Analysis of Distribution and Marketing Margins of Sunu Grouper (*Plectropumus leoparsus*) in Teluk Sulaiman Village, Biduk-Biduk District, Berau Regency

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ABSTRACT

The study was conducted with the aim of analyzing and describing how the distribution process and marketing margins of Sunu Grouper (Plectropomus leopardus) in Sulaiman Bay Village. The research was carried out for 9 months from March to December 2022 in Kampung Teluk Sulaiman, Biduk-Biduk District, Berau Regency. The method used in sampling fishermen is purposive sampling with a total of 21 respondents, while in sampling collecting traders and retailers using the snowball sampling method as many as 10 people. The analysis method uses qualitative descriptive analysis. The results show that the marketing channel pattern on the sale of Sunu Grouper Fish in Kampung Teluk Sulaiman there are 2 levels of marketing channels of the level one channel pattern and the second level channel pattern. Based on the results of the margin calculation of each Sunu Grouper marketing institution in Teluk Sulaiman village, the institutions that obtained a larger margin were collecting traders of IDR 25,000, while retailers of IDR 20,000

INTRODUCTION

Kampung Teluk Sulaiman is a village with abundant potential in fisheries resources. The majority of its residents work as fishermen. Generally, the fishing community in Kampung Teluk Sulaiman employs a combination of traditional and modern fishing techniques. This includes the use of Fish Finder, which helps detect the presence and movement of fish in the sea, making it easier to identify fishing locations. The fishermen in Kampung Teluk Sulaiman, located in the Biduk-Biduk Subdistrict, use motor vessels (known as "kedo-kedo") for their fishing operations. 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.

In 2019, the total capture fisheries production in the Biduk-Biduk Subdistrict was 1,854 tons from marine fisheries, while in 2020, the capture fisheries production from marine sources amounted to 1,718 tons. The production of grouper fish in Berau Regency was recorded at 57.93 tons (BPS Berau Regency, 2021). According to Pradini et al. (2017), marketing is the distribution function from producer areas to consumer areas. Thus, marketing is one of the crucial factors that influence the final price of fish products sold by traders. An observable consequence of the marketing process is the marketing margin. The marketing margin is the difference or gap between the selling price of fish from fishermen to consumers.

Based on the points raised by Pradini et al. (2017), it's understood that the marketing of catch results is inseparable from the role of marketing institutions in delivering captured fish to consumers. The issue that arises is that as the number of marketing institutions increases, the price received by fishermen becomes lower, while consumers have to pay higher prices. The price difference between fishermen and traders indicates the existence of a marketing margin between fishermen and consumers. A larger marketing margin will lead to a smaller percentage of the share received by fishermen.

Marketing is the most important aspect of running a fisheries business. The ability to market the produced goods can increase assets and efforts to enhance and develop the business. The effectiveness of marketing a business's production output to achieve maximum profit depends on the marketing patterns and channels. A business with good productivity can fail if its marketing is not effective. One aspect of marketing that needs to be considered in improving the flow of goods from producers to consumers is marketing efficiency. Through marketing efficiency, differences in prices received by fishermen until the goods are paid for by end consumers are apparent, along with the income feasibility received by fishermen and institutions involved in marketing activities (Nuriati, 2018).

According to Nuriati (2018), marketing is considered efficient when it fulfills two conditions: it effectively conveys producer outputs to consumers at the lowest cost possible, and it ensures a fair distribution of the overall price paid by the final consumers to all parties involved in the production and trade of the goods. For the marketing of Sunu Grouper fish in Kampung Teluk Sulaiman, Biduk-Biduk Subdistrict, there are two types of fish sales: live and dead. Live fish are sold in trap nets, where the fish are first collected. Once the fish reach an economically acceptable size, they are distributed to Bandung, Denpasar, Bali, and nearby areas. On the other hand, dead fish are usually sold to middlemen, collectors, retailers, and direct consumers. Fish sold to collectors or retailers are typically distributed to Tanjung Redeb, Tanjung Selor, Samarinda, and Balikpapan.

METHODOLOGY

This research was conducted over an 11-month period, from preparation to research outcomes, spanning from March 2022 to January 2023. The research was conducted in Kampung Teluk Sulaiman, Biduk-Biduk Subdistrict, Berau Regency. The data collected for this study include primary and secondary data. Primary data collection was done through interviews using questionnaires to gather information about the social conditions of the population, distribution of marketing, and marketing margins of Sunu Grouper fish among the fishermen in Kampung Teluk Sulaiman. Secondary data refers to data from other sources before the research was conducted, including archive records, reports, local records, and scientific journals. Data collection methods included direct observation of the situation and conditions in the research area, interviews, and documentation. Respondents were selected using Purposive Sampling method, criteria being fishermen using motor vessels and catching Sunu Grouper fish. Snowball Sampling method was used to select respondents among middlemen and retailers.

