

MARKET INTEGRATION OF TILAPIA FISH (*Oreochromis niloticus*) FROM FRESHWATER CULTIVATION IN SOUTH KALIMANTAN PROVINCE OF INDONESIA

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ABSTRACT

This study aims to determine the market integration of tilapia fish (*Oreochromis niloticus*) from freshwater cultivation in South Kalimantan Province. The data used are primary data and secondary data, while the data collection uses the methods of observation, interviews and documentation. The sampling method of cultivators uses simple random sampling method, while the sample of marketing institutions uses the snowball sampling method. The data analysis used is (a) marketing channel analysis and (b) market integration analysis. The results of the analysis show that (a) marketing channels of tilapia fish consist of 4 patterns, which are (1) one of fish farmer (3%) sold the fish out to the consumer, (2) twenty five of fish farmers (78%) sold the fish out to the middleman and then sold again to retailers and finally sold to the final consumers, (3) four of fish farmers (13%) sold the fish out to the retailers and distributed to consumers and (4) two of fish farmers sold the fish out to the institutional market for distributed to consumers and (b) the value of the regression coefficient (β) is 0.55. The value of < 1 explains that the market is not perfectly integrated, while the market structure is an oligopsony market.

KEY WORDS

Fish cultivation, tilapia fish, fish farmer, middlemen, retailers, marketing channel