

# **PERFORMANCE OF CATFISH (PANGASIUUS SP.) CULTIVATION WITH POND MEDIA: CASE STUDY IN BANJAR REGENCY, SOUTH KALIMANTAN PROVINCE, INDONESIA**

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## **ABSTRACT**

Catfish is a fish that is increasingly in need in Indonesia and is one of the mainstays in increasing aquaculture productivity. This study aims to analyze the production performance and financial feasibility of catfish culture using pond media and analyze the marketing performance of catfish. This study uses a survey method. The research location was determined purposively in Banjar Regency; the research respondents were catfish cultivators in ponds, collectors, retailers, and catfish consumers. The data collected were analyzed descriptively; financial analysis, marketing margin analysis, and farmer share analysis were also used. The results showed that catfish cultivators had implemented good and correct technical cultivation activities, farming in ponds was financially feasible, and the catfish marketing system was running efficiently.