The Purposive Sampling method was utilized in this research for selecting interviewees from fishermen's marketing institutions. The Purposive Sampling method involves selecting samples based on specific criteria. The Snowball Sampling method was used to select interviewees among distributor traders, market traders, and retailers. The Snowball Sampling method involves selecting interviewees based on recommendations from previous interviewees, leading to the discovery of new information by researchers for comprehensive and in-depth data collection.

In this study, we sampled 31 respondents. The analysis technique employed was qualitative descriptive analysis. Descriptive analysis aimed to understand the distribution of marketing and marketing margins of Sunu Grouper fish in Kampung Teluk Sulaiman, Biduk-Biduk Subdistrict, Berau Regency. According to Hapsari (2014), marketing is a vital activity in the distribution and sale of fresh sea fish.

Marketing is a determining factor in the success of sales, particularly for fishermen as producers. In general terms, distribution can be understood as the marketing activity that aims to facilitate the delivery of goods and services from producers to consumers, ensuring their proper utilization (Wijaya, 2013).

Fisheries marketing encompasses more than just transferring products from fishermen (producers) to consumers. It involves a complex process including product collection from fishermen and distribution, including the choice of marketing channels. Kai et al. (2016) reported that marketing margin refers to the difference between the price paid to the first seller and the price paid by the final buyer. Marketing costs increase when multiple marketing entities are involved in bringing a product to the final consumer. Higher product quality desired by consumers leads to increased marketing costs (Kai et al., 2016). The marketing margin indicates the percentage of the selling price received by each marketing participant compared to the retail price of the same product form (Hapsari, 2014). The costs and profits of each marketing channel for each trader are not evenly distributed. The expenses incurred by each trader for different channels vary, influenced by sales quantities. Larger quantity sales, typically done by collecting traders, require higher expenses due to associated marketing costs such as transportation, maintenance, feed, tolls, and labor costs (Pabbo, 2016).

RESULT AND DISCUSSION

General Description of the Area
Kampung Teluk Sulaiman is one of the villages located on the coastal area of Berau Regency within the Biduk-Biduk Subdistrict. Geographically, Kampung Teluk Sulaiman is situated at coordinates 01°19'47"N 118°36'00"E, with an elevation ranging from 0 to 4 meters above sea level. Administratively, the boundaries of Kampung Teluk Sulaiman adhere to the Decree of the Regent No. 369 of 2016. The village covers an area of 83.49 km².

Teluk Sulaiman experiences a tropical climate with significant rainfall. The average annual precipitation in this village is 2,348 mm, with most of it occurring in April, averaging 257 mm. The highest temperature is recorded in October with an average of 27.50°C. The lowest temperature, averaging 26.30°C, occurs in July, while the annual average temperature is 26.90°C. The territory of Kampung Teluk Sulaiman encompasses coastal areas, forests, islands, hills, and rocky formations. The southern and western parts feature steep hills with rocky cliffs, as the majority of the area is composed of limestone formations with a unique ecosystem.

Kampung Teluk Sulaiman has 337 households, totaling 1,520 residents, with 761 males and 759 females distributed across 6 neighborhoods (rukun tetangga). The village has a diverse range of educational backgrounds among its inhabitants, with many having completed primary and junior high school education. The younger generation is increasingly pursuing higher education, both within and outside of Berau Regency.

Distribution and Marketing Margin of Sunu Grouper Fish
Marketing channels refer to patterns established during the movement of commodities from producers to final consumers. Distribution channels are essential components of marketing, facilitating the effective conveyance of goods and services from producers to consumers.

Marketing channels involve the flow of goods from producers to consumers through marketing institutions. The roles of these marketing institutions depend on the prevailing market system and the characteristics of the marketed goods. The functions of marketing channels include examining and comparing price levels among various marketing institutions. These marketing institutions are the traders who participate in conveying goods and services from producers to consumers through specific channels (Prasetyo, 2008).

Regarding the marketing of Sunu Grouper fish in Kampung Teluk Sulaiman, Biduk-Biduk Subdistrict, there are two types of fish sales: live and dead. Live fish are sold to fish farmers, where they are collected initially. Once the fish reach an economically acceptable size, they are distributed to areas like Bandung, Denpasar, Bali, and surrounding regions. On the other hand, dead fish are usually sold to middlemen, collectors, retailers, and direct consumers. Fish sold to collectors or retailers are typically distributed to Tanjung Redeb, Tanjung Selor, Samarinda, and Balikpapan.

The sales process of Sunu Grouper fish is divided into two categories: in a live state and in a dead state. The price of dead Sunu Grouper fish is generally lower when sold to collecting traders compared to the price for live ones, due to the differences in treatment.

