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CV. CASHIELA MARKETING OF STRIPED CATFISH AND SNAKEHEAD FISH IN BANJARBARU CITY OF SOUTH KALIMANTAN, INDONESIA

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ABSTRACT
This research aims to determine the marketing of floss of striped catfish and snakehead fish. The research location was determined using a purposive sampling method at CV. Cashiela in Banjarbaru City, South Kalimantan Province, while research time from March to April 2023. Research data uses primary data and secondary data, while respondents were determined using the purposive sampling method. The tools in this research are (a) marketing channels, (b) farmer's share and (c) marketing margin. The research results show that (a) there are two marketing channels, the first channel explains that the producer directly sells floss of striped catfish and snakehead fish to final consumers and the second channel explains that the producer sells floss of striped catfish and snakehead fish to resellers and then sells it again to consumers. Then, (b) the value of farmer's share in marketing floss of striped catfish and snakehead fish either through reseller shops at the airport or shops outside the airport ranges from 50% to 89%, and (c) the value of marketing margin for sales at the airport is IDR 40,000 for floss of striped catfish and IDR 45,000 for snakehead fish, while sales outside the airport each have a value of IDR 5,000.

KEY WORDS
Striped catfish, snakehead fish, marketing channels, marketing margins, farmer’s share.

The amount of striped catfish and snakehead fish production in South Kalimantan province is very high in terms of catching and cultivation. Data from the Ministry of Maritime Affairs and Fisheries in 2013 stated that South Kalimantan catfish production contributed 3.11% or 49,804 tons to national catfish production, namely 379,763 tons. This came from the fishing sector amounting to 3,522 tons and the cultivation sector amounting to 46,282 tons, while snakehead fish production contributed 16.34% or 12,891 tons to national snakehead fish production, as big as 78,884 tons. This came from the fishing sector amounting to 12,092 tons and the cultivation sector amounting to 800 tons.

Catfish and snakehead fish have a good market share because they have competitive prices with other types of fish, delicious taste and have the potential to be developed in processed form (Oktavianawati I, Palupi N., 2017). One way to use fish so that it has a high selling value is to process it into shredded meat (Susanto, 2003). Fish floss of shredded fish is a type of preserved food made from seasoned fish, prepared by boiling and frying. The resulting product has a soft shape, good taste, distinctive smell and has a relatively long shelf life, namely 15 days at room temperature (Dewi et al., 2011).

Seeing the huge potential of striped catfish and snakehead fish, in 2014 Muhamamad Ryan Perdana and Dessyana Yudiarny started setting up a business under the name CV. CASHEILA which is located on Jalan Tunas Baru Komp. Graha Mega 2 No. 4-B Sungai Ulin, Banjarbaru City with the hope of becoming one of the businesses that plays an important role in increasing the selling value of South Kalimantan's resources and is also able to expand to the international market. Various product innovations such as floss of striped catfish and snakehead fish were made to meet market demand.

Within a month CV. Cashiela produces 240 pcs of shredded striped catfish and snakehead fish with the price of floss of striped catfish IDR 35,000 and floss of snakehead fish IDR 40,000, and for quite a long time, nine years, CV. Cashiela only carries out marketing in the form of sales which still uses simple methods, namely prioritizing orders

from the same customers and aligning its products in supermarkets in the Banjarbaru City area and its surroundings. Competitive conditions, limited resources and a simple marketing system are the problems faced, therefore CV. Cashiela must be able to formulate the right marketing strategy to be able to continue to compete and increase demand and market share.

MATERIALS AND METHODS OF RESEARCH

The research was held for 2 months from March to April 2023. The research location was selected using a purposive sampling method at CV. Cashiela Banjarbaru, South Kalimantan Province with the consideration that CV. Cashiela is a home industry that produces floss made from Patin and Gabus fish.

The data used are primary data and secondary data. Primary data was obtained from interviews and direct observations regarding prices and marketing channels of floss of striped catfish and snakehead fish in CV.Cashiela, while secondary data was obtained from data collection by looking for other sources of information relevant to the research being carried out from the CV Cashiela sales website directly as well as journals about marketing fish floss.

Determining respondents in this study used a purposive sampling method, the respondents selected were the owners and leaders of CV. Cashiela Banjarbaru, who are responsible for decision making in the company and has expertise and knowledge regarding the matter being researched.

Data analysis methods used are:

a. Qualitative descriptive analysis was used to determine the description of the marketing channel (Lilimantik E., 2020) from floss of striped catfish and snakehead fish at CV. Cashiela reaches the final consumer;

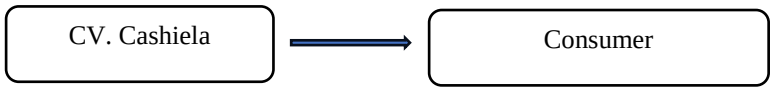
b. Farmer's share analysis is used to determine the size of the price share obtained by producers (Fa'ana et al, 2021), in this case CV. Cashiela. Farmer's share is determined using the following formula: FS = (Pf/Pr) x 100% (Hanafiah and Saefuddin (1996). FS is the share of the price received by producers, Pf is the price at the producer level and Pr is the price at the consumer level. Anindita et al (1992) stated that if the farmer's share value is ≥ 40%, it can be said to be efficient, while farmer's share ≤ 40% is said to be inefficient;

c. Marketing margin analysis is used to determine the size of the price portion received by traders (Wohlgenant M., 2001). To calculate the margin, the formula is used: M = Pr - Pf (Flowra et al., 2012). M is the marketing margin, Pf is the price at the producer level and Pr is the price at the consumer level. Marketing will be efficient if the marketing margin value is smaller than the farmer's share value (Reed A.J., 2002), stated in IDR (Schroeter J., et al, 1991).

