

# Marketing Analysis of Catch Results Snakehead Fish Central Muning Village, Daha Selatan Sub-District, Hulu Sungai Selatan Regency of South Kalimantan

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## ABSTRACT

This study aims to: 1). Analyze the marketing channels of the Snakehead fish (*Channa striata*) catch in Central Muning Village. 2). Analyze the potential margins of the Snakehead Fish (*Channa striata*) business in Central Muning Village. 3). Analyze the price share received by fishermen (catching Snakehead) in Central Muning Village. 4). Analyze the feasibility of Snakehead fishing in Central Muning Village and the business feasibility of the marketing actors. This research was conducted in the Central Muning Village, Daha Selatan Sub-district, Hulu Sungai Selatan. The method of data collection is done by observation and interviews. The sample of location in this study was determined by purposive sampling method. Primary data were collected by two ways; Census and Snowball Sampling. The results of this study indicate that the Snakehead fish marketing system in Central Muning Village from the producer level to the final consumer level generally has two marketing channel patterns. Snakehead fish marketing margin in Central Muning Village in the marketing pattern I was Rp4,000 while the marketing margin in the marketing pattern II was Rp5,000,- in which for collector was Rp2,000 and for retailers was Rp3,000. The price share or farmer's share received by fishermen was 90%, that means snakehead fish marketing is efficient. The business of catching Snakehead Fish in the village of Central Muning is feasible.

**Keywords:** marketing, snakehead fish.

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