Table 1. Overview of Sunu Grouper Fish Prices

No.	Marketing Institution	Average Price/kg	
		Purchase Price (IDR)	Selling Price (IDR)
1.	Collector	75,000	100,000
2.	Retailer	100,000	120,000
3.	Fish Farmer	150,000	270,000

Marketing channel patterns for the sale of fresh Sunu Grouper fish in Kampung Teluk Sulaiman involve two levels: first-level channel pattern and second-level channel pattern. Meanwhile, the sale of live Sunu Grouper fish employs a first-level marketing channel pattern.

1. First-level channel pattern

Sunu Grouper fish follows a first-level marketing channel pattern, wherein fishermen sell their catch to collectors in Kampung Teluk Sulaiman, who then sell to consumers within the village.

Fishermen → Collecting traders → Consumers
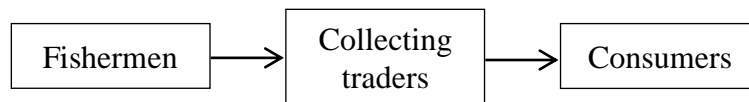
2. Second-level channel pattern

In the second-level pattern, the Sunu Grouper fish caught by fishermen are sold to collecting traders in Teluk Sulaiman, who then sell to retailers located in Tanjung Redeb, Tanjung Selor, Samarinda, Balikpapan, and Palu. These retailers subsequently resell to consumers.

Fishermen → Collecting traders → Resellers → Consumers
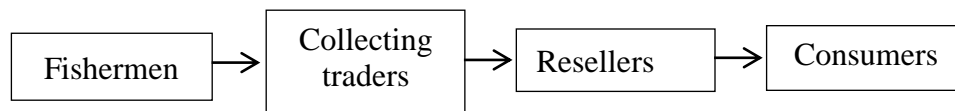
3. Marketing channel pattern for live Sunu Grouper fish

The marketing of live Sunu Grouper fish employs a second-level marketing pattern, where fish are sold to fish farmers in Kampung Teluk Sulaiman. These fish farmers then sell to the Hong Kong fish carrier, which distributes the fish to areas like Bandung, Bali, Denpasar, and surrounding regions.

Fishermen → Fish farmers ······ Hongkong vessels ···· Next parties

Marketing Margin refers to the profit or price difference received by producers compared to the price paid by consumers. The difference between the total margin of traders and the total cost incurred throughout the flow of goods from producer to consumer is referred to as marketing profit (Yapanto, 2020). According to Selan & Nubatonis (2016), marketing margin is the difference between the price paid by

consumers and the price received by producers. Marketing margin consists of two components: marketing cost component and marketing institution profit component.

Based on the calculated margins for each marketing institution involved in Sunu Grouper fish sales in Kampung Teluk Sulaiman, the institution with the highest margin is the collecting trader, with IDR 25,000, followed by retailers with IDR 20,000. This difference is attributed to the fact that collecting traders directly purchase fish from fishermen and do not hold the fish for too long.

Table 2. Marketing Margin of Sunu Grouper Fish

Marketing Channel	Purchase Price (IDR/Kg)	Selling Price (IDR/Kg)	Margin (IDR/Kg)
A. Fresh Fish			
First Level			
Fisherman		75,000	
Collector	75,000	100,000	25,000
Second Level			
Fisherman		75,000	
Collector	75,000	100,000	25,000
Retailer	100,000	120,000	20,000
B. Live Fish			
Second Level			
Fisherman		150,000	
Fish Farmer	150,000	270,000	120,000

Challenges Faced by Fishermen

One of the challenges encountered by Sunu Grouper fish distribution businesses is the difficulty in obtaining fuel in the Biduk-Biduk Subdistrict. This issue causes delays for fishermen in carrying out their fishing activities until fuel stocks stabilize. In addition to fuel scarcity, unpredictable weather conditions also affect fishermen's fishing activities.

CONCLUSION

The marketing channel pattern for the sale of Sunu Grouper fish in Kampung Teluk Sulaiman comprises two levels: the first-level channel pattern and the second-level channel pattern. Based on the calculated margin results for each marketing institution involved in Sunu Grouper fish sales in Kampung Teluk Sulaiman, the institution with the higher margin is the collecting trader, earning IDR 25,000, while retailers earn IDR 20,000.

The lack of direct involvement of fishermen in marketing prevents them from earning additional income to supplement their family's livelihood. There should be initiatives from the fishermen themselves to market their catches. Insufficient communication between fishermen and village officials regarding inadequate assistance and infrastructure, such as fishing equipment, hinders the optimization of fishing results. Fishermen should engage in discussions to address these issues.

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