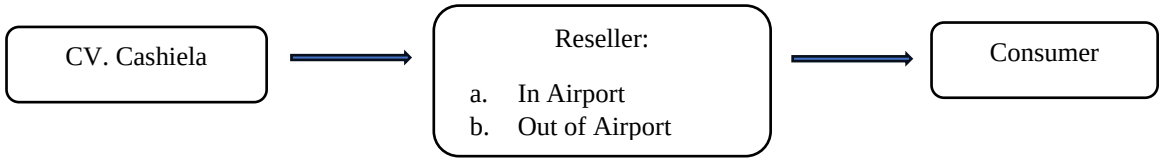
RESULTS AND DISCUSSION

There are 2 types of marketing channels for floss of striped catfish and snakehead fish in CV. Cashiela as follows (data collected by authors through interviews, 2021):

Marketing channel 1



Marketing Channel 2



The first channel explains that producers sell floss of striped catfish and snakehead fish to end consumers in two ways, (a) producers come directly to CV. Cashiela and (b) online via courier floss of striped catfish and snakehead fish packed in economical size, namely 70 grams. Floss of striped catfish sold directly to end consumers is priced at IDR 40,000, while floss for snakehead fish is priced at IDR 45,000.

The second marketing channel explains that producers sell floss of striped catfish and snakehead fish to resellers, and then sell them again to final consumers. The location of the resellers on this channel (a) is at Syamsudin Noor Banjarbaru international airport, namely at the Sarinah souvenir shop and Pelta Indo Snack. Sales of Patin and Gabus fish floss are also available at Soekarno Hatta international airport in Cengkareng, Jakarta, through Estex Pasar Laut. Prices given by CV. Cashiela is the same, IDR 40,000 for floss striped catfish and IDR 45,000 for floss snakehead fish. At the souvenir shop at the airport, this fish floss is sold for double the amount IDR 80,000 for floss striped catfish and IDR 90,000 for floss snakehead fish. These shop owners take directly to CV. Cashiela, for those in Jakarta, shipping costs are borne by the shop owner so there are no additional shipping costs borne by CV. Cashiela; and (b) some are located outside the airport which includes the Banjarbaru and Banjarmasin areas. Resellers pick up directly from CV. Cashiela and the price given is lower, namely IDR 35,000 for floss striped catfish and IDR 40,000 for flossed snakehead fish, then sold again at IDR 40,000 for floss striped catfish and IDR 45,000 for flossed snakehead fish. Farmer's share marketing value of floss of striped catfish and snakehead fish CV. Cashiela, Banjarbaru city, is presented in Table 1.

Table 1 – Farmer's share marketing value for floss of striped catfish and snakehead fish CV. Cashiela

Variable	Price of Farmer (IDR)	Price of Retailer (IDR)	Farmer's Share (%)
	Channel 1		
Floss of striped catfish	40.000	65.000	61
Floss of snakehead fish	45.000	70.000	64
	Channel 2		
In airport			
Floss of striped catfish	40.000	80.000	50
Floss of snakehead fish	45.000	90.000	50
Out of airport			
Floss of striped catfish	35.000	40.000	88
Floss of snakehead fish	40.000	45.000	89

Source: Processed primary data, 2023.

Table 1 explains that the farmer's share value of marketing floss of striped catfish and snakehead fish either through reseller shops at the airport or shops outside the airport ranges from 50% to 89%, so it can be said that the marketing channels are efficient.

The difference in the margin value obtained will influence the price of floss fish in consumers (Gawa et al., 2017). The price at the producer level is the lowest price in the fishery product market system, then increases at the marketing institution level due to marketing costs incurred (Kartikasari, D., 2010). Meanwhile, prices at the retail level are the highest prices because consumers pay two forms of prices, namely product prices and marketing prices (Ismanto, J., 2020). The magnitude of the marketing margin value of floss of striped catfish and snakehead fish CV. Cashiela in Banjarbaru City, South Kalimantan Province is presented in Table 2.

Table 2 – Marketing margin value of floss striped catfish and snakehead fish CV. Cashiela

Uraian	Price of Farmer (IDR)	Price of Retailer (IDR)	Marketing Margin
In airport			
Floss of striped catfish	40.000	80.000	40.000
Floss of snakehead fish	45.000	90.000	45.000
Out of airport			
Floss of striped catfish	35.000	40.000	5.000
Floss of snakehead fish	40.000	45.000	5.000

Source: Processed primary data, 2023.

Table 2 explains that the marketing margin for snakehead fish floss for final consumers at the airport is IDR 45,000, while for final consumers of snakehead fish floss outside the airport it is IDR 5,000. The marketing margin for cat fish floss for final consumers at the airport is IDR 40,000, while for final consumers of cat fish floss outside the airport it is IDR 5,000. The marketing margin value for resellers located at the airport is higher than the marketing margin value for resellers who sell outside the airport, this is because the cost of renting a shop inside the airport is more expensive than outside the airport and the profit share is with the airport. As a result of this limitation, resellers will charge more costs to their consumers.

CONCLUSION

Floss of striped catfish and snakehead fish distribution from CV. Cashiela producer to consumer involves two marketing channels and one marketing institution, namely the reseller. The marketing system at the producer level is efficient because the farmer's share value is greater than 40%. The marketing margin value of resellers located at the airport is greater than those outside the airport, this is because the cost of renting shops inside the airport is more expensive than those outside the airport and there is also a profit share with the airport which is issued so that the reseller will charge more to the customers.

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