

Marketing Network's Analysis of Coral Trout Grouper (*Plectropomus leopardus*) In Gusung Island, Selayar Archipelago Regency

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Abstract— This research was conducted since January until April 2016, located on Gusung Island, Selayar Archipelago Regency. The research objective was to determine the network marketing model of Coral Trout Grouper (*Plectropomus leopardus*). The study used a survey method with a case study approach, through the determination of respondents purposively and analyzed descriptively. The results of the study found 3 (three) marketing network models for live-coral trout grouper and 4 (four) marketing models for coral trout grouper.

Keywords— *Marketing Network's, Coral Trout Grouper, Gusung Island*

I. INTRODUCTION

One of the leading commodities in Selayar Archipelago Regency is fisheries commodities, especially marine fisheries. This is supported by the potential of coral reefs which are very potential, which is around 4.400 ha, which is spread in several places [9]. Fishery activities in Selayar Archipelago Regency area can be said to have been more developed, compared with eastern Indonesia area such as Merauke. Fishery activities in Merauke and Papua can generally be said to be relatively simple. The type of fishing rod used by local people is still traditional like gill nets [11].

Coral trout grouper is one of the many species of fish that have high attractiveness because it has high economic value with a very prospective export market opportunity to be developed especially for live grouper. Coral trout grouper fish that are most hunted for trading in living conditions are types snapper and grouper. That is supported by the statement that the international market demand for groupers tends to continue to increase, this provides a great opportunity for Indonesia to increase its catch [4]. Grouper marine fish commodities are the mainstay commodities and demand from

export markets from Taiwan, Japan, Singapore and Hong Kong. This grouper has become a special menu in leading hotels and restaurants, such as in Indonesia, Hong Kong, Taiwan, Japan and Singapore [8]

National potential of grouper commodities is around 35.000 tons / year, with potential for marine cultivation reaching a total land area of 3.776.000 ha [1]. Total grouper production in 2013 reached 113.368 tons consisting of 13.464 tons of aquaculture and 99.904 tons of catch [10]. Based on data from the Central Statistics Agency [6], in 2013 live grouper exports reached a value of US \$ 19.8 million with a volume of 2.552 tons. The export destination of live grouper is Hong Kong, which accounts for almost 90 % of the total export value. The export of live-grouper fish to Hong Kong has been carried out through two modes of transportation, namely air transportation facilities (airplanes) and sea fishing vessels. Transport vessels to Hong Kong, which have been operating in Indonesia for 100%, are owned by Hong Kong buyers [10].

Marketing has become an important aspect in the field of trading of coral trout grouper. Marketing is how to deliver products from producers to consumers in the position of both not being harmed, so that it is needed by entrepreneurs how to create effective network marketing [13]. Research on the study of grouper economics has also been carried out in Indonesia. Analysis of tiger grouper and duck grouper cultivation in floating net cages in Indonesia [2] and research on the analysis of the market share of groupers on Bonetambu Island, Makassar [7]. Increase in profitability is related to decrease in production costs, increased production and product prices [3]. Based on the description above, a study was conducted on the identification of the marketing network model of coral trout grouper on Gusung Island, Selayar Islands Regency.

II. METHODOLOGY

This research was conducted since January until April 2016, located in Gusung Islands, Selayar Archipelago Regency. Sampling of fishermen or respondents based on the principle of representation in accordance with the opinion of Black and Champion [5] which states that the percentage of samples determined as respondents is at least 1/10 or 10% of the fishing population. So that the number of respondents was 11 fishermen cultivating floating net cages of coral trout grouper. Retrieval of data by interview method using questionnaires with structured questions. The interview data is then processed and translated into a graphical marketing network scheme of coral trout grouper on Gusung Island, Selayar Archipelago Regency

III. RESULT AND DISCUSSION

Marketing network's is the number of marketing institutions that an item traverses from the producer region to the consumer. Schemes of marketing network for live-coral trout grouper fish and dead- coral trout grouper fish can be seen in Fig. 1 and Fig. 2 below :

