

Abstract. This study aims to characterize the market of striped catfish (*Pangasius hypophthalmus*) from freshwater cultivation in Banjar Regency, South Kalimantan Province. The data used are primary data obtained from fish farmers, wholesalers, and retailers. They refer to the production size of fish farmers, marketing cost, farmer's price (IDR), and retail price (IDR). Data were collected through observation and interviews. Secondary data included research map area, books, journal articles, and various websites related to the study objective. The sampling method for fish farmers was simple random sampling and for the marketing agencies was snowball sampling. Data analyses included (a) marketing channel analysis, (b) farmer's share analysis, and (c) marketing margin analysis. The results of the analysis show that (a) there are three types of marketing channels, namely, (1) fish farmers sell their fish to the wholesalers who sell it to retailers; (2) fish farmers sell their fish to retailers; and (3) fish farmers sell their fish to the institutional market which sells it to consumers; (b) farmer's share value for the first and second channel is 69%, for the it is 69%, and for the third channel the value is 57%, (c) the value of marketing margin for the first channel is IDR 5,000 (wholesaler) and IDR 4,000 (retailers), for the second channel of IDR 9,000 (retailers), and for the third channel of IDR 15,000 (institutional market).

Key Words: fish farmer, farmer's share, marketing agencies, marketing channel, marketing margin, striped catfish.