS

Based on the results of the analysis and discussion in this study, the following conclusions can be drawn:

1. There are 2 institutions involved in marketing activities at Fahtoni's sangkuriang catfish hatchery, namely producers (Fahtoni hatcheries), producers, retailers, and consumers. The marketing channel patterns that occur are 2 marketing channel patterns, level 0 channels and level I channels.
2. In marketing channel I, the amount of margin is IDR 0 or there is no follow-up, in marketing channel II, the margin is IDR 100/head.

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