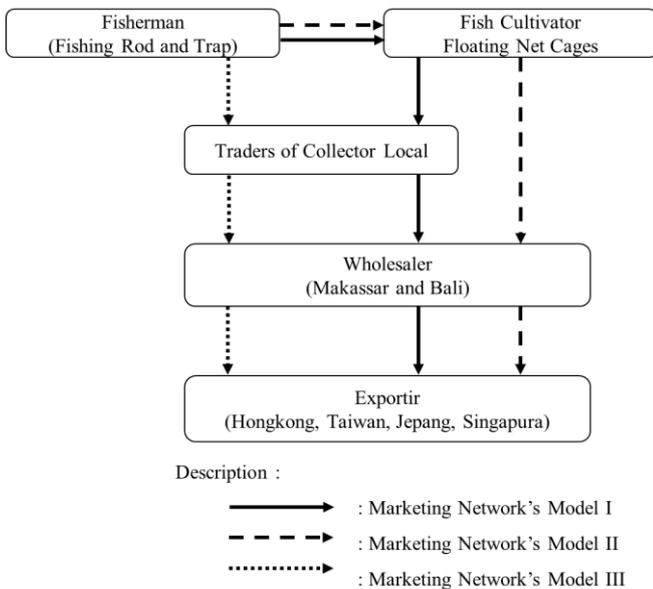


Fig. 1. Schemes of marketing network for live-coral trout grouper

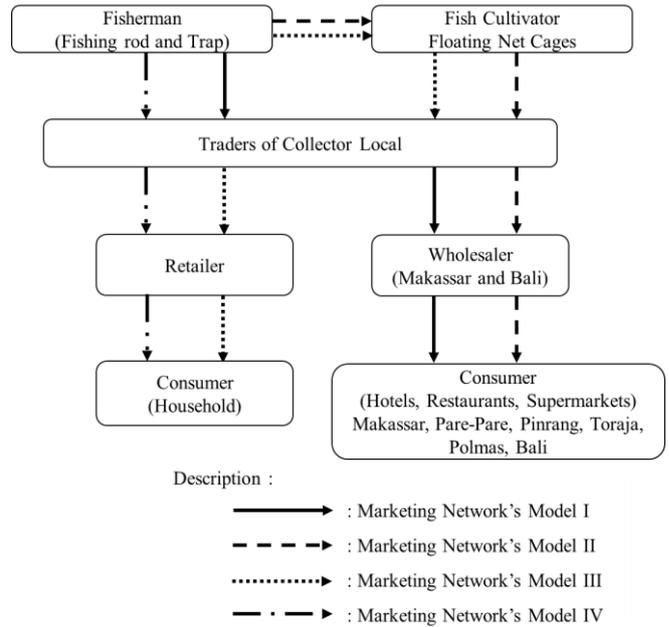


Fig. 2. Schemes of marketing network for dead-coral trout grouper

The research results that the marketing agencies of coral trout grouper identified in Gusung Island, Selayar Archipelago Regency are fisherman, fish cultivator, traders of collector local, wholesaler, retailer, exportir, and consumer (household, hotels, restaurants dan supermarkets). Research on the marketing network of local fishermen has also been researched in the Merauke Regency, the result shows the dominant local fishermen sell the results to the collector trader rather than directly selling to the market [12]. The results of the study found three forms of the marketing network for live-coral trout grouper fish and four forms of the marketing network for dead-coral trout grouper fish.

Based on Fig. 1 above, it can be seen that there are several forms of marketing of live- coral trout grouper fish, that is :

1. Marketing Network's Model I : begins from *Fisherman* to *Fish Cultivator* to *Traders of Collector Local* to *Wholesaler* and the last to *Exportir*.
2. Marketing Network's Model II : begins from *Fisherman* to *Fish Cultivator* to *Wholesaler* and the last to *Exportir*.
3. Marketing Network's Model III : begins from *Fisherman* to *Traders of Collector Local* to *Wholesaler* and the last to *Exportir*.

Based on Figure 2 above, it can be seen that there are several forms of marketing of dead-coral trout grouper fish, that is :

1. Marketing Network's Model I : begins from *Fisherman* to *Traders of Collector Local* to *Retailer* and the last to *Consumer (household)*.
2. Marketing Network's Model II : begins from *Fisherman* to *Fish Cultivator* to *Traders of Collector Local* to

Wholesaler and the last to Consumer (hotels, restaurants dan supermarkets).

3. Marketing Network's Model III: begins from *Fisherman to Fish Cultivator to Traders of Collector Local to Retailer* and the last to *Consumer (household).*
4. Marketing Network's Model IV: begins from *Fisherman to Traders of Collector Local to Retailer* and the last to *Consumer (household).*

IV. CONCLUSION

Based on the results of the study found 3 (three) marketing network's model for live-coral trout grouper fish and 4 (four) marketing network's model for dead-coral trout grouper fish